

MEDIAWEEK

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CBS and Fox are getting ready to launch network breakfast programs next month. To rise, local news shows will have to shine **PAGE 5**

MARKET INDICATORS

National TV: Moving

Fourth-quarter scatter is heating up and networks are getting CPM increases of 10-12 percent for inventory. Advertisers are looking to heavy up in new-season premieres.

Net Cable: Slow

Most major cable networks are wrapping upfront efforts, with some holding more inventory than originally budgeted. Smaller networks are still trying harder. A late flurry of movie dollars helps.

Spot TV: Waiting

Third quarter is well below bubbly expectations. All markets are moving slowly; drain of Olympics money noticeable. Soft-drink summer spending yet to start. Movies holding longer in theaters could give small boost.

Radio: Robust

Independence Day and *The Nutty Professor* help keep movie business afloat in major cities. Fast food and apparel starting to come on strong in Houston and Denver.

Magazines: Strong

Fashion is hot. So are cosmetics, most notably fragrances.



Laura K. Jones JUL 22 1996

The Trouble With

FCC standoff on new rules for educational television puts broadcasters in holding pattern

CHILDREN'S TV

By Alicia Mundy and Mark Gimein

The cold war between Federal Communications Commission chairman Reed Hundt and veteran commissioner Jim Quello became a pitched battle last week. Less than a month after agreeing in principle to stronger educational TV requirements, Quello rejected Hundt's proposed rules for broadcasters to follow. A barrage of heated rhetoric between Quello and Hundt followed, with the National Association of Broadcasters and various members of Congress joining the fray.

FCC officials had hoped to have an agreement on children's TV hammered out before House Commerce Committee hearings on the subject begin on July 18 and in time for an FCC meeting and White House summit scheduled for July 25. Now the four FCC commissioners will be going to the House split on the issue. The 2-2 standoff almost guarantees a Capitol fracas, with politicians trying to extract advantage as either champions of private enterprise or defenders of children.

Quello argued that the FCC draft rules on educational TV would set the clock back on

broadcast deregulation by 25 years. "This is the worst program dictatorship idea I've seen in years," Quello told *Mediaweek*.

In turn, the staffs of Hundt and commissioner Susan Ness said Quello and commissioner Rachele Chong, who also opposes several provisions in the draft rules, were simply delaying a substantive response to the proposal. Hundt appeared to be in no mood to compromise. At a press conference last Friday, the commissioner accused Quello of trying to sabotage the rules, saying that changes Quello has asked for would not only weaken the rules but also doom them in court. "Jim wants loopholes and he wants a poison pill," Hundt said.

Later on Friday, Quello responded that the flexibility he wants will actually allay any potential constitutional problems and make the rules more likely to be upheld.

Under Quello's chairmanship in 1991, the FCC did not heavily enforce the educational TV requirements of the 1990 Children's TV Act, according to an FCC official. But Hundt, who assumed power in 1994, said he wants to put teeth back into the FCC implementation of that law—in effect, undoing Quello's practice. That

Deadlocked

FOR



Reed Hundt came to power in '94 as a champion of kids TV. Anything less than three scheduled hours of "good for you" television doesn't cut it.

set the stage for the clash between the two (*see page 15*), which came to a head last week.

Critics of the broadcast industry pounced on Quello's objections. "It appears Quello wants to sabotage the Children's Television Act," said Katherine Montgomery, president of the Center for Media Education. Quello's call for flexibility in the new rules—generally understood to mean an alternative to three hours of educational children's shows each week—was shrugged off by the draft's proponents. "They tried [implementing the Children's Television Act] without a minimum standard, and it failed miserably," said Rep. Ed Markey, ranking Democrat on the House Telecommunications subcommittee and an author of the 1990 law. In May, Markey's letter urging the three-hour minimum was signed by 224 House members.

Two key issues emerged during the week's debate. The first is the specific time requirements facing broadcasters. The FCC staff proposal would require broadcasters to program three hours of full-length educational shows per

A Ratings Toy Story

TVB gives buyers a math lesson

TELEVISION / By Scotty Dupree

Who'd have thought that a major bone of contention between cable and broadcast television could be reduced to a tchotchke? The Television Bureau of Advertising last week mailed out to thousands of media buyers, TV stations and journalists a slide rule designed to create apples-to-apples comparisons of cable and broadcast ratings

"The problem," says TVB president Ave Butensky, "is the misuse of data in the press" and by buyers who either don't understand or appreciate the difference between a cable and a broadcast rating. "If someone gives you a

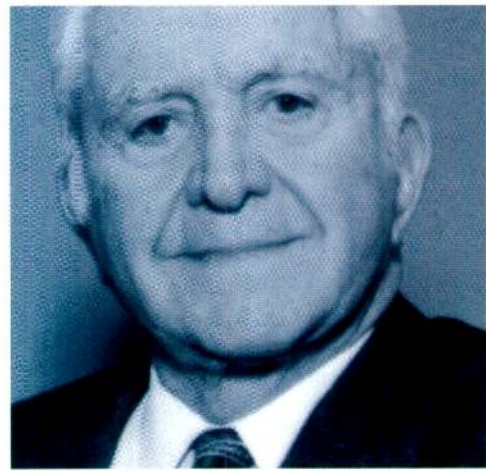
number, you can put it on a level playing field," with the TVB's handy new tool, Butensky says.

The fact that raw cable and broadcast ratings are often placed side by side and compared directly has long been a sore point for Butensky and other broadcast executives. The TVB has made previous efforts to get across its point that the numbers are not comparable, to little avail. "I have no problem with cable," Butensky says. "Cable is our ally; they bring money into the marketplace and they do a fine job of marketing themselves."

Joe Ostrow, president of the Cabletelevision Advertising Bureau, says the TVB's new device isn't necessary. "If [the TVB] thinks that the agency community—and the press for that matter—doesn't know the difference between a coverage rating and a total universe rating, they are insulting both communities," Ostrow says. —with Michael Bürgi

Kids

AGAINST



James Quello has spent two decades fighting regulation. Did he really change his mind on kids? Or is he bobbing and weaving his way to victory?

week, allowing only rare exceptions. Other proposals, including Quello's, would let stations replace much of the programming requirement with other types of community service.

The other major issue is the methods used by the FCC to judge which programs are deemed "educational." The staff proposes using independent groups to evaluate programs, then tapping the FCC for review. "At the end of the day, the Commission will have to decide," said Jim Casserly, legal advisor to commissioner Ness. When Quello was chairman, the FCC generally gave broad discretion to the broadcasters to rate the educational content of their programming. "This was the classic case of letting the fox guard the henhouse," said an FCC official.

Broadcasters and Quello's allies in Congress will fight any strict interpretive policies mandated by the FCC. "Content regulation" has become a buzzword among opponents of the FCC draft rules. "Reed Hundt says he doubts that *It's Academic* is educational," noted a broadcast lobbyist. "I mean, whose standards prevail?" ■

Target: Netscape

Microsoft readying major offensive against leading Web browser

NEW MEDIA / By Cathy Taylor

The Internet is bracing for its own *Independence Day*-style invasion. Microsoft, which has slowly been increasing the visibility of its Internet Explorer Web browsing software to challenge market leader Netscape, is about to use its deep pockets to launch a major offensive to support Explorer and other Internet-related products. A key element of its plan is to get heavily-trafficked media sites to support Internet Explorer using a portfolio of revenue-generating and comarketing incentives.

Microsoft is also expected to announce a range of development partnerships this week, via an event called "World Wide Live" on Tuesday. Microsoft representatives would not comment. The media site effort will support the release of Internet Explorer 3.0, an improved version of the current software, slated for an August release. (Netscape will probably release its Navigator 3.0 in August as well.)

"They're trying to get Microsoft to be the preferred Web browser of some of the major sites," said one media executive with knowledge of the Microsoft's strategy. The company is said to have initiated talks with a number of high-profile Web sites, including ESPN SportsZone, search engine Yahoo, Hotwired and Time Warner's Pathfinder, to support Internet Explorer.

The new initiative will likely extend Microsoft's reputation for playing hardball, as the company seems willing to do just about anything to tip the balance in Internet Explorer's favor. Media sources said last week that incentives being offered for helping promote Internet Explorer run the gamut—from Microsoft making extensive ad buys on sites willing to support the software and make it downloadable from their venues to outright endorsements.

Microsoft is also said to be looking at making special deals with the increasing number of sites that are looking for paid subscribers. Users who view such fee-based sites via Internet Explorer could do so for free, with Microsoft reimbursing the sites for the subscriber fees.

Microsoft is also likely to help promote sites that participate in supporting Internet Explorer. "It's a unique kind of quid pro quo, even for the Web," admitted one media executive.

According to Jeff Mallett, senior vp/business operations at Yahoo, Microsoft is willing to help market sites based on their willingness to get behind Microsoft technology. "We have been and continue to be in discussions with Microsoft in regard to looking at their technology across the board here at Yahoo," Mallett said. A recent six-week deal between Yahoo and Microsoft may be a precursor of marketing ventures to come for other sites. Yahoo was promoted in broadcast advertising by Microsoft, getting a high level of mass media exposure. Still, Mallett stressed that both the Internet Explorer and Netscape software will remain available on the Yahoo site, as long as consumers want both browsers.

Netscape has also been meeting with major Web sites in recent weeks, trying to ensure that it continues its dominance of the Web-browsing software market. Netscape now has about 85 percent of the market, with Internet Explorer at around seven percent. While Netscape obviously has a substantial lead and can match Microsoft's pitch in areas such as development, it would probably be impossible

for Netscape to fully compete against Microsoft's media muscle. Indeed, according to one executive who has met with Netscape, the company will mostly promote Netscape 3.0 on the Web via the barter deals that are common in the online world. Netscape officials would not comment about distribution plans.

So it appears the Internet is about to become a major battleground. "There's no doubt they're [both] going for blood," said Dave Garaffa, editor of Browser Watch, a news site on the Internet. "Microsoft has the money, Netscape has the appeal. How long the appeal will last against the money, I don't know." ■



War on the Web: Microsoft takes on Netscape in a browser battle

AT DEADLINE

Selling Spectrum Could Raise Lunch Money

President Clinton is urging that money raised from an auction of digital spectrum be used for the nation's schools. The White House thinks that the Federal Communications Commission can get \$5 billion from selling off the frequencies currently used for UHF channels 60-69. FCC chairman Reed Hundt said last Friday that he thinks the take could be as much as \$20 billion. This leaves broadcast lobbyists, who had successfully kept spectrum auctions out of the 1996 Telecom Act, very concerned. The FCC has no authority to auction TV frequencies, but it does have the power to move stations to new channels and redefine the channel 60-69 part of the spectrum for other uses. That would mean 97 full-power stations would have to relocate to new channels and more than 2,000 low-power stations and retransmitters might have to go off the air. Lobbyists charged that government greed is the motivation; an FCC staffer said that reallocating the 60-69 spectrum is just good engineering. "We've given the broadcasters 95 percent of what they want and now they're squawking," the staffer said.

Rush Runs Out of Time (Periods)

Rush Limbaugh and TV syndicator Multimedia Entertainment last week informed client stations that *Rush Limbaugh, The Television Show* will cease distribution as of Sept. 6. Limbaugh said it was his decision alone not to continue with the four-year-old TV show because of its scattered time-period clearances. Season-to-date, *Rush* was averaging a respectable 2.5 rating nationally (NSS, Sept. 4, 1995-June 23, 1996). However, during the May sweeps, *Rush*'s 1.8 rating/12 share average in 109 late-night time periods represented a 25-percent decline from the show's May 1995 sweeps average (2.3/16) in 134 late-night markets.

TW, Turner to Meet on FTC Concerns

Time Warner and Turner Broadcasting System executives and lawyers plan to meet with staffers of the Federal Trade Commission this week to discuss how to win the FTC's approval of Time Warner's planned \$7.5 billion merger with TBS. Last week, FTC staffers formally recommended that the merger be blocked unless certain terms of the deal are changed. Sources close to the deal indicated that the FTC wants to curb TCI's 20-year discounts on affiliate fees it pays the Turner networks; seek promises from TCI and Time Warner that they will not collude to block new cable programming; and curtail the voting shares TCI president John Malone will have in TW.

Yahoo Reports Financial Results

Sunnyvale, Calif.-based search engine Yahoo released financial results last week, its first since going public earlier this year. The company said that it had a net loss for the second quarter of \$1.37 million on revenue of \$3.27 million. Revenue was up 89 percent over the first quarter.

PBS Hosts Its First Upfront Presentation

For the first time, the Public Broadcasting Service and Thirteen/WNET, one of its principal affiliates, this week will host an upfront presentation to advertisers interested in underwriting the new slate of programming this fall. Hosted by talk show host Charlie Rose, PBS' upfront aims to sell advertising packages that still do not interrupt programs but allow advertisers to promote between programs. PBS is seeking increased ad income to make up for revenue shortfalls due to government cutbacks.

Addenda: Fox Sports is close to a deal with Southland Corp.'s 7-Eleven convenience stores involving media buys and promotions supporting the network's NFL, NHL and Major League Baseball telecasts for the next two years. The unprecedented three-sport deal would give Fox Sports the 6,500-store 7-Eleven chain as a promotional venue for its programming... MSNBC, the 24-hour news channel owned and operated by NBC and Microsoft, is set to launch today to about 20 million cable homes. Late last week, MSNBC signed a corporate carriage deal with Cablevision Systems Corp., a Long Island-based cable operator with 2.8 million cable subscribers... National TV responsibilities will be divided at ad agency J. Walter Thompson in the wake of a media department reorganization. Jerry Dominus, head of national broadcast, is leaving the company as a result. JWT media director Jean Pool and Ron Fredrick, director of national broadcast in JWT's Detroit office, will split the duties.

Correction: A chart that appeared last week (*Mediaweek*, July 8) incorrectly identified the network affiliation of WGN-TV in Chicago (it is a WB affiliate). The chart also listed incorrect call letters for Renaissance stations in Sacramento, Calif. (KTXL) and Miami (WDZL). Also, a cable column item last week should have identified the owners of cable channel Classic Sports Network as Allen & Co., AT&T Ventures and Huizenga Holdings.

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Are Mornings A Moneymaker?

Local morning news shows are all the rage thanks to CBS, Fox

TV STATIONS / By Michael Freeman

Fifteen years ago, local TV stations realized there was money to be made programming 60-minute, 90-minute, even two-hour news blocks at the dinner hour. If all goes as planned, another revolution in TV news will begin later this summer, but this time the meal is breakfast.

With the network launches next month of *Fox After Breakfast* and a revamped *This Morning* on CBS, affiliates are being pushed to put together expanded local news operations to lead into the new network morning shows. Affiliates are being promised that these local morning shows will be moneymakers, and CBS and Fox are praying the new news shows will deliver viewers directly into their new national broadcasts. Will it work?

It had better. For Fox, *After Breakfast* represents the network's boldest attempt to expand into a new daypart (morning) since it got NFL football two years ago. For CBS, its new *This Morning* show (which begins Aug. 12) represents a last-ditch effort to make a major mark in a daypart where it has never been able to before. Both strategies rely heavily on persuading local affiliates to mount their own morning news shows to lead into and blend with the network shows. And that will cost a lot of money.

Top-ranked Fox affiliate KTVU in San Francisco, a Cox-owned VHF, is dumping its low-rated 6-7 a.m. pickup of CNN Headline News and on Aug. 5 will launch *KTVU Morning News*. The addition of the "straight news" hour will flow into KTVU's highly-rated *Mornings On 2* news/chat show, giving the station a seamless 6-9 a.m. local news block.

Jeff Block, station manager at KTVU, predicts that a stronger 6-9 a.m. local news rotation will help "drive" the ratings into Fox's launch of *Fox After Breakfast* on Aug. 12.

KTVU is so optimistic about how well its new morning block will perform that it is not sure it will schedule *After Breakfast* (an unknown quantity) into the "beneficiary" 9 a.m. time slot straight away. Block is considering

ACI/Pearson Television's syndicated *Scoop With Sam & Dorothy* (a new gossip show) instead, with the Fox show an hour later.

The decision is important because shows like KTVU's *Mornings on 2* have proven they can outdraw the big boys—NBC's *Today* and ABC's *Good Morning America*. During May 1996, KTVU's *Mornings on 2* averaged a second-ranked 3.5 rating/15 share in households



KTLA's morning crowd: (top, from left) Sam Rubin, Gayle Anderson, Mark Kriski, Eric Spillman; (bottom) Michelle Ruiz, Carlos Amezcua, Barbara Beck; (on desk) Jennifer York

(up 13 percent in share from May 1995), and beat NBC affiliate KRON's *Today* (4.7/22) in the last hour. In New York, Fox-owned WNYW's *Good Day, New York* consistently outdraws the network morning shows.

Steve Bell, former general manager of Tribune's KTLA in Los Angeles who sold Tribune group executives on the idea of launching the *KTLA Morning News* five years ago, believes that expanded local news blocks will continue to be a "major-market phenomenon." KTLA typically wins the 7-9 a.m. time periods, (a top-ranked 4.1/15 last May). Ad-buying sources say KTLA charges \$1,000 to \$1,500 per unit, thus generating \$15 million to \$18 million in annual gross revenue; Fox's KTTV is said to earn about one-third of that for its younger *Good Day, Los Angeles* block.

How far down in the market rankings can

A \$5 Million Mag Makeover

Times Mirror spends again

MAGAZINES / By Jeff Gremillion

The climate of belt-tightening at Times Mirror seems to have eased with the news that one of the company's oldest titles is being totally revamped. Times Mirror Magazines division has pledged about \$5 million to redesign and relaunch the 68-year-old home-improvement title *Home Mechanix*. The new magazine, still to publish 10 times a year with a rate base of 900,000, will also get a new name, *Today's Homeowner*. The first issue will hit newsstands Aug. 25.

"The company is now prepared to be innovative and build," said *Homeowner* group publisher Michael Rooney, also publisher of *Field & Stream* and *Outdoor Life*. "This is what is happening after the restructuring."

Homeowner editor Paul Spring said the makeover signals a new age of growth for the the company, whose ranks have shrunk dramatically over the last year. Times Mirror, notably in its newspaper division, has been through what *The New York Times* called "the most arduous downsizing and cost-cutting the industry has ever seen."

"We've done that; that's behind us," said Spring. "The emphasis now is on growth."

Times Mirror has already poured funds into extensive market research for *Home Mechanix*. The first problem turned out to be the book's name. Focus groups thought the title dealt with auto mechanics or other technical matters. "The name just doesn't cover what we do," said Spring.

The new and improved *Today's Homeowner* hopes to fill what TMM considers a void—"a grand canyon," according to Spring—between hard-core do-it-yourself books such as *Workbench* and more aspirational titles such as *This Old House* or Hearst's forthcoming *Bob Vila's American Home*. With the home-improvement industry tipping \$126 billion—and with baby boomers, the magazine's target audience, reaching peak home-ownership years—Spring said his magazine needed revamping to take advantage of the ripe market.

Ads for the relaunch will appear in fourth-quarter issues of all 10 Times Mirror titles. The *Los Angeles Times* and *Newsday*, both company newspapers, will also carry inserts. ■

NEW MEDIA

Yet another reason to never leave the couch: Both Philips Consumer Electronics and Sony have announced plans to sell a set-top box that, for only \$200 to \$400, can turn any TV into a Web-surfing marvel. The products are being licensed to the two manufacturers by WebTV Networks, a Silicon Valley start-up managed by several former Apple executives. The boxes are connected to the TV along with a phone line. All consumers have to do is handle a remote, something that most know how to do already, and subscribe to WebTV Networks. No more wondering if it's really worth parting with thousands of dollars just to be part of the digital age. News of the TV-Internet connect comes as an increasing number of hybrid TV/PC products are hitting the market. InterCast, a combined Web-surfing, TV-watching technology whose innards are provided by Intel, gets its debut this month with NBC's broadcast of the Summer Olympics. Several other media concerns, including MTV, have also signed on for the device, which promises to transform PCs into TV sets, rather than the other way around.

For those who must occasionally leave their couches to go to work, CNN has found a way to reach people in their offices, even if their boss hasn't signed off on a TV with cable hookup. CNN's interactive offshoot last week entered into an agreement with the Cupertino, Calif.-based PointCast Network, which uses a computer's down time to transmit info from selected Internet sites to the desktop. The deal also includes some of the usual Web mutual back-scratching. Starting in the fall, PointCast software, which is free to consumers, will be downloadable from both cnn.com and cnfn.com, and PointCast will be amply promoted in a TV campaign on Turner cable networks. PointCast, one of the more promising Internet technologies, gets all of its revenue from advertising, though CNN will retain the right to sell the advertising on its portion of the PointCast service. PointCast has similar content deals with Reuters, Time Warner's Pathfinder, SportsTicker and Accu-Weather. PointCast viewers in the Boston and Los Angeles markets can also subscribe to *The Boston Globe* and the *Los Angeles Times* via the service. —By Cathy Taylor

CBS and Fox expect to get cooperation from local stations? Twelve of CBS' 14 owned TV stations are in the top 25 markets, notes Tony Vinciguerra, evp of CBS Television Stations. But for a station such as WFRV in Green Bay (market No. 71), expanding the local news operation will be tougher, Vinciguerra admits. "With the base costs of producing local news being almost the same in Green Bay as they are in Philadelphia, it just becomes

too difficult to make the economics work." As a result, WFRV and stations in other smaller markets will be taking a two-hour "transition" feed of *This Morning* for the foreseeable future.

"Most of those stations [below the top 10 markets] own the kids business, and they're not prepared to take on the overhead of starting news operations, especially when the spot revenue base isn't there for it," says Bell. ■

All the Signs Point Up

\$690 million sale of Gannett Outdoor tightens number of players

OUTDOOR / By Mark Hudis

It's like déjà vu all over again. Following the broadcasting industry's lead, outdoor advertising companies are merging, consolidating power into the hands of a few large players. Outdoor Systems of Phoenix last week agreed to buy Gannett Outdoor for \$690 million, creating the No. 1 out-of-home company in the business. The sale follows closely Infinity Broadcasting's \$300 million purchase of billboard giant TDI last March and Eller Media's swallowing of Patrick Media last year in a \$518 million deal. The prices are high, but so are the stakes.

Last year, according to Competitive Media Reporting (CMR), outdoor advertising took in \$1.12 billion in revenue. The Outdoor Advertising Association of America puts the figure at \$1.8 billion, more than half the \$3.5 billion spent in 1995 in the out-of-home category (which also includes transit posters and other non-billboard type advertising).

As in radio this year, a few well-heeled operators are willing to pay high prices for outdoor companies, believing that bigger will be better. Oren Cohen, a media bond analyst for Bear Stearns in New York, said that in the world of outdoor advertising, size is key. "The bigger you get, the more chance you have of getting national ad dollars," Cohen said. "If you're all over the country, you can say [to clients], 'I can get you into all of the top cities.' That's the concept."

"[Outdoor] is similar to radio," says Kevin Reilly Jr., ceo of Lamar Advertising. "There are real benefits to synergy in certain markets. It's a lot like duopolies in radio."

And the largest companies, naturally, get the largest piece of the pie. Until last week's Gan-

net-Outdoor Systems deal, TDI was the top dog in the out-of-home category with 1995 revenue of \$270 million. Eller posted 1995 revenue of \$265 million, making it the third-ranked company in the industry. Gannett, the former No. 2 company, projected that combined Gannett/Outdoor Systems revenue will hit \$300 million next year, which would place the company first.

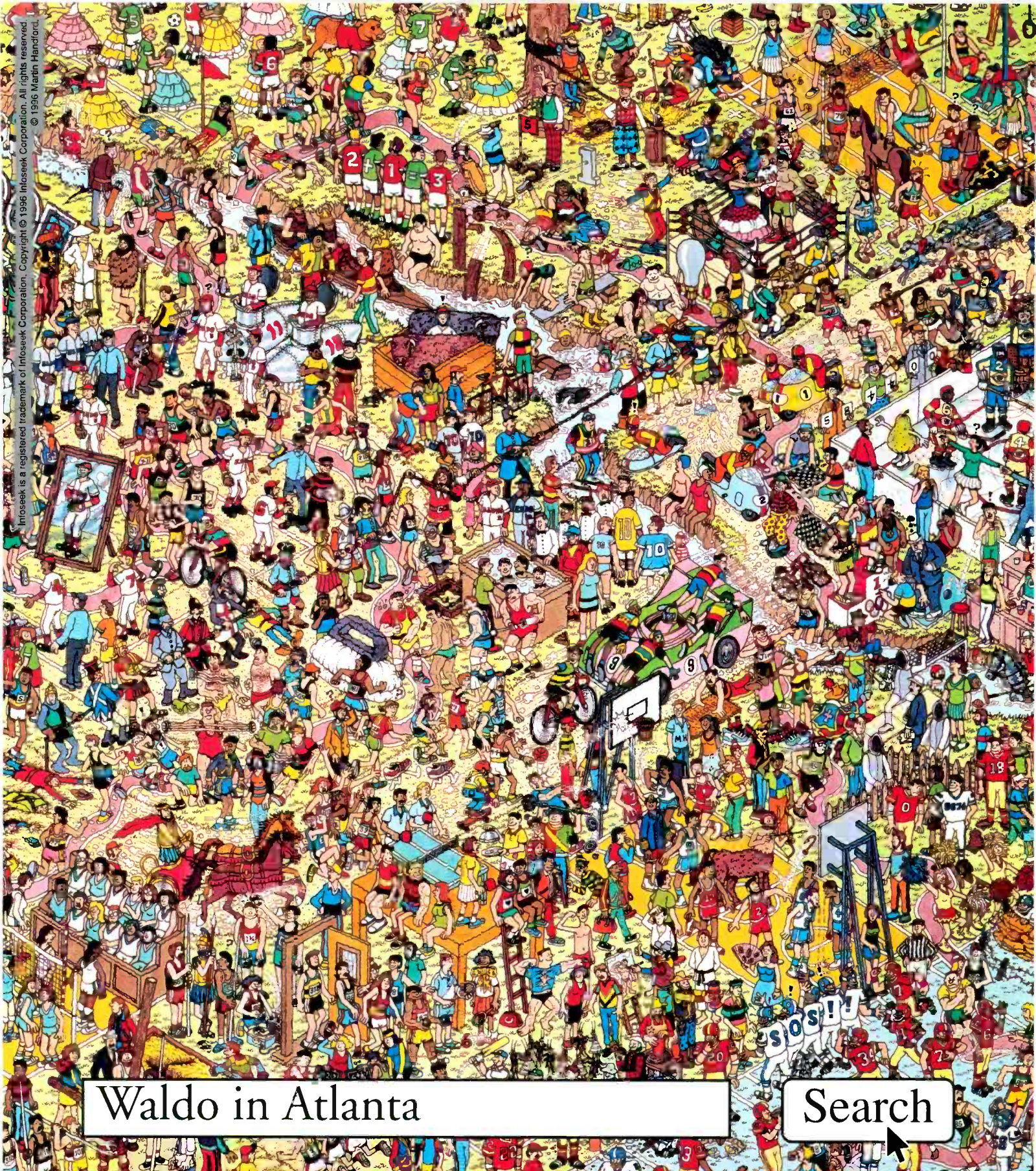
Minneapolis' 3M Media ranks fourth, according to industry sources, but revenue figures were not available. Lamar Advertising, based in Baton Rouge, La., is fifth, with \$102 million last year.

The recent consolidation has helped elevate outdoor advertising to the status of a "true" national media, like network TV or magazines. A major factor in the recent burst of acquisitions is rapid growth. According to CMR, outdoor's ad-dollar increase of 70 percent from 1992 to 1995 (\$1.1 billion, up from \$655 million) outpaced all other media except for cable TV. In the same time period, radio was up 33 percent, network TV advanced 15 percent, magazines were up 42 percent and spot TV gained 38 percent. In 1994-vs.-'95 comparisons, the growth of outdoor is especially dramatic, besting all categories with revenue jumping 23 percent.

Karl Eller, chairman and ceo of Eller Media, sees outdoor becoming a bigger player. "Outdoor and radio are serious competitors," Eller said. "What we're seeing right now is outdoor's attempt to become more efficient, to bring in national dollars."

"It's not coincidental that this is going on in the middle of radio's consolidation," said Cohen. "Infinity started the ball rolling when they bought TDI. Now it's clicking in everyone's head that this sleepy outdoor industry is a perfect parallel to radio. The time was right." ■

"Now it's clicking in everyone's head that this sleepy outdoor industry is a perfect parallel to radio." —Oren Cohen, Bear Stearns analyst



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Waldo in Atlanta

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CABLE TV

MTV last week finally announced the launch of its long-anticipated spin-off channel, M2. The sister service, which launches Aug. 1 to approximately 1 million cable and DBS homes, will be all-music, much like MTV was before it expanded its lineup to include game shows, reality programming and news. Targeting the same 12-34 audience that MTV caters to, the new network will incorporate an online/Internet element with a service called InterCast that will let viewers receive the network signal over their computers. For the first year, M2 will forego both affiliate revenue from operators and ad revenue in order to give the service a quick start-up.

During the Television Critics Association's critics tour that began last week, several cable networks announced new programming ventures. TNT has commissioned its first original series, *The New Adventures of Robin Hood*, exclusively for the network. The deal is with Warner Bros. Domestic Pay-TV, Cable & Network Features, covering 26 episodes of the action-adventure series. BET announced it is creating a new two-hour music block called *UnReal* that will run videos as well as some behind-the-scenes information on artists. The show will run weeknights 8-10 p.m. For 11 p.m., BET is creating a news show with an urban perspective, called *Live Wire*. MTV has signed tattooed hoopster Dennis Rodman to star in a series that does not yet have much definition besides getting a 20-episode commitment. And speaking of commitment, MTV has signed Jenny McCarthy, host of *Singled Out*, to an exclusive development deal. Her first project will be a weekly series on MTV, details of which were not announced.

Two growing cable networks landed carriage agreements with major cable operators last week. Tele-Communications Inc., the country's largest cable operator, signed with BET on Jazz, the all-jazz service produced by BET and Ovation, an arts, culture and music service. And Time Warner Cable has agreed to launch The Popcorn Channel, a movie-listings service, on its New York cable systems, reaching close to 1 million homes.

—By Michael Bürgi

Comedy Sets New Laughters

CABLE NETWORKS / By Michael Bürgi

Comedy Central next week will begin introducing its first wave of original programming since a new president and head of programming took over the cable network a year ago. The move follows a series of program acquisitions that have helped boost Comedy Central's universe rating from an average 0.3 in prime time early this year to a 0.5 in June. The new shows tap the \$45 million CC plans to spend this year on original and acquired programs.

Comedy on July 22 will unveil what's hoped to be a linchpin show for the network, which is co-owned equally by Time Warner's HBO and Viacom's MTV Networks. *The Daily Show*, hosted by Craig Kilborn, a former anchor of ESPN's *SportsCenter*, will air in late night. The half-hour program will follow *Politically Incorrect* at 11:30 until *PI* moves to ABC next January, at which point *The Daily Show* will take over the 11 p.m. slot.

Comedy Central president Doug Herzog said *Daily* is a perfect fit for the network's desire for more timely and topical fare. The show will draw heavily on that day's news headlines and on gossipy, pop-culture items. Among the brief bits featured will be "The Kathie Lee [Gifford] Quote of the Day," "Hasselhoff History," "Come and Gone Since Strom Thurmond was in High School," and "Elevator Oprah," which will solicit opinions from elevator passengers on a number of topics, as seen through the elevator's security camera.

Eileen Katz, CC senior vp of programming, said that at least two other shows are set to launch soon. *Pulp Comics*, from Bob Small, creator of MTV's *Unplugged*, will feature new stand-up comics and begin in August. *Town Hall* will be four one-hour specials hosted by Al Franken with a live audience discussing such topics as same-sex marriages. The first installment will premiere in the fall. ■

Garland Upped at Adweek

Becomes editorial director of 'Mediaweek' and 'Adweek'

MAGAZINES

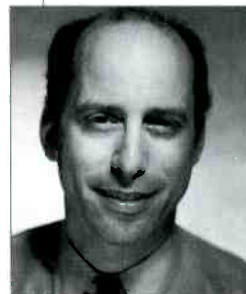
Eric Garland, executive editor of Adweek Magazines, has been named to the new position of editorial director of *Adweek* and *Mediaweek*. In this post, Garland will have overall editorial responsibility for both publications. *Adweek* editor Kevin McCormack and *Mediaweek* editor William F. Gloede will remain responsible for their individual publications and will report to Garland. Garland reports to Adweek Magazines executive vp/editor-in-chief Craig Reiss. John McManus, editor of *Brandweek*, and David Evans, editor of *Marketing Computers*, will continue to report to Reiss.

Garland, along with editor-at-large Greg Farrell, won a Jesse Neal Award from the American Business Press for best investigative article, "The Color of Money," which detailed print production practices at Wells Rich Greene BDDP. He earlier edited another Neal Award winner, editor-at-large Debra Goldman's article "The Costliest Pitch," which detailed the agency competition for the MasterCard account. Before joining Adweek in September 1991, he was editor of *Warfield's*, a

monthly business magazine in Baltimore.

As executive editor, Garland oversaw the features sections of Adweek Magazines. That role will now be handled by John Flinn, promoted from executive features editor. Flinn, a former editor at *Channels*, will report to McCormack.

In announcing the promotions, Reiss said, "With the recent expansion of my responsibilities to include circulation, electronic publishing, *New Product News*, *Marketing Computers* and its spin-off enterprises, and Adweek's Best Spots, it became imperative that we restructure editorial management in order to assure that *Adweek* and *Mediaweek* receive the resources needed to sustain their excellence and continue to grow. We are fortunate to have someone of Eric's exceptional talent to fill that role, and he is fortunate to have two of the finest editors anywhere in Kevin and Bill." ■



FRANK VERONSKY

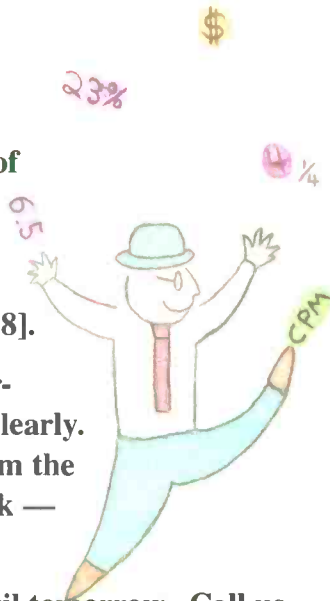
Garland gets new edit posts

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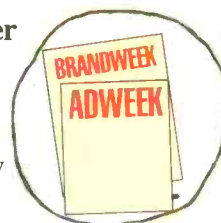


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A Very Good Year for Lynch

Oddball creators of 'Alex Mack' break out with ABC series deal

TV PRODUCTION / By T.L. Stanley

Although they've had at least one show on TV every week for the past 15 years, Tom and John Lynch have missed breaking into the major leagues of network prime time. Until now. The brothers, who run Los Angeles-based Lynch Entertainment, have made a deal to create family-oriented half hours for ABC (likely for its TGIF lineup)—as well as for sister cable network the Disney Channel. The first of the shows could launch by January. The projects, which have separate six-episode commitments, could be traditional sitcoms or half-hour filmed shows.

Lynch Entertainment, responsible for the Nickelodeon hit *The Secret World of Alex Mack*, vows that its network output will retain the unique style it has honed in cable. *Alex Mack*, an action-adventure show about a girl with supernatural powers, has pulled in top ratings for Nickelodeon since it launched three seasons ago. "Some network family shows are still based on a '50s sensibility," said Tom Lynch, president of the production house. "Our role is to break the model that family programming is soft and aimed only at a small audience. We think the timing is right and that TV is starting to expand its imagination."

A new top management team at the Disney Channel, headed by Geraldine Laybourne and Ann Sweeney, is broadening its search for product and its ideas about what belongs on the network, said Tom Lynch. "The rules used to be very rigid for shows," said Lynch, whose Emmy Award-winning *Kids Incorporated* has been running for eight years on Disney. "Now they're considering things they might not have before."

The 12-person Lynch company creates half its properties and acquires the rest. Lynch has produced such varied projects as *Xuxa*, the Latin-American kids variety show; USA Networks' *Up All Night*; and *Night Tracks* on TBS.

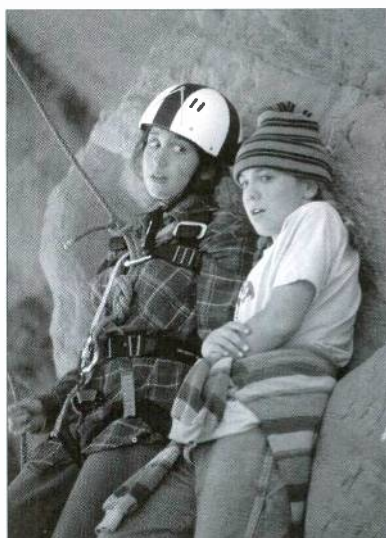
Along with its ABC-Disney Channel pact, Lynch has a new deal to produce prime-time fare for Showtime. Lynch will develop feature-length family fright films based on *The Shadow Zone*, a best-selling children's book series; the first pic is scheduled to air in October. For Showtime, the deal is part of an effort by the cable network to appeal to family audiences.

The *Shadow Zone* telefilms are also designed to capitalize on the current success of Fox's *Goosebumps*, the highest-rated kids show on TV.

While a number of networks are trying to boost their family-oriented programming, Viacom's Nickelodeon is moving full-steam into prime time. In October, the network will take *Alex Mack* off its Snick Saturday-night original programming block and switch it to Tuesdays and Thursdays. The network has had talks with Lynch about turning the *Alex Mack* franchise into a feature film for the

recently formed Nickelodeon Movies unit.

Lynch recently completed a pilot for Nick called *Simon Said What?!*, a fantasy series about a little boy with an overactive imagination. The live-action show features computer-generated imagery and other special effects. ■



Larisa Oleynik (left) plays the little girl with big powers on *Alex Mack*. Meredith Powers plays her sister.

PRODUCTION

Kids WB has recruited Norman Lear, legendary creator of *All in the Family*, *The Mary Tyler Moore Show* and *Sanford and Son*, to create a new series for the network. Lear will team with Jean MacCurdy, president of Warner Bros. Animation, to develop an animated series in the *Sesame Street* vein. Kids WB has made a 13-episode commitment to the as-yet-untitled show, scheduled to launch in September 1997. Jamie Kellner, head of the WB, said during last week's Television Critics Tour in Los Angeles that while he is opposed to government-mandated programming, he wants his network to be proactive about developing educational TV series for children. "We'll put all our energy and imagination into doing a good show," Kellner said.

PBS has given an unprecedented 41-episode commitment to *Tots TV*, a show aimed at preschoolers that features one of the first Spanish-speaking characters on U.S. kids television. The show centers around three puppet-like characters—one white, one black and one Latino—whose mini-adventures are intended to teach kids about teamwork, sharing, tolerance and friendship. "If you provide young children with the right environment, they'll learn," said Kenn Viselman, president and ceo of The itsy bitsy Entertainment Co., which is producing the show with its creator, Ragdoll Productions. "Education does not have to be forced on them." *Tots TV* is adapted from an award-winning series that has been running in the U.K. for five years. It will be reformatted for its U.S. debut this fall. —By T.L. Stanley

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PARADE

81,000,000 readers just before the holidays.

NEWSPAPERS

The House Postal Subcommittee began hearings last week on postal-reform legislation. The Newspaper Association of America attacked the U.S. Postal Service's strategy for the new legislation. "The USPS' competitive strategy is captured in the headline of its current ad: more mail for less money," said John Sturm, NAA president and ceo. One element of the proposed legislation would allow the USPS to operate more like a private-sector business by pricing some mailers at rates under cost while maintaining its monopoly, therefore escaping price restraints. Large mailers such as Advo and publishers such as Time Inc. are expected to receive volume discounts, while smaller direct mailers such as individual shoppers or local Pennysaver newspapers would not.

July 13 marked the one-year anniversary of the unions' strike in Detroit against Gannett Co.'s *Detroit News* and Knight-Ridder's *Free Press*. Strikers gathered at a newspaper distribution center last week as part of a week-long drive to gain more awareness of the strike. Detroit Newspapers, the joint operating agency, and union representatives have been in National Labor Relations Board hearings since March. The unions have brought dozens of complaints to the NLRB over unfair labor practices. The strike began over the reduction of 150 union jobs that the company wanted to eliminate through buyouts and attrition and the elimination of across-the-board pay increases in favor of merit-pay increases for members of The Newspaper Guild. The unions also are upset about the hiring of permanent replacement workers. Gannett and Knight-Ridder have said they each lost \$50 million in 1995 because of the strike. This year, the companies project they will lose about \$20 million each.

The Arlington, Texas, edition of Walt Disney Co.'s *Fort Worth Star-Telegram* has been renamed the *Arlington Star-Telegram*. In April, A.H. Belo Corp. launched the *Arlington Morning News*, a companion to Belo's *The Dallas Morning News*, to capture a share of the Arlington market. The Fort Worth paper hopes that giving its Arlington edition a separate identity will strengthen its position against the *Morning News*' entry. —By Anya Sacharow

Take an Inch Off the Middle

Trimming page sizes is the latest palliative for newsprint ills

NEWSPAPERS / By Anya Sacharow

Although the run-up in newsprint prices has eased somewhat this year, some newspapers are reducing the size of their pages in an effort to cut back on newsprint consumption. MediaNews Group's *The Denver Post* will reduce its page width from 13.5 inches to 12.5 inches next month. Other MediaNews Group dailies, including the Alameda News Group in California and papers in the northeast, have trimmed their pages. The reductions are expected to save the Dean Singleton-controlled papers some \$15 million per year in newsprint costs.

Advertisers have long campaigned for standardization of newspaper advertising space. "Our first concern is what the readers' response will be," said Ellen Oppenheim, media director at FCB/Leber Katz Partners, which places newspaper ads for AT&T. "Our preference would be that papers maintain the integrity of advertising units. It's easier for us to work when the advertising units are consistent because it's less of a burden on production and the costs aren't as great."

Kirk MacDonald, executive vp and general manager of *The Denver Post*, said that readers in focus groups liked the new, narrower version of the paper because it is easier to handle. MacDonald said advertisers, including Foley's, Dillard's and Joslins department stores, are responding favorably as well. On the 12.5 inch-width prototype, ad images are reduced by about 7 percent, barely discernable to the eye, MacDonald said.

At the Alameda Newspaper Group in California, where pages were reduced last March to 12.5 inches in width at *The Daily Review* in Hayward, *The Argus* in Fremont and the *Tri-Valley Herald* in Pleasanton, advertisers' reactions were "almost a non-event," said Roger Grossman, vp of advertising. Grossman said that ad rates remain unchanged and

that the savings on newsprint are being reinvested in news coverage.

Prices for newsprint currently are averaging \$650 a metric ton, down from a record \$750 at the end of 1995, a year in which rates jumped as much as 40 percent. But many publishers believe another upswing is inevitable. Rather than raise ad rates and risk alienating advertisers, some papers are moving to smaller pages as a hedge. "The attitude of Dean Singleton and *The Washington Post* is that newsprint is so cyclical, the price will come back up again," said industry analyst John Morton of Lynch, Jones & Ryan.

Three years ago, TorStar's *The Toronto Star* was one of the first dailies in North America to go skinny, with a 12.5-inch page width, a smaller font and adjusted spacing. Pages remained at six columns, but advertising went to a 10-column format. "Increased quality of production and greater availability of color offset any negative reactions [from advertisers]," said Lou Clancy, managing editor of the *Star*. ■



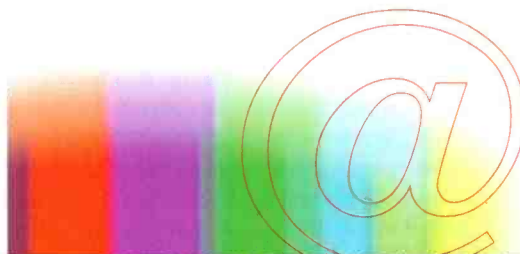
Reader surveys say the slimmed-down *Denver Post* is easier to handle

By year-end, the Knight-Ridder chain expects to reduce page widths to 13.5 inches at all 31 of its papers, including *The Miami Herald* and the *San Jose Mercury News*. Tribune Co.'s *Chicago Tribune* scaled down to 13.5 inches in September 1995. *The Washington Post* plans to cut its page size to 12.5 inches in 1998, after new presses are installed. Other major U.S. dailies—including Pulitzer Publishing Co.'s *St. Louis Post-Dispatch*, Copley Press' *San Diego Union-Tribune*, and Chronicle Publishing Co.'s *Chronicle* and Hearst Corp.'s *Examiner* in San Francisco—are considering slimming down.

Reductions in web width typically do not affect the editorial news hole. But in some cases, the shrinkages require changes in standard advertising units (SAU), the standard size for ad space, which is based on a full page of 13

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FORUM

Will the decline in network TV shares since the last Summer Olympics in '92 have an impact on the Atlanta Games' ratings?

Bob Flood

Senior VP of National Broadcast
DeWitt Media

"With the hype behind this year's Games, they will probably exceed 1992's numbers. There's the marketability and visibility of some of the athletes—Dan O'Brien has made the decathlon team, and [NBC] will be able to spin a Phoenix-like resurgence story around him. The fact that it's a domestic Olympics should help it reach parity with, or exceed, 1992's ratings—being in the U.S. is a big draw. Network shares traditionally do decrease during the third quarter. However, this is original programming, and perhaps the premiere event of the summer. It's a great platform for NBC to promote its fall schedule as well as its other sports properties. It'll do well."

Steven Reddicliffe

Editor, 'TV Guide'

"The Olympics will do very well. That they're here in the U.S. will help, because it'll all be happening in a time zone near you. Also, there are a lot of great stories to be told: The Dream Team, the women's Dream Team, Janet Evans. And there's the introduction of events, like beach volleyball, which is a trip. There are so many elements and so much excitement, people are really psyched. It'll be terrific entertainment with great personal stories, great comeback stories and last shots at Olympic glory for several U.S. athletes. Put all those elements together and the Games will do very well [for NBC]."

Bill Croasdale

President of National Broadcast
Western International Media

"They'll do well. When you look at the Olympics, it's not regular programming, and this year it's got the magic of live telecasts because it's here in the U.S. It's a source of pride and people

want to be associated with something that's 'truly American.' I'd be surprised if it weren't a blockbuster event for NBC and for network television in general. It'll be a big win all around."

Adam Buckman

TV Editor, 'New York Post'

"Network TV viewing this summer does seem to be falling to all-time lows. One could argue that because the 4th of July fell on a Thursday, this was expected. But then you get to the Olympics. It's going to be all in prime time on NBC, so you won't have to hunt around during the afternoon looking for events on TNT. Also, it's some of the only original programming of the summer. The Olympics have the potential to turn around viewing for NBC, but viewership for the other broadcast networks will remain low. There's been so much buildup and publicity, and it's certainly the central TV event of the summer for the two weeks it runs."

"Cable will steal some of the Olympics' audience. The fact that it's in the U.S. will help to limit the audience erosion, if not stem it entirely."

Art Heller

Exec VP, Worldwide Media
Griffin Bacal

George Hayes

Senior VP, McCann-Erickson/L.A.

"The Olympics will do really well. There's really nothing else on television, and the hype machine will get cranked up and people will start talking about it. [The Olympics] is the savior of broadcast television because it's something you can't get anywhere else. If it doesn't do as well as the 1992 Games, it'll be because there was great weather across the country one day or the U.S. got in killed in track and field or whatever. It'll have nothing to do with cable TV or other media stealing audience away."

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WASHINGTON
Alicia Mundy

Defender of the Realm

Once targeted
for extinction,
Reed Hundt has
rebuilt the FCC into a
potent policy-maker



Eternity has a pretty short shelf life in Washington. Just ask Reed Hundt. Only a year ago, his obituary was running in many publications, including this one. The chairman of the Federal Communica-

tion Commission would never regain power in the capital, the pundits claimed. Why not? After the Republican congressional takeover in 1994, Hundt was a hunted man. GOP politicians hung dart boards with his picture in their Capitol offices. The FCC was on the "hit list" of federal agencies to be abolished, right after the Interstate Commerce Commission (which was recently closed). The broadcast and cable industries were fuming at his

regulatory zeal. Media czar Rupert Murdoch hit the roof higher than a B SkyB satellite when the FCC decided to reopen the case file on his U.S. TV station acquisitions. Even Hundt's sponsor, the White House, was cool on his performance—too much politicking, not enough policy.

On a hot June afternoon, Hundt was grinning like a Cheshire cat with several more lives to lead. He was the star on C-Span, leading a congressional hearing on free television time for presidential candidates. First Hundt praised Murdoch in absentia for promoting American democracy via his proposals for Fox to donate prime time to the candidates. When Murdoch showed up, Hundt applauded him again, citing Murdoch's speech to the National Association of Broadcasters on the importance of the networks as trustees of the public interest. Hundt bubbled. Murdoch beamed. They've

bonded. (The license inquiry was dropped by the FCC after some posturing by both sides.)

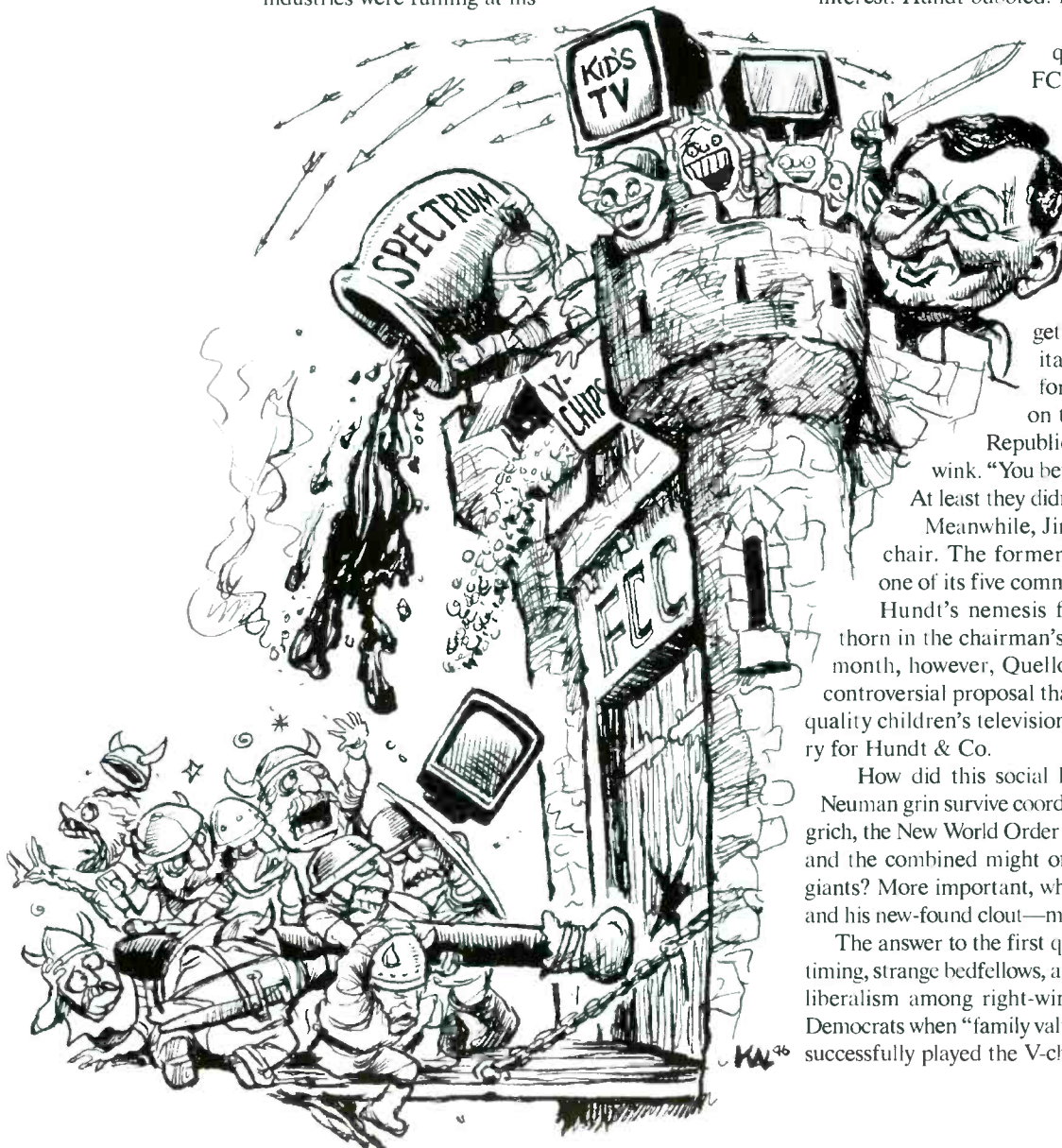
A short time later, when Sen. John McCain of Arizona began his testimony on the importance of free TV, he and Hundt publicly joshed about their uphill battle to get the networks to pay for digital broadcast rights. "I look forward to your next hearing on the spectrum auction," the

Republican stalwart said with a wink. "You bet!" Hundt replied, laughing. At least they didn't hug each other.

Meanwhile, Jim Quello sat quietly in his chair. The former FCC chairman was now one of its five commissioners, Quello has been Hundt's nemesis from the start, a forceful thorn in the chairman's side on many issues. Last month, however, Quello was forced to agree to a controversial proposal that mandates three hours of quality children's television per week—a major victory for Hundt & Co.

How did this social liberal with the Alfred E. Neuman grin survive coordinated attacks by Newt Gingrich, the New World Order of deregulators in Congress and the combined might of the media and telephone giants? More important, what does Hundt's survival—and his new-found clout—mean for the rest of us?

The answer to the first question is a complex mix of timing, strange bedfellows, and the odd ricochet of social liberalism among right-wing Republicans and leftist Democrats when "family values" are invoked. Hundt has successfully played the V-chip and kids cards to pacify



WASHINGTON

politicians who want to clean up Hollywood. At the same time, he can claim that this is not your father's FCC when regulatory matters arise; if anything, the last year has seen an explosion in media and telco acquisitions, as companies gear up for the free-for-all future.

Congress, says Hundt, finally understands that "this is the most de-regulatory FCC" in its history. Not everyone would embrace his theory, but he's got a track record to support it. "Fin-Syn, PTAR—gone," Hundt notes, adding that he hopes that some of the niggling rules on network affiliates also will fade away.

Another reason for his resurgence is that Hundt has

Congress, says Hundt, finally understands that "this is the most de-regulatory FCC" in its history. "Fin-Syn, PTAR—gone," he notes.

found a staunch ally in Mr. Free Market, Sen. McCain. Rumors of a Vulcan mind meld between the two are rampant in the Commerce Committee, where McCain and Hundt practically finish each other's sentences on the subject of auctioning the digital spectrum. Their goals here are identical, even if their reasons are different. McCain says Hundt is "an old-fashioned liberal," according to sources in the Senate. Still, "Hundt has been remarkably successful at getting major issues through Congress," says a source close to McCain. "On

that basis alone, he should be considered effective."

Of McCain, Hundt says "he has a clear vision" of why spectrum auctions are necessary. Hundt cites the value of underused UHF channels 60-69 as an example. "We're talking about \$20 billion here" if the channels were auctioned, rather than given, to broadcasters, Hundt points out. Deficit-challenged congressmen have no problem tuning in to that sort of money. If the auctions don't come through, there's always the mechanism of license renewal for nudging broadcasters toward responsibility.

For Hundt, the goal of preserving the public interest goes hand-in-glove with opening up the marketplace. It's not asking too much, he says, for TV broadcasters to allocate 5 percent of the new spectrum to public-interest programming. "It's not fair to the American people," Hundt says firmly of turning over the new airwaves to entirely commercial pursuits. "Maybe," he adds, "we should be ashamed we're only asking for 5 percent."

Which brings him to another issue on which he and McCain echo each other: their perception of the National Association of Broadcasters as too powerful, too tight with politicians and too intransigent. Eddie Fritts, the NAB president, "has continually objected to any quantification of the public interest," Hundt says, annoyed. The NAB likes kids TV but doesn't want to promise three hours of it; it likes free air time for candidates but doesn't want any time mandated. The 5-percent-public-interest issue apparently sends Fritts up the wall. If he won't work

Below the Beltway...

When Mary Matalin decided to quit as host of *Equal Time* on CNBC, a scramble ensued to find a replacement who was Republican, smart, perky and fast on her feet. It seems about half the women in Washington were considered for the job of cohosting the show with Dee Dee Myers, former White House press flack. More than a dozen women were given tryouts, some for a couple of weeks. The surprise winner: Bay Buchanan, Pat's outrageous and outspoken sister, campaign manager, speechwriter and attack dog.

From experience on the campaign trail, it can be reported as fact that Bay is smart, funny, fast and deadly with a comeback, especially when she suspects that her opponent is ill-prepared. But according to sources at CNBC in Washington, Bay's most attractive aspect is her aggression.

Sources say that Buchanan beat out well-respected GOP activists such as Laura Ingraham, Victoria Toensing and Torie Clarke for the *Equal Time* spot because those three were guilty of "good manners" during the tryouts. Observers and producers said those women tended to ask in-depth questions. One of the competitors "always lets Dee Dee finish her sentence, no matter how long it takes," one CNBC producer noted during the search. "Bay jumps in and fights. It's more like *The McLaughlin Group* with Bay."

Feeding frenzy is another way to describe Bay's connection with her hapless cohost. The low-key Myers (described by one guest as "a Valley girl") tends to miss



Bay watch: Buchanan should get her fair share of *Equal Time*

follow-up questions and becomes subdued during interviews. Bay Buchanan, however, only knows "subdued" as a transitive verb, with herself as the subject.

"Bay will eat Dee Dee alive," says a former *Equal Time* staffer who followed the saga of the search closely.

with the FCC on quantifying what the NAB will offer, Hundt warns, "it's a recipe for disaster."

Freshly emboldened by his successes, Hundt is able to paint broadcasters as the roadblocks to reform. "If they feel coerced, I'd rather they feel converted," says Hundt of his demands. "Sure, when you run into the network types, you get the flinty-eyed accounting perspective from a few." But he notes that many network execs agree with him on the urgency of improving programs for children. With an agreement in principle, he says, "We'll get to the tough job for broadcasters—the art of teaching kids with TV." Hundt isn't ready to pop open champagne on Quello's concession just yet. The letter Quello said he'd sign agreeing to mandate three hours "has been sitting on his desk for 10 days," Hundt notes. "We've called every day. He publicly said he will sign it."

Few doubt that Hundt will not get his way on the issue. When he had what an FCC staffer calls an "unpleasant meeting" with Fritts on the subject, Fritts reminded Hundt that the 1990 Children's TV Act was advisory only and "not meant to be implemented." Fritts allegedly warned he would "bring the wrath of Congress down on you" if the three-hour proposal went forward. Instead, Hundt and the White House lobbied hard and showed up in May with 220 members of Congress ready to sign the mandate. The broadcasters

pulled back, Quello was quieted, and no one in Congress came forward to oppose the three-hour rule. "I don't think they wanted to be hanging out there any more on this issue," says Hundt.

Politically, it's a loser for opponents. "It's important that Hundt come through for the White House on this matter," says a source at the FCC. "It's an important issue for the President." Family values is high on the agenda for both political parties this fall, and Dole and the GOP will be hard-pressed to complain about TV sex and violence and the lack of quality children's shows if

With an agreement in principle on children's TV, "We'll get to the tough job for broadcasters—the art of teaching kids with TV," Hundt says.

they are seen fighting with Hundt and the FCC—known in some circles as the Family & Children Commission.

One final and purely technical reason for Hundt's rebound is that the sweeping Telecommunications Act gave the FCC more powers that Congress had threatened to remove. On telco marketing and business decisions and phone-cable competition, the FCC has more responsibility than ever. And despite complaints from some of Hundt's original detractors, the FCC and its divisions are now operating efficiently, a compliment offered, with some wonder and reluctance, by Republican communications staffers and industry sources. "Reed's people run it well," says an NCTA official of the cable unit. "They're meeting deadlines."

That performance has de-clawed, if not de-fanged, some of Hundt's enemies on the Hill, who had vowed to gut the FCC budget and send its authority to the Federal Trade Commission, where more "centrist" leadership presumably prevails (that's a myth for another column). The oversight hearings in the Senate did not deliver the promised evisceration of Hundt and the FCC. If anything, the hearings became platforms to certify the role of the FCC in touting the public interest aspect of broadcast and cable. The last hearing resulted in McCain publicly thrashing Quello for not supporting auctions. "On what personal principle do you oppose auctions?" McCain asked roughly when Quello said he was opposed to them for personal reasons. By contrast, Hundt emerged unscathed.

So Reed Hundt is riding high again. But if there's a change in the White House next year, Hundt's role as protector of the public interest may end abruptly. Hundt was having a private talk with a newspaper columnist recently when the topic turned to his future. "What's going to happen to you?" asked the columnist. "Yeltsin's losing, and now Clinton's going to lose." Hundt laughs as he recalls the chat. "So far, he's wrong on Yeltsin. I only hope he's as accurate about the other." Warning: It's dangerous to make predictions on subjects as volatile as Russia, the U.S. presidency and the media rule-makers. ■

Word of Buchanan's new job spread around Washington starting in late June. *The Washington Post* broke the news of her signing on July 3, after it was announced at a CNBC producers meeting, leaving CNBC aides to babble "no comment."

Meanwhile, Virginia Republicans were also surprised by the news. Bay Buchanan had been poking around for financial support for a possible run at a U.S. Senate seat. Any race would be at least four years off, when Chuck Robb is up for reelection. So plenty of TV exposure until then can only help her awareness ratings.

Buchanan will join *Equal Time* full-time after the GOP convention in San Diego in August. An ardent (some would say zealous) anti-abortionist, she will have a prominent role in the platform fight on behalf of her brother. Sources say she will have a few choice words about the GOP and its nominee, Bob Dole, if Pat doesn't get some official recognition (read "speech time") from the convention organizers.

Magazines

By Jeff Gremillion

The preeminent sports weekly competes with Olympian efforts including a daily and several specials

'SI' Goes for the Gold

The anticipation building up to the Olympics will reach a crescendo this week at Friday's opening ceremonies, and the world will focus its attention on Atlanta and the athletes. Or, more accurately, on the various media covering the Games.

Sports Illustrated—an official publishing sponsor of the Olympics, along with Time Inc. siblings *Sports Illustrated for Kids*, *Time International* and *Southern Living*—will be serving a substantial slice of that Olympics-coverage pie. Time Inc.'s 3.15 million-circ weekly will publish, in addition to regular issues devoted to heavy coverage of the

Games, a full-color daily "magazine" each day of the Olympics. *Sports Illustrated Olympic Daily* will publish 250,000 copies of the 44-page magazine, cover price \$3. It will be distributed to Atlanta newsstands

alone will report for duty in Atlanta; 19 will work exclusively for the daily.

The upcoming coverage will be an addition to *SI*'s already extensive Olympics ink, including several special projects: *SI* published the official souvenir program, which went on sale for \$9.95 early last month; an abridged program that was inserted yesterday in 60 million newspapers nationwide; and a special "Olympic Preview" special issue that hits newsstands today with a \$3.95 cover price. *Sports Illustrated Television's* "A Prelude to the Games," hosted by Bob Costas, will air on NBC this Wednesday night. Additionally, within three days of the closing ceremonies, *SI*'s custom publishing division will distribute a 168-page "Olympic Commemorative" issue.

Kirshenbaum's concerns when we spoke just before he left New York for Atlanta involved the "logistical challenge" of securing for his staffers the lodging, credentials, computers and whatever else they need to live and work in Georgia for the duration of the Games. "The set-up is almost as daunting as putting out the magazine," he says, adding that he refuses to use the magazine's role as a sponsor to cut through any red tape. "There's a fire wall between us and the publishing side when it comes to sponsorship," says Kirshenbaum.

And that goes double when it comes to how and what *SI* will report. "If we feel the Olympic Committee needs to be criticized," Kirshenbaum adds, "we'll criticize."

The magazine's business side, conversely, is milking the sponsor gig for all it's worth. It will put up in luxury digs—and wine and dine in grand style—3,500 advertising clients throughout the games. "*Sports Illustrated* is known for its great parties," says Kirshenbaum. "It's a shame we'll be too busy to go to any."

More than being nervous about the long hours and non-stop editing that lie ahead, Kirshenbaum is excited. He sees himself as the coach of the *SI* All-Stars. "The Olympics is the one time every four years that we have all our top writers and all the top photographers in the same place and appearing in the same issue," he says. "It's like the 1927 Yankees."

Risky Business

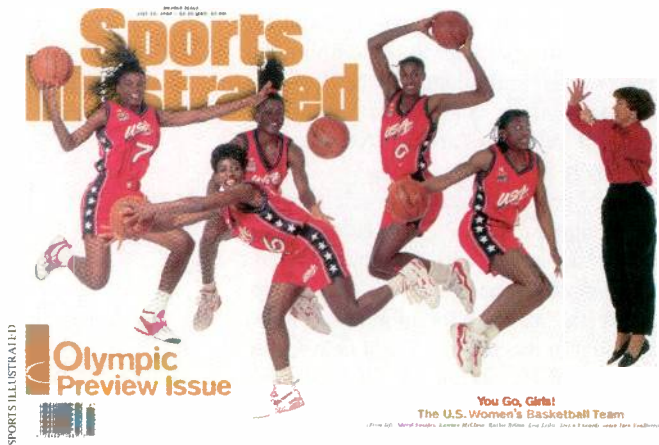
'Might': Begging, But Bolder Than Ever

Those zany madcaps at San Francisco-based *Might* have gotten themselves into trouble. Founding editors Dave Eggers and Dave Moody ran a May/June cover story noting the former child actor Adam Rich's untimely—and quite fictitious—demise, shot down in a bar parking lot. The cover line: "Fare Thee Well, Gentle Friend."

"We got more mail than we ever have," says Eggers of the readers who wrote in to express their dismay at such a tasteless gag, in which Rich, who played the adorable Nicholas on *Eight Is Enough*, cooperated. "I was shocked that everybody bought it."

"We did it to satirize media obsession with celebrity lives," adds the 26-year-old editor. "People sort of expect [former child stars] to come to gruesome ends—that they're all alcoholics living in trailer parks in New Mexico."

It's hard to say whether this stunt will affect the magazine's ongoing,



The U.S.' lady hoopsters scored the special foldout cover for *SI*'s Games preview

and Olympics event venues, and portions of it will appear daily on the title's Internet site, *SI Online*.

"What's amazing to me is how much bigger our operation has gotten and how our coverage has grown," says Jerry Kirshenbaum, the assistant managing editor who will oversee *SI*'s on-the-scene Olympics operation. "In 1972, I covered the Olympics in Munich with only one other writer." More than 130 employees on the editorial side

thus far unsuccessful effort to get corporate backing. Eggers and company are shopping *Might* around New York, and they haven't ruled out the possibility of moving east if a new corporate partnership requires it.

Since the offbeat Gen-X bimonthly was launched in 1994, it has existed hand-to-mouth. The staff and contributors work for free and hold other jobs to make a living. "We beg, plead and cajole work out of our friends," says Eggers. "It's getting a little old. We're sick of giving that same old song and dance to people. We're ready to take the next step."

Until then, *Might* will continue as it has, walking proudly that "fine line between clever and stupid," says Eggers. "We'd rather go down a flaming wreck than go quietly."

Attention-Getters Promo Gimmicks That Make the Grade

As a person whose mailbox routinely overflows with easy-to-glance-beyond missives and mail-outs, my hat's off to those who think up the gadgets, gizmos and gimmicks sent to media planners, prospective advertisers and the occasional trade reporter in the hopes of gaining favorable notice for their magazines. In that spirit, I'd like to favorably note a few recent examples of shameless self-promotion.

This Old House nailed it. The folks at the Time Publishing Ventures home-improvement title sent out, along with a poster depicting all the various kinds of nails, a little sack of old-fashioned flat nails, produced by the Tremont Nail Co. in Wareham, Mass., in the same factory and furnace the company has used since 1819. The nails illustrate a *TOH* slogan, "The best in new technology. The preservation of tradition." I'm also fond of *Mademoiselle's* version of paper dolls. The Condé Nast title sent out hip cartoon color forms promoting its fall fashion issues.

But who gets the gold star? Not

60 SECONDS WITH...



Michael Caruso

New editor-in-chief of *Los Angeles* magazine, formerly of *Vanity Fair*, *The Village Voice* and *The New Yorker*

Q. What do you miss least about New York?

A. The noise. For New York, to honk at somebody is to say hello. Out here, honking is taboo. You can get arrested for leaning on your horn. **Q.** Where do you get your bagels? **A.** There's this place called Noah's that's pretty good, probably started by an ex-New Yorker. **Q.** What's it like working in L.A.? **A.** The competition for stories is much easier. In New York, if you found a shred of a story, it was amazing how many places you had to beat out. Here, everything except Hollywood is underreported. **Q.** Since you took over last winter, newsstand and ad sales for 'L.A.' have jumped. What are you doing right? **A.** I'm thinking of this magazine as part *Vanity Fair* splash and part *New York* magazine-type service. And I've completely turned over the art department. We're getting a lot more buzz. **Q.** Oops, there's that word. You have some competition from 'Buzz'? **A.** I don't see them as competition for stories. It's like playing basketball against an 8-year-old. **Q.** There were some pretty odd items in your July "Best of L.A." section—like the one about heart-shaped bikini-wax jobs. How exactly was that fact-checked? **A.** Very carefully. That took an extensive amount of personal research. I'm still looking into it.

Traditional Home's gold star, but it's a fine runner-up. The Meredith shelter book's star-shaped paper-weight is part of a trio of brass knickknacks, including a ruler in a black velvet sheath and a mini-kaleidoscope, promoting the mag's recent surge in ad sales and circulation and its bumped-up trim size.

The prize for shameless self-promotion goes to *Scientific American's* "Shameless Self-Promotion Game."

The computer "game," a silly, animated run-through of great moments in science, aims to jazz up and put a youthful gloss on the title's image—and offers the chance to win cool stuff to those who play.

"It's a tough business; it isn't what it used to be," says *SA* ad director Kate Dobson of getting the attention of media planners. "It requires breaking out of the box." Indeed. ■



Must-Reads

A subjective compendium of praiseworthy articles from recent issues of consumer magazines:

"Geologists worry about dangers of living 'under the volcano,'" by John Krakauer, *Smithsonian*, July

"The New Olympic Ideal?" by Rob Buchanan, *Outside*, August

"Space Under Fire," by Rebecca Ascher-Walsh, *Entertainment Weekly*, July 12

Mademoiselle's boxed collectible color forms rate among the promotional pieces worth checking the mailbox for

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Network TV

By Scotty Dupree

Crystal-ball gazers
are tossing out
their winners lists
for next season.
Does the name
Cosby ring a bell?

Before the Fall

After the networks roll out their new shows and the ratings start to settle in, sometime around November, someone always calls to say: "You should go back and see how accurate the experts were in predicting which shows would be hits." So we will. But first, the predictions. This is intended as a clip-and-save feature. Put it away somewhere you can find it this Thanksgiving and compare for yourself what two of the advertising industry's top prognosticators say will be next season's hits and misses.

Steve Sternberg, senior partner at BJK&E Media, predicts that the following new shows will make next season's top 25 ranking: NBC's *Suddenly Susan*, ABC's *Spin City*, CBS' *Cosby* and *Ink*. Breakthrough new shows that perhaps will not score as well in homes but will do well in advertiser-favored demographic groups, says Sternberg, include Fox's *Millennium* (which he predicts will

rank 18th with men 18-49 and 22nd with men 25-54) and NBC's *Something So Right* (predicted 24th among adults 25-54, 20th in men 18-49 and 18th in men 25-54).

Betsy Frank, senior vp at Zenith Media, picks only three new shows as solid hits: *Suddenly Susan*, *Cosby* and *Spin City*. Frank's analysis, which

rates shows based on the quality and the environment in which they will air, ranks new programs on a scale of one to 10 (a 10 being the most likely to succeed). Frank predicts that, for a variety of reasons, CBS' *Public Morals* and Fox's *Lush Life* and *Party Girl* are the longest shots for success next season.

In the case of *Public Morals*, Frank and her team think the show isn't funny. The two Fox comedies (which follow *Melrose Place* on Mondays) will have trouble holding their lead-in, she says.

Sternberg's approach in predicting the new season is more basic. He picks winners based not on how new shows will fare but on what else on the schedule is a good bet. Some interesting perspectives: CBS' pumped-up Monday night will elevate *Murphy Brown* (if slightly), *Cybill* (a lot) and *Chicago Hope* in the ratings. CBS' whole night will be fueled by *Cosby* and *Ink*, both of which should fare better than the veterans on the Monday schedule. NBC's *Caroline in the City* could suffer ratings fall-off from the move to Tuesday but still land in the top of the charts every week, he says. *Caroline* is expected to perform in the 20 share range (it averaged a 28 share this season as a *Seinfeld* lead-out), and will likely work well behind new lead-in *Frasier*, which is pegged for the No. 13 position, far ahead of *Caroline's* 22. Sternberg also gives high marks to Fox for moving *The X-Files* to Sunday. He predicts the show will break the 20 household share mark (it averaged a 17 last season). *X-Files* replacement, *Millennium*, will make a reasonable showing among male viewers but may miss the chance to rank highly among the top shows for all viewers, Sternberg predicts.

Strong new shows and clever scheduling may ultimately stop the hemorrhaging of viewership from network TV, say Sternberg and Frank. While Sternberg predicts that the nets will maintain share levels in fourth quarter, Frank expects total share to drop off by one more point in fourth quarter '96 versus the same period in last year. CBS

BJK&E's Year-end Preview

The agency's predictions of how the top 25 network TV show rankings will look by the end of fourth-quarter 1996. Rankings are for households.

Rank	Program	Network	'95-'96 Rank
1	<i>ER</i>	NBC	1
2	<i>Seinfeld</i>	NBC	2
3	<i>Friends</i>	NBC	3
4	<i>Suddenly Susan</i>	NBC	*
5	<i>Monday Night Football</i>	ABC	5
6	<i>The Single Guy</i>	NBC	6
7	<i>Home Improvement</i>	ABC	7
8	<i>NYPD Blue</i>	ABC	10
9	<i>Spin City</i>	ABC	*
10	<i>Cosby</i>	CBS	*
11	<i>Ink</i>	CBS	*
12	<i>60 Minutes</i>	CBS	9
13	<i>Frasier</i>	NBC	11
14	<i>20/20</i>	ABC	12
15	<i>Grace Under Fire</i>	ABC	13
16	<i>Murphy Brown</i>	CBS	18
17	<i>Chicago Hope</i>	CBS	24
18	<i>NBC Monday Night Movie</i>	NBC	21
19	<i>PrimeTime Live</i>	ABC	19
20	<i>Walker, Texas Ranger</i>	CBS	19
21	<i>Cybill</i>	CBS	50
22	<i>Caroline in the City</i>	NBC	4
23	<i>Mad About You</i>	NBC	37
24	<i>NBC Sunday Movie</i>	NBC	21
25	<i>The X-Files</i>	Fox	51

Source: BJK&E Media; Nielsen

*New show

Zenith's Picks to Click

Zenith Media's ranking of new shows on the networks' fall schedules has 19 series that scored a six or higher. Rated on a scale of 1 to 10 of the likelihood of each show becoming a hit, the scores are based on the quality of the program, its time slot and its competition at that hour.

Program	Network	Score
<i>Suddenly Susan</i>	NBC	10
<i>Cosby</i>	CBS	9
<i>Spin City</i>	ABC	9
<i>Clueless</i>	ABC	8
<i>Ink</i>	CBS	8
<i>Life's Work</i>	ABC	8
<i>Men Behaving Badly</i>	NBC	8
<i>Pearl</i>	CBS	8
<i>Sabrina, the Teenage Witch</i>	ABC	8
<i>Something So Right</i>	NBC	8
<i>Early Edition</i>	CBS	7
<i>Home of the Brave</i>	CBS	7
<i>Millennium</i>	Fox	7
<i>Townies</i>	ABC	7
<i>Common Law</i>	ABC	6
<i>Dark Skies</i>	NBC	6
<i>Everybody Loves Raymond</i>	CBS	6
<i>Mr. & Mrs. Smith</i>	CBS	6
<i>Relativity</i>	ABC	6

should gain strength, says Sternberg, who expects the net to still finish third in household ratings, but up a share point from its fourth-quarter '95 finish. Frank expects that ABC and NBC will finish the quarter in a tie, with an 18 share, and NBC will have less than half a rating point lead over ABC. Both executives expect Fox to finish fourth quarter with a 12 share, equal to its performance last season.

TV's Biggest Money Day NBC, Fox Catch the Football Bounce

What a difference a Super Bowl makes! ABC's reported billings plunged 7 percent in the first four months of 1996 from the year before, according to an analysis just released by Competitive Media Reporting. The difference? ABC aired the Super Bowl in 1995. NBC broadcast the game this year, and it showed. In a year when Super Bowl spots sold for a reported \$1.3 million per 30-second spot, NBC's numbers skyrocketed up 26 percent overall.

Fox's gain of 21 percent is also attributed to the NFL and CBS' lack of the sport is blamed for a lackluster increase—just 5 percent. Even more striking are the numbers for prime time, for which NBC billed an estimated \$920 million, up 36 percent, while ABC fell off in prime, down 8 percent to \$693 million. CBS reportedly billed \$600 million, down 3 percent, and Fox billed \$468 million, up 31 percent. The numbers, of course, also reflect the ratings for the period, in which NBC was dominant while ABC and CBS struggled, allowing Fox to make significant inroads.

The overall network TV ad market was up 9 percent January through April 1996 versus the same period a year ago, according to the CMR study. The commercial-measurement company estimates that prime time billed \$2.75 billion, roughly 60 percent of the \$4.6 billion total market. CMR measured The WB and UPN as net-

works for the first time this year—the two registered just \$46 million and \$34 million, respectively, in advertising for the four-month period.

Late night was good to the nets, with big increases across the board; ABC saw a 9 percent boost, CBS jumped 16 percent, NBC, 17. Overall, the time period grew 16 percent. Prime time was up 14 percent and

daytime was up 17 percent.

NBC led not only in increased billing but also in share of revenue. For the four-month period, NBC claimed 33 percent of measured ad dollars. CBS was second with 27 percent, ABC followed with 25 percent, then Fox with 13 percent, and The WB and UPN trailed with 1 percent and 0.7 percent, respectively. ■

The Race to Save 'Space' Is On

A new dimension in space television, Fox's *Space: Above and Beyond*, made its debut last fall only to be canned at the end of the season—and many fans were more than slightly disappointed. In fact, some feel so strongly that they've launched campaigns to bring the series back.

One is an underground military-style rescue effort. Dubbed "Operation Sugar Dirt," it urges fans to join the action by buying dog tags like those made popular by the MIA-awareness campaign. For a fee, fans can get tags embossed with their names, the title *Space: Above and Beyond* and the letters MIA with the last air date for the show (June 30). The tags will then be sent to the show's executive producers, Glen Morgan and James Wong. At last count, some 750 people had signed up to buy tags, said Kate Duncan, a PR officer for one of the campaigns.

Duncan said she knows of at least eight different organized campaigns under way to save *Space*. With "Project Sound Wave," for instance, fans are being urged to call radio stations and dedicate songs to the series' cast and crew. Another organization is "Operation Hammer Fox," founded by Pat Moss, an engineer who will soon begin train-

ing to become a space shuttle astronaut.

With talk of V-chips and family values abounding, Duncan said many fans of *Space* see it as a perfect example of family-oriented programming. "There is so much crap on TV these days. When a show as good as this comes along, you just want to fight for it," Duncan said.

Demographically, *Space* was initially targeted at males 18-34. But Duncan said the show has tapped a broader audience. "Surprisingly, women have liked the show as much as men," she said. "And it's getting the kids up to the senior citizens."

Fans are organizing *Space* conventions in Manhattan, Detroit and Los Angeles later this year. "This could turn into the next *Star Trek*," Duncan said.

Fox claims low ratings are responsible for the dropping of the show (*Space* averaged an 11 share while it aired in the 7-8 p.m. Sunday time slot). But insiders say *Space* was just too expensive to produce, and that the costs played a major part in the cancellation. Furthermore, *Space* was often preempted and postponed because of NFL football games. "Many people just couldn't find it," Duncan said.

That hasn't stopped heated rumors among *Space* fans that a network conspiracy killed the show. Unconfirmed stories blame squabbles among executives and producers for the looming cancellation. Another story has it that the producers of *The X-Files* helped scuttle the show. Right or wrong, *Space* seems to have had some zealous fans. —By Angela DelRio



MIAs?: The stars of *Space*
(from left) Nathan West, Shane
Vansen and Cooper Hawkes

AARON KAPPOUR/FOX

Syndication

By Michael Freeman

'Access' Plays Games

NBC Productions and New World/Genesis' new magazine show will get a big push out of the blocks during the Olympics



Two on Tinseltown: *Access* anchors Fernandez and Mendte

What new show for fall syndication has better timing luck than the NBC Productions and New World/Genesis Distribution strip *Access Hollywood*? The half-hour newsmagazine show, set to premiere Sept. 9, is getting Olympic-sized hype—literally. In a promotion executive's dream come true, *Access: Hollywood* is riding promo piggyback on NBC's broadcast of the Summer Olympic Games in Atlanta this month. On July 18, the day before the opening ceremonies, a three-week run of special 90-second news inserts called "*Access Holly-*

wood's Backstage Pass: Atlanta" will begin airing on client stations' early-evening and late newscasts. Some 100 stations are committed to carrying the inserts.

Promotion in the top 10 markets on NBC-owned stations, as well as from another 20 NBC affiliates in lower-ranked markets, will "figure heavily in building early pre-launch viewer awareness" of the freshman entertainment magazine, says Doug Friedman, senior vp of creative services for New World/Genesis. Many of the other stations in the *Access* lineup are Fox affiliates, but "topical

interest" for Olympics-related news made it "too great of a promotional opportunity to be passed up," Friedman says.

"In terms of gross rating points, who knows if this promotion would be worth \$2 million or \$10 million if we had to buy comparable radio time or print space?" Friedman asks. "What I do know is that this will cost us \$350,000 to produce and feed these inserts daily, and we're providing this to stations at no cost. If you look at the cost of print campaigns and the kind of exposure you can get through TV spots, it would

be easy to say we're getting a great promotional value."

Jim Van Messel, executive producer of *Access Hollywood*, says the news inserts will introduce anchors Giselle Fernandez (formerly of NBC News) and Larry Mendte (former news anchor on CBS O&O WBBM in Chicago). Both will report on celebrity news and sightings in and around Atlanta during the Olympics. "Because these are just 90-second inserts, we're just trying to be light and fun, showing some of the more offbeat stuff going on behind the scenes at the Olympic venues," says Van Messel. "Once we get Giselle and Larry on the set [this fall], we're hoping the viewers will already be familiar with them."

Western's 'Field Trip'

Kids Tour of D.C. Is a Hot Syndie Ticket

Who says the euphemistic term "FCC-friendly" means death at television stations? With Vice President Al Gore and FCC chairman Reed Hundt pushing for more and higher-quality children's programming, Western International Syndication reports that its new weekly, *Field Trip*, has been sold to 90 stations representing 73 percent U.S. coverage. Produced by Allbritton Communications-owned WJLA-TV in Washington, D.C., *Field Trip* offers kid viewers the opportunity to tour national historical and cultural sites without having to leave the classroom.

Chris Lancey, president of Western International Syndication, says that the weekly half hour originally had been marketed as a "slow rollout" vehicle, but legislative threats of three-hour kids educational quotas has more broadcasters taking—to use the syndicator's ungainly phrase—an "affirmative, preemptive position." WABC in New York, KCBS in Los Angeles, WGN in Chicago, KICU in San Francisco, KXTX in Dallas and WABU in Boston are all on board for this *Field Trip*. ■

MOVERS

CABLE

ESPN has promoted **David Pahl** to senior vp and general counsel. Pahl had been vp and associate general counsel at the sports net.

AGENCIES

Robert Sekulich has been named interactive media planner at DMB&B/Bloomfield Hills (Michigan). Sekulich joined the agency in 1994 as a business analyst...**Stiegler, Wells & Brunswick** has promoted **Sally Thompson** to senior media planner. Prior to joining the agency in 1992 as a media planner, Thompson was an account exec for DCC in Dallas.

RADIO

The Radio Advertising Bureau has named **Bob Zuroweste** senior vp of stations for the Midwest region. Zuroweste was most recently gm of Shamrock Broadcasting's KXKL-FM and KZDG-FM in Denver, before the company divested its radio properties.

PRINT

At the *Los Angeles Times*, **Bill Sing** has been tapped as editor of the business section. Sing replaces Robert Magnuson, who was promoted to president of the *Times'* Orange County edition and vp of the *Times*. Sing has been the paper's deputy business editor for five years...Hearst Corp. has elected **David Barrett** and **George Irish** to the corporation's board of directors. Barrett is deputy general manager of the Hearst Broadcasting Group; Irish is group executive of the Hearst Newspaper Group. Both are vps of Hearst Corp.

The Media Elite

BY MARK HUDIS AND ANYA SACHAROW

Do You Know This Cover Girl?

If you're wracking your brain trying to figure out where you've seen government gadfly Mary Schiavo—who quit last week as Department of Transportation inspector general after putting herself on Page One with her criticism of the ValuJet crash investigation—before, may we suggest...*Glamour*?

The consistently ahead-of-the-curve Ruth Whitney, *Glamour* editor-in-chief, knew how to pick 'em even back in the '70s. A blond, Ivory Girl-ish Mary Lou Fackler (Schiavo's maiden name) grins broadly from the cover of *Glamour's* August 1975 issue featuring the "Top 10 College Women" of the year. A short profile reveals that Mary knew up from down in an airplane cockpit long before she turned the Federal Aviation Administration into the bureaucratic equivalent of chili.



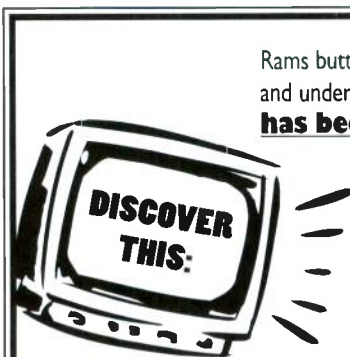
Outspoken FAA critic Mary Schiavo (left) was one of Glamour's Top 10 College Women in 1975 (above)

"Mary is a licensed pilot and a ventriloquist," said the '75 profile. Next to the profile, Schiavo is pictured holding her dummy, Walt, and entertaining two Harvard faculty kids. (Hmmm. Talk about *Glamorous*.) "You can be involved in extracurriculars and do well academically if you arrange your priorities," she said in the profile.

In 1987, A. Mary Sterling (Schiavo's second-marriage name) smiled from *Glamour's* pages once again—this time as

one of the year's 10 outstanding young working women. Back then, she was a federal prosecutor assigned to the organized-crime task force in Kansas City.

Schiavo's many monikers certainly haven't held her back. She is said to be about to sign a six-figure book contract to tell all about her years in government and the relative unsafety of getting from here to there on an airplane. No word on which name she'll be using on the book jacket. —MAH



Rams butt heads to show off. In advertising we use quotes, bold type, and underlining (i.e. **"Discovery Channel Latin America has been voted #1 in viewer satisfaction again."**)



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MEDIA DISH

NYC Mayor Giuliani Hosts Sports Group Dinner



DAVID LIBARSKY

At the Mayor's Gracie Mansion home (from left): Danry Mantle, a director of the Mickey Mantle Foundation for Organ Donations; Mayor Rudolph Giuliani; and Sal M. Schifano, publisher, Street & Smith's Sports Group

'Food & Wine' Eats Well in Aspen



The 14th Annual *Food & Wine* Magazine Classic included a Publisher's VIP Dinner at the restaurant Little Nell. (From left) Bob Sobczewski, manager of onboard services, United Airlines; Steve Juzwik, senior staff rep, in-flight services, United; Dana Cowin, editor-in-chief, *FWW*; Larry LeShaw, director of onboard services, United.

Lifetime CEO Chairs Steinem Awards

On hand for the Ms. Foundation for Women's eighth annual Gloria Steinem Awards at New York City's Plaza Hotel were (from left) opera singer Bessye Norman; Leah Wisa, this year's award winner; Gloria Steinem; Doug McCormick, Lifetime ceo; and Marie Wilson, Ms. Foundation president.



ALAN SINGER

Another Offer Paula Jones Can Refuse

What do you do if you're Clinton-accuser Paula Jones, your legal fund has dried up and you're not winning your sexual harassment lawsuit against the President? According to *Penthouse* publisher Bob Guccione, you entertain offers from the media for rights to your tell-all. Guccione says Jones considered his offer of \$200,000 in 1995 to reveal who backed her and coached her in her suit. *Penthouse* had run racy photos of Jones in its January 1995 issue, along with quotes from her family members casting doubt that she was telling the truth about her encounter with Clinton.

Guccione says his magazine has information that Jones was being backed and coached by members of the Republican party and would pay if she would reveal who was backing her, where the money was coming from and how she was coached. About eight months after the

article first appeared, Guccione says, Jones' lawyer Joe Cammarata declined the *Penthouse* offer because Paula still wanted to take her chances in court. "You don't negotiate a deal for months if you're not seriously considering it," says Guccione. "Revealing their backers... would have been an embarrassment to the Republican party."

Cammarata says Guccione never made the offer. According to Cammarata, Guccione wanted information on the religious right and asked Jones if she had anything incriminating. "He wanted a story to further his efforts to destroy the church," says Cammarata.

Cammarata also says that Jones' legal fund is from anonymous donors, most of whom give less than \$20. "They pretend to not know who's funding her, like it's a bunch of altruists," says Guccione. "Who's paying Paula's legal bills? It'd be interesting to hear." —AS

Youth Mags' Sneaky Mailers Sure Look Inviting

Some enigmatic mail has been showing up from magazines such as *Seventeen* and *Spin*. The pieces look like party invites on the outside, but inside they trumpet some hard circ numbers and advertising news. Very sneaky.

Seventeen recently sent out a card with a fashion image and the word Stop! splashed across it. *Spin* mailed off a card with an image from the musical group Brainiac's June 1996 fashion spread.

The what-is-it? format is, of course, deliberate, aiming to peak the curiosity of potential-advertiser recipients. "We like the element of surprise," says Lynne Andujar, creative services director at *Seventeen*. *Spin*



Who'd expect circ numbers inside this *Seventeen* mailer?

is just starting to do four-color glossy mailers as it courts fashion advertisers for its second fall fashion issue. "We're...stepping up to carry the torch for youth culture," says *Spin* associate publisher Matt Hanna. "We're trying to make advertisers aware." —AS

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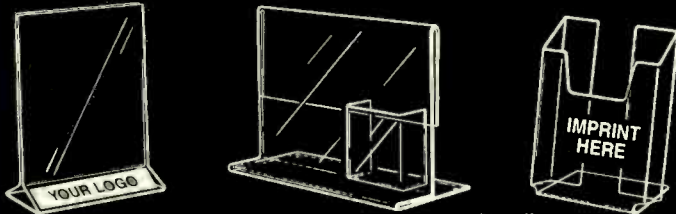
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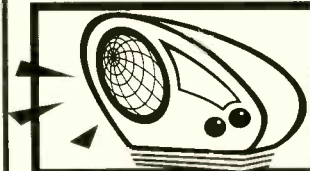


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EASTERN SERVICES & RESOURCES

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Account Execs Pick Cadaver!



Why use research to dig up stiffs like this for testimonial spots? The original Man-on-the-Street interviewer Mal Sharpe uses only live people, freshly caught on Main Street. Your client deserves the best.

FREE! 30th Anniversary TV special just aired on S.F.'s PBS station KQED.

Man-on-the-Street Productions Call (510) 843-7655 (CA)

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Which dog just heard the Sarley, Bigg & Bedder demo?



Call for our radio demo. 213/969-9767 • Fax: 213/969-9343

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Radio at its best

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Classical Jingles

Temp Mozart, Vivaldi, Chopin, Bach and other master composers inspire our award-winning jingles for radio and TV. Complete package from concept to finished production. English/Spanish. Send for our demo reel, a classic itself.

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If Our Radio Isn't The Best You've Ever Heard, Have Another Drink At Our New Bar.

Visit our new bar/studio.
Call for our new radio demo.
1-800-776-OINK.

OINK INK RADIO
265 Madison Avenue, New York

RADIO PRODUCTION

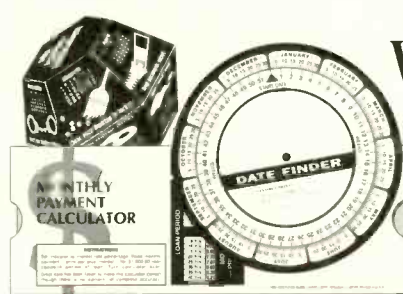
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Top quality dimensional marketing products designed to fit your budget.

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AW 96

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World's largest Collection of Rare T.V. Shows and **Commercials** from the Golden Age of Television, Educational Films * Cartoons * Silent Films * Gov't Films * We're one stop shopping.
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or 1-800-7-ADWEEK

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EASTERN SERVICES & RESOURCES

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Lead generation • Sampling/couponing • Sweepstakes entry
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Where your customers make the call,
and you get the results.

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Phenomenal Film And Video Productions
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Send Us Camera Ready Art Work. Your ad will
stand out from the others and get better
results, if you are creative and design an ad
that sells your jobs to potential employees.
Call 1-800-7-ADWEEK and get the details.

Looking for the perfect job?
ADWEEK CLASSIFIED

OFFERS & OPPORTUNITIES

REQUEST FOR PROPOSALS

New York City Marketing Initiatives REQUEST FOR PROPOSALS

The Office of the Mayor of the City of New York is issuing a Request for Proposals (RFP) for a qualified firm to be the City of New York's Marketing Representative under a five-year engagement agreement.

As the "Capital of the World," New York City is the leading urban center for commerce, culture, entertainment and excitement. This distinction yields many creative opportunities for marketing arrangements between the City of New York and private sector marketing partners, such as, but not limited to, product exclusivity agreements, official sponsorships and advertising.

The City of New York is seeking a Marketing Representative to administer all aspects of a program of marketing initiatives, including developing and implementing a strategic business plan, conducting all market research and analysis, identifying and contacting potential marketing partners, negotiating marketing deals and, upon consent from the Mayor's Office, entering into agreements with marketing partners.

The program description and submission requirements are outlined in the RFP, which can be obtained in person from the Office of the Deputy Mayor for Economic Development and Planning, 1 Centre Street, Suite 2358, New York, NY 10007. All questions should be directed to Craig Muraskin at (212) 788-6771. Proposals must be submitted to the Deputy Mayor's Office, at the above address, by Tuesday, September 24, 1996, at 5:00 p.m.



City of New York
Rudolph W. Giuliani, Mayor
Fran Reiter, Deputy Mayor
for Economic Development and Planning

BUSINESS OPPORTUNITIES

**Agency that
coulda, woulda,
shoulda -- didn't.**

Now wants to

explore association ideas with other
growth-minded shops who might share our
values and goals. Client downsizings and
consolidations have left us lacking that
critical mass we need to pursue new busi-
ness with the confidence they can't say no
to. We're a Bergen County virtual shop
that's self-sufficient but we need to get off
the dime and grow. Write in confidence to:

President,
ADWEEK Classified, Box 3870
1515 Broadway, 12th fl. New York, NY 10036

FOR A/C EXEC./ CREATIVE DIR/ART DIR

This will be a highly rewarding joint
venture if you have a client follow-
ing to bring to our NYC based
agency which specializes in corpo-
rate collateral and catalog produc-
tion. You can rely on our pro-
fessional staff, state-of-the-art
equipment and in-house photo
studio to support your current
needs and our future sales efforts.
Write:

ADWEEK Classified, Box 3865
1515 Broadway, 12th fl.
New York, NY 10036

**Catch a Creative Genius
ADWEEK
CLASSIFIED**

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

OFFERS & OPPORTUNITIES

OFFICE SPACE

SPACE AVAILABLE

Perfect for design firm, produc, etc.
 Short Term or Long Term
 Near Union Square
 Stage available too!
 Call Casey: 212.979.8564

DEDICATE YOUR CREATIVITY TO CLASSIFIED

Send Us Camera Ready Art Work. Your ad will stand out from the others and get better results, if you are creative and design an ad that sells your jobs to potential employees. Call 1-800-7-ADWEEK and get the details.

CALL 1-800-7-ADWEEK

EMPLOYMENT

DIRECT MARKETING OPPORTUNITIES IN DALLAS

The Dallas office of America's leading Relationship Management Agency® is seeking experienced direct marketing professionals to expand its account service staff. Brierley & Partners serves some of America's most recognized corporate names like United Airlines, Pizza Hut, Neiman Marcus, Hertz, UPS and Hilton.

MANAGEMENT SUPERVISOR

If you have 10+ years' direct marketing agency experience and want the opportunity to grow with one of the nation's leading strategic and creative agencies, send your resume and a letter explaining why you are the right person to join an expanding staff of marketing professionals.

ACCOUNT SUPERVISOR

Successful candidate will have at least 6 years' direct marketing agency experience, strong analytical and planning skills, superior written and oral communication skills, and a thorough understanding of marketing strategy.

SENIOR ACCOUNT EXECUTIVE

Must be an energetic self-starter, possess strong organizational and communication skills, proficiency in Word for Windows, Excel or Lotus. At least 4 years of direct marketing agency experience required.

PRODUCTION DIRECTOR

Requires a minimum of 7 years' experience supervising 4-color print as well as laser/lettershop operations. Computer proficiency in Word for Windows and Excel desired. Previous staff supervision experience required.

We offer a smoke-free environment, competitive wages and benefits. Interested candidates should send their resume and salary history, in complete confidence, to:

Brierley & Partners
 Attention: Human Resources Department
 P.O. Box 50708, Dallas, TX 75250
 FAX: 214-651-1950 / Email: human_resources@brierley.com



THE RELATIONSHIP MANAGEMENT AGENCY®
<http://www.brierley.com>

Looking for the perfect job?
ADWEEK CLASSIFIED

EMPLOYMENT

BrabenderCox



has immediate openings.

Something made you stop and read this ad. Maybe it's because you remember reading about us in "George" magazine where they described us as the "new media wizards." Maybe you remember seeing our side-splitting TV commercials featured on programs like the NBC "Today" show. Or then again, maybe you're just bored and you've already read all the information on the cereal boxes. Regardless, let's call it fate.

Art Director

You're passionate about your work. Just because the client likes it is not good enough. You have to like it. And to you creating great work doesn't have to be full of pain and suffering, it should be fun. It would also be helpful if you have been doing this for — let's say — twenty years. But if you have two years or more of solid work, we're listening. You should also be MAC competent, and have experience working on retail accounts.

Copywriter

You understand that being able to write grammatically correct does not make one a copywriter. You work hard to find out what the client is truly trying to communicate, and then you do it in a memorable way. You appreciate having the appropriate time to complete a project — the one time a year it happens. And you feel comfortable working on both broadcast and print.

Please send a brief description of your experience, samples of your best work, and your salary requirements as soon as possible. No phone calls will be accepted.

Mail to: BrabenderCox

Mary Jane Little . Creative Director
 2100 Wharton Street . Pittsburgh, PA 15203

Research Director

Growth cable network seeks a Research professional with 5 years network or agency experience. Must possess strong quantitative skills and strong understanding of Nielsen methodology.

Candidate will work with all departments at network - Ad Sales, Affiliate Relations, Marketing. Excellent written and verbal skills required.

Send resume and salary requirements to:

Court TV
 600 Third Avenue,
 New York, NY 10016
 Attn: Human Resources-RD



HELP WANTED

**DIRECTOR
DATABASE MARKETING**

McGraw-Hill, a leading information services company with a strong reputation for excellence, is seeking a creative individual who can take an aggressive approach to the overall management of a marketing database and related list rental databases that will serve the strategic business needs of our Information Services Group division. Company products include magazines, newsletters, business information services, and a growing on-line business.

To qualify, you must have a college degree or equivalent, analytical skills and a working understanding of the technical aspects of database marketing. Strong staff and project management experience as well as experience in product and direct marketing and significant utilization of a multi-dimensional marketing database is critical. A background in using a marketing database as a proactive marketing tool for customer retention, market segmentation, new business development and to increase marketing productivity is essential.

For consideration, forward your resume, salary requirements, and cover letter to:

The McGraw-Hill Companies
Attn: Human Resources/NAC
1221 Avenue of the Americas
20th Floor
New York, NY 10020

We are an equal opportunity employer.

The
**McGraw-Hill
Companies**

**DYNAMIC MARKETING
EXECUTIVE**

Exciting marketing position for dynamic, creative exec with knowledge of Chinese culture & media! U.S. high tech/high growth, financial company requires min. 3-5 yrs. solid marketing/advertising experience, comprehensive knowledge of PRC media in the U.S., planning & implementation of Chinese community events. Communications/marketing degree a plus. High energy & marketing smarts a must for this rare, exciting opportunity!

Fax resume to:
202-833-2279

CALL 1-800-7-ADWEEK

**ACCOUNT PLANNERS
(Freelance)**

Our top NYC agency clients need experienced Account Planners to work on new business pitches, moderate focus groups, develop strategy and contribute to exploratory creative development. Research background a plus. Assignments are project-based or require the ability to work a flexible schedule. Send or fax a resume to:

Paladin
270 Madison Avenue, Suite 201
New York, NY 10016
Fax 212-689-0881

**DIRECTOR OF
DIRECT MARKETING**

National retailer seeks senior-level executive to handle all print and direct marketing. 10 years experience in list management, sales analysis, relational marketing, print distribution, infinity programs & the internet. Candidate must have excellent planning & organizational skills.

Send resume and salary history to:

Pep Boys Advertising Dept.
Direct Marketing Position
3111 W. Allegheny Ave.
Philadelphia, PA 19132
or fax (215) 229-1410

PEPBOYS

**WRITERS:
PRODUCE ADS
YOU ACTUALLY LIKE
IN THIS LIFETIME!!**

Forget big agency politics where your work doesn't even get presented, much less produced. Be a big player in a small & fun agency with a diverse client list to work on TV, Radio and Print. 5+ years experience required.

Fax resumes and salary requirements to CD: **212.727.7899**

BOOKKEEPER

Fashion advertising agency with accrual books seeks f/t bookkeeper with 3-5 years in-house experience for a/p, a/r, taxes, ins., etc. Must be familiar w/ Peachtree Acc't, Windows, and Macs. Fax resume and salary reqs. to **212-533-5058**.

**MEDIA PLANNER/BUYER AND
FINANCIAL PERSONNEL**

We are looking for people with at least three years experience in using automated systems at major advertising agencies. The job is to provide support to our growing list of clients.

We create and maintain a variety of software systems for advertising agencies.

We offer a pleasant, suburban campus working environment, competitive salary and benefits. You'll probably enjoy a shorter commute, lower taxes & summer Friday afternoons off.

Please send or fax your resume to:

C. Kronish
DSI Datatrak Systems, Inc.
4 Century Drive
Parsippany, NJ 07054

Fax: 201-9935793

No phone calls please

**MEDIA
PLANNER/BUYER**

Mid sized Baltimore agency that continues to grow, has an immediate opportunity for a planner/buyer with a minimum of 3 years experience developing targeted and creative print/broadcast plans. Ideal candidate should also possess business-to-business and consumer product background. Must be computer literate and a team player. This is an excellent opportunity to have impact at one of the region's best known and most respected firms.

Mail resume and cover letter to:

ADWEEK Classified, Box 3873
1515 Broadway, 12th fl.
New York, NY 10036

DESIGNER/ILLUSTRATOR

We are a talented and creative group looking for one in the same. If you are MAC proficient, a marvel at illustrating, and a proactive team player with 2-3 years design experience, fax your resume & salary req. to **(212) 505-9589**.

BRAND MANAGER

Leading International Hair Care Manufacturer located in Linthicum, MD is seeking a Brand Manager for their Headquarters operation. The Brand Manager is the manager of all commercial activities for his/her respective brand. The Brand Manager is personally responsible for the brand's strategic plans and the management/deployment of all marketing resources placed against the brand. B.A./B.S. degree required (MBA preferred), 3-5 years marketing, brand management or related experience required. We offer competitive salary and a comprehensive benefit package. EOE. Please send resume in confidence to:

Goldwell Cosmetics (U.S.A.), Inc.
981 Corporate Blvd.
Linthicum Heights, MD 21090
Attn: H.R. - Marketing Manager

*Worldwide, the exclusive
partner for the
professional hairdresser*

**SALES REPRESENTATIVE -
ADVERTISING**

Prestigious visitor market publication is seeking exp. Sales Professionals in multiple markets nationwide. Requires a min. of five (5) yrs. outside selling exp., proven record of developing new business/markets and exp. selling multiple products. Ad sales and/or publishing exp. a plus. Must be open to travel and/or relocation. Excl. Compensation/benefits.

Send/FAX resume w/salary history **Human Resources Department, Guest Informant, 21200 Erwin Street, Woodland Hills, CA 91367**

Fax **(818) 716-7583**.

**INTERACTIVE CD-ROM
ADVERTISING SALES**

2Way Media, Inc., publisher of the top-selling, highly rated entertainment CD-ROM LAUNCH, has openings for NYC- and LA-based advertising sales executives.

LAUNCH is advertising supported and has a track record of attracting major, national advertisers. Positions entails selling and developing innovative, interactive advertising, working with both agencies and clients. Ad agency, brand management and/or sales experience required. Help advertisers effectively use this powerful new medium.

Fax resume to Susan at
(310) 576-6070

RATES for Employment and Offers & Opportunities

1-800-7-ADWEEK Classified Manager: M. Morris

Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$148.00, 1/2 inch increments: \$74.00/week. Rates apply to **EAST** edition. **Special offers:** Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$30.00/week. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$15.00. **Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m.** If classified is filled prior to closing, ads will be held for the next issue. **Classified is commissionable when ad agencies place ads for clients. No proofs can be shown.** Charge your ad to American Express, Mastercard or Visa, **ADWEEK CLASSIFIED, 1515 Broadway, 12th fl. New York, NY 10036.** **1-800-723-9335 Fax: 212-536-5315.**

HELP WANTED

THIS WEEK'S OPPORTUNITIES OF A LIFETIME.

We've just won a large, exciting piece of new business and we need lots of new folks for our San Francisco office.

- Senior Account Planner
- Account Supervisor
- Account Executive
- Budget Coordinator
- Project Manager
- Media Supervisor
- Media Planner
- Media Buyer
- Production Manager
- Avid Operator

KETCHUM & ADVERTISING
1-415-984-6200

Make this call, or spend the rest of your life wishing you had.

Advertising
Your focus, our insight, new Vision

TMP Worldwide, a leading Yellow Pages, Recruitment and Interactive Media advertising agency, creates unique advertising strategies with global reach and a customized approach. A diverse and top-notch client roster benefits from our unrivaled depth of experience, creative ability and client service commitment. Because we are rapidly expanding, there is much promise for individual growth and opportunity within our organization. We currently seek the following:

**Marketing Manager
 New York Based**

You will develop, maintain and enhance client relationships as well as work with our account teams, creative and clients in the development of strategic marketing concepts. You'll contribute to the division's profitability by generating revenue streams with new and existing products/services (interactive, collateral, marketing research, etc...). A key responsibility will also be to propose and coordinate qualitative and quantitative research projects. The successful candidate will possess 5 years of marketing, advertising or agency related experience coupled with excellent communications and presentation skills. Extensive travel is also required.

For immediate consideration, fax or forward your resume and salary history to: **TMP Worldwide, Dept. ML, 1633 Broadway, 33rd Fl., New York, NY 10019. Fax: 212-527-8633. EOE.**



THE NAME TO KNOW IN TELECOMMUNICATIONS

Find a bright future with Frontier. A Fortune 500 telecommunications leader and the nation's fifth largest long distance company.

Sales Manager, Consumer Promotions Northeast

A leader in the growing prepaid calling card industry has an exciting career opportunity for a highly motivated, creative individual to market our pre-paid promotional programs to Fortune 500 companies and promotion agencies. You will sell and execute account specific and market wide advertising and promotion campaigns. In addition, you will work on product development, business evaluation and strategic planning. We require 5+ years' experience in consumer promotions and strong presentation skills. Extensive travel required. Background in advertising or experience with a sales promotion agency are a plus.

Frontier offers a highly attractive compensation package and opportunity for professional advancement. Please fax (716-232-1045) or send resume to: **Professional Staffing-ED, Frontier Corporation, 180 S. Clinton Ave., Rochester, NY 14646. For more company info, visit our Web site: <http://www.frontiercorp.com>**

We are an equal opportunity employer and value diversity in the workplace.

NYSE: FRO



What Telecommunications is coming to.

Long Distance • Local Service • Wireless • Equipment • Info Services

PUBLISHER - INTERNET

CCI, publisher of a number of consumer magazines seeks to appoint an advertising sales professional as publisher of its Information Technology Division.

The main responsibility of this position is that of product champion for *I-Way Magazine*, which is an established bimonthly and will be moving into monthly frequency. The IT division is also supported by a series of how-to magazines covering Windows and DOS operating systems.

The ideal candidate must be able to demonstrate a successful career in advertising sales and will have held the post of ad director or equivalent for at least three years. Specific involvement in the Internet will be of great value, as well as a background in consumer computer publishing. The successful candidate will be able to demonstrate the ability to develop strategies for growing core business, handle field responsibilities and direct and manage a team.

This is an ideal opportunity for a self-starter looking for an opportunity to take complete control of a magazine and its position within the marketplace. We are offering excellent compensation and benefits package. CCI is an equal opportunity employer and part of IDG.

Please send resume and cover letter to **Jayne Engel, Human Resources Director, Connell Communications, Inc., 86 Elm Street, Peterborough, NH 03458.**

HELP WANTED



DIRECTOR CREATIVE SERVICES

National retailer seeks senior-level Creative Services Director for in-house Advertising Dept. Minimum 10 years experience in a design environment working in television, print, radio and web site development. Candidate must have excellent management, planning and organizational skills. Mac proficiency is required. Send resume and salary history to: Pep Boys Advertising Dept. Creative Services Position 3111 W. Allegheny Ave. Philadelphia, PA 19132 or fax (215) 229-1410

PEPBOYS

ATTENTION WEB DESIGNERS

The Electronic Publishing Group of the publishers of Billboard, Adweek, Hollywood Reporter, Musician, and Backstage magazines is seeking a full-time web designer experienced in graphic/multimedia design and HTML programming. Candidate should be experienced in Photoshop and the Quark Publishing System as well as HTML, Gif animation, image mapping and frames. Forward resume and salary requirements/history:

Fax (212) 536-5310
E-mail theymann@interport.net

NEWSPAPER ASSOCIATE

3-5 years experience at a newspaper, or heavy newspaper planning at advertising agency. Familiarity with Simmons, Scarborough, CMR, and on-line systems preferred. Compensation commensurate with experience. Write or fax:

Researcher
c/o B. Goldstein
Sawyer-Ferguson-Walker
90 Park Avenue
New York, NY 10016-1301
FAX: 212-455-5659

An equal opportunity employer.

RESEARCH ANALYST PRINT MEDIA

Natl ad sales firm seeks highly motivated, numbers-oriented and computer literate individual to fill full-time position. Applicants must have at least one year of print media planning experience, and must be familiar with MRI, Simmons and MMR. Knowledge of Intelliquest and J.D. Powers a plus. Fax resumes to:

(212) 768-7841
Attn: Kristen Masterson

FILM & TV JOBS

Entry level to senior level professional jobs in entertainment nationwide (cable & TV networks, film/TV studios, TV stations, etc.). 2x/mo. For info., Entertainment Employment Journal: (800) 335-4335 (818) 901-6330

DIRECT MARKETING TRAFFIC COORDINATOR

Fast-paced Direct Marketing Division of a leading New York Advertising Agency seeks an aggressive, organized Traffic Coordinator with a "you can't stop me now" attitude. Candidate must possess at least 6 months Direct Marketing experience. Salary in the 30's, full benefits. If this ad sounds like you, please send a cover letter with resume in confidence to:

Christine Martin
Director of Human Resources
JMCT

445 Park Avenue
New York, NY 10022
No calls!

But you can fax us:
212-308-4984

ROCKY MOUNTAIN BUYER

Leading Colorado agency seeking Media Buyer with nation-wide & Canadian broadcast experience. We need a thinker who is self-motivated, energetic, detail-oriented team player with 2 years experience. Computer skills in WP, Excel, & MM+ necessary. Mail resume with salary requirements to:

Media Director
Graham Advertising
525 Communication Circle
Colorado Springs, CO 80905

or Fax to (719) 635-7071

No phone calls, please.

ADVERTISING ACCOUNT SUPERVISOR

Looking for a challenge? Medium sized flatiron district ad agency seeks an experienced Account Supervisor. Must have financial industry experience preferably banking advertising. The ideal candidate will be a proven strategic thinker with 5+ years advertising agency experience, 1 year at AS level, management skills and can make things happen fast.

Please fax resume with salary requirements to:
(212) 929-3720

ADVERTISING SALES

Major national consumer magazine serving the entrepreneurial business market is seeking an Account Manager for the New York office. Candidates should have 2-3 years ad sales experience, strong verbal and written communication skills as well as the ability to make high-level client/agency contacts for national accounts. Send or fax resume to:

Rob Floyd
Eastern Sales Director
Success Magazine
230 Park Avenue, 7th Floor
New York, NY 10169
Fax: (212) 599-0783

AD SALES

New York City Advertising Sales office is in search of a sales professional for three high profile youth magazines including America's largest youth publication. Opportunity to manage an extensive regional client list. This position requires 6 years of consumer advertising sales experience and a proven record of strong agency/client relationships. Applicant should be an energetic self-starter, aggressive, and enthusiastic with a knowledge of youth print, sports marketing, packaged goods and multi-title sales. Attractive compensation package and excellent benefits.

Fax resume to 212-889-4513

ACCOUNT EXECUTIVE Terrific Growth Opportunity for the Right Person!

Fast growing full service North Central NJ ad agency needs smart, motivated AE with 5-8 years agency/account experience and new business development. Must be buttoned up, pro-active and detail oriented. Direct marketing and production experience a big plus. Send resume & salary requirements to:

B. Haas
Linett & Harrison
306 Main Street
Millburn, NJ 07041
No phone calls.

COPYWRITER

We've got a great opportunity for a mid to senior level writer who is highly conceptual and a team player. Must be comfortable with technology accounts. Samples should prove you've got a flair for exciting ad copy that sells, because we're accustomed to winning awards for our heavy-hitting B-to-B and consumer clients.

Send resume, samples, and salary history to CD
Bradford Communications
PO Box 3081, Hickory, NC 28603
or fax 704-322-9025

P/T CREATIVE DIRECTOR WHO CAN DO IT ALL!

NYC agency needs CD who can deliver the "Big Idea" for Radio, TV, Print & New Business. Must be hands-on w/concepts, copy & broadcast prod. Diverse accts incl retail, food, business-to-business. Please send resume, samples (incl radio cassettes & 1/2" TV reels), sal reqs & availability:

Dept CD
PO Box 1723
New York, NY 10017

TRAFFIC MANAGER

National Agency in the southeast needs a traffic manager to handle accounts without supervision. Must be detail oriented with strong organizational skills to schedule and meet deadlines. Minimum 3 years agency experience.

Send resume and salary requirements to:
Director of Recruitment
501 North Allen Avenue
Richmond, Virginia 23220

We're in a growth mode & you'll have a chance to let your career propel in recruitment advertising.

MANAGER, CLIENT SERVICES

Quick thinker, doer, presenter & go-getter will thrive. Seeking seasoned pro w/extensive exp managing nat'l accounts. Must be capable of thinking outside the box & articulating w/high powered HR professionals.

NEW BUSINESS SALESPEOPLE/MGRS

Big picture strategies & major account wins make you the person we're looking to speak with. We've got that next level opportunity for you to step into. Openings in major cities. Unlimited earnings potential.

FAX letter of interest & details about your adv. exp to: Corp. HR Dept., BSA ADVERTISING, 212-599-7460

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE.

DEDICATE YOUR CREATIVITY TO CLASSIFIED

Send Us Camera Ready Art Work. Your ad will stand out from the others and get better results, if you are creative and design an ad that sells your jobs to potential employees. Call 1-800-7-ADWEEK and get the details.

ACCOUNT SUPERVISOR

Midtown agency with exceptional client list is looking for an Account Supervisor. 5-7 years package goods, strong written & verbal skills, outgoing personality, and complete understanding of managing a business is essential!!! OTC experience a +. Please send or fax resume and salary requirements to:

Publicis/Bloom
304 East 45th Street
New York, NY 10017
Attn: HR-AS
FAX: (212) 949-0499

HELP WANTED



**NORTHWEST
AIRLINES**

ADVERTISING MEDIA MANAGER

Northwest Airlines is seeking a highly motivated and creative individual to fill our Advertising Media Manager position. The responsibilities include developing, managing and administering strategic media plans that support our company's corporate marketing and communication objectives. This individual would direct both internal and external resources in the creation and execution of consumer and trade media plans with a worldwide scope of responsibility.

The ideal candidate will have 5+ years of experience in advertising media with a large corporation or agency, degree in advertising/marketing, graduate degree preferred, thorough knowledge of advertising/marketing and media planning disciplines. The individual must have a demonstrated ability to manage multiple projects simultaneously while supervising a budget tracking and reporting system supporting consumer and trade communications.

Northwest offers an excellent compensation package. Interested candidates should send or fax a resume and cover letter with salary expectations to:

Leanne Smith
Northwest Airlines
 5101 Northwest Drive, Department A1410
 St. Paul, MN 55111-3034
FAX: (612) 727-4676 No phone calls please.

Northwest Airlines recognizes and values diversity. We are an Equal Opportunity Employer.

COPYWRITERS WANTED

Three New Products To Launch!

Bucks County's largest publisher is expanding again! Help us make way for two new technology products and a sales publication.

Marketing Copywriter/In-House Services: Create sizzling direct mail promotions & collateral that pull unprecedented results from our clients. Minimum 3-5 yrs copywriting experience. Must like a fast pace & have super interpersonal skills. Dept. MC3.

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For both positions: send a cover letter that sells YOU as well as you'd sell our products, along with salary requirements, to NBS, 1120 Wheeler Way, Langhorne, PA 19047 or fax: (215) 750-3686. EOE

NBS

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Large mid-Atlantic direct marketing agency has an immediate opening for an energetic, results-oriented Account Supervisor. This individual will be responsible for developing and executing marketing strategies across all DR media for a prestigious national client.

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W.B. Doner & Company
 400 E. Pratt Street, Baltimore, MD 21202
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This position in our Energy Services business is challenging because of our rapidly changing environment as the utility industry becomes deregulated.

We are seeking product developers with experience in market assessment, product positioning, pricing, team selling and product management. You must have demonstrated P&L results and be a positive, high energy person. You must be comfortable pioneering processes to get to market with successes as both a team leader and player.

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 Wilmington, DE 19899 (Ref #734)
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 9 Whippany Road, Whippany, NJ 07981

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Fast growing Chicago advertising and new media firm is looking for a hands on Financial Director. 8-10 years agency experience required. Self motivation and leadership abilities a must. Individual will manage a variety of responsibilities including client negotiations, day to day business activities, as well as external handling of corporate financial matters. Person will work closely with CFO and COO. Competitive compensation package offered. Great opportunity to be an integral part of a team of dedicated and talented individuals who thrive on great work within a unique company culture.

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SAVVY SALES REP

Established audio post production facility is looking to grow its business. We need a motivated, dynamic salesperson with an established ad agency client base. Resume & references a must. Base salary plus commission and benefits. If you know the players and understand the game, please fax resume to:

212-953-3129

ASS'T MEDIA PLANNER

NYC-based advertising/marketing communications agency seeks innovative, highly organized individual for junior advertising position. Primary responsibilities will include print media planning and budget control, as well as some assistant account exec. job functions. Excellent opportunity for growth. Salary low 20's. Fax resume to:

212-741-6931
ATTN: Pat Jones

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Fax resume & sal. req. to:
914-696-0421

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Fast-growing 10m agency in scenic Blue Ridge Mountains seeks seasoned copywriter for senior level position. Must be experienced in broadcast & print. Send resume & non-returnable samples to: Creative Director,

The Alpha Group
218 Patton Avenue
Asheville, NC 28801
or fax them to 704-258-9920

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FAX: 415-397-0103

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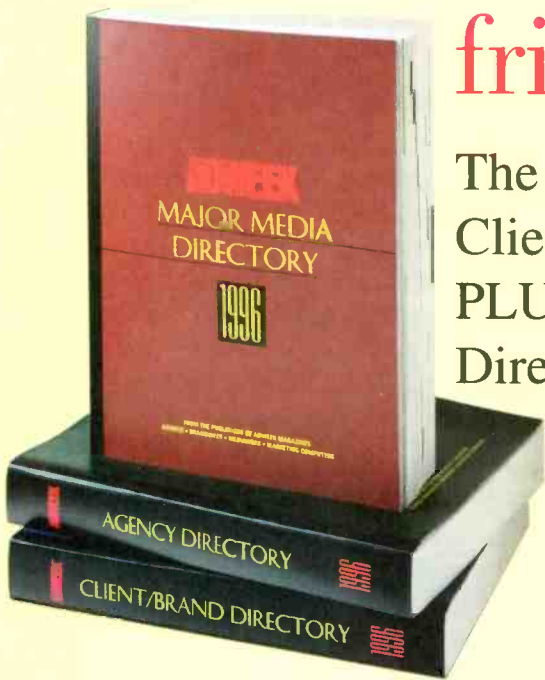
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CALENDAR

Competitive Media Reporting will sponsor a **breakfast seminar** titled "Competitive Monitoring for the Consumer Media: Where Will the Internet Fit?" July 17 at the McGraw-Hill Building in New York. Contact Jackie Bazan at 212-789-1469.

Two newspaper conferences will take place July 21-24 in Chicago: the Newspaper Association of America Marketing Conference and the NAA Foundation Conference on Newspapers in Education. Registration required. For more information, contact the NAA's meeting department at 703-648-1280.

Oregon Cable Telecommunications Association will hold its **25th annual convention and trade show** July 28-30 at the Inn of the Seventh Mountain, Bend, Ore. Contact: 503-362-8838.

Camp Internet, covering the latest in Internet marketing, will be held Aug. 3-6 at the Hyatt Regency Resort in Beaver Creek, Colo. The event will include outdoor recreational activities. Contact: 800-538-5053.

Women in Cable & Telecommunications presents its **Telco 101: Cable Meets Telephony** two-day course in Minneapolis Sept. 12-13. Contact Molly Coyle at 312-634-2353.

Magazine Publishers of America presents a half-day seminar, **Internet Publishing Operations, Strategy and Management**, Sept. 26 at MPA's New York headquarters. Registration required. Contact: 212-872-3700.

Media Notes

NEWS OF THE MARKET

Smith to Top 'Working Woman'

Nancy Smith has been named editor-in-chief of MacDonald Communications' *Working Woman*. Smith, formerly of Condé Nast's *Self* and *Texas Monthly*, replaces Lynn Povich, now a consultant for NBC and Microsoft's new media venture. Jay MacDonald's corporation bought *Working Woman*, *Working Mother* and *Ms.* from Dale Lang early last month.

Ladies' Hoops on SportsChannel

SportsChannel Regional Network last week signed a two-year agreement to carry the women's American Basketball League, which will hit the hardwood this October. The deal, which includes a three-year option and encompasses worldwide rights, marketing, advertising, promotions, merchandising and new media ventures, has SportsChannel carrying 14 regular-season games, the All Star game, two playoff games and all clinching championship games. The ABL teams include nine members of the 1996 U.S. Olympic basketball team.

ESPN Expands 'GamePlan'

ESPN "GamePlan," the new out-of-market college football pay-per-view package, has been expanded to incorporate more than 100 games, up from 54 games last year. The package is offered through cable operators, wireless operators and satellite services. The suggested retail price on the deal is \$79, but early buyers can get it for \$69. The per-day price is \$9.95.

McDonough to Head 'Inc.'

A replacement for former *Inc.* publisher Jim Spanfeller has been named. J. Riley McDonough, promoted from *Inc.* ad

director, formerly of *Newsweek* and *Us*, will fill the gap. Spanfeller left *Inc.* to head Ziff-Davis' *Yahoo! Internet Life*.

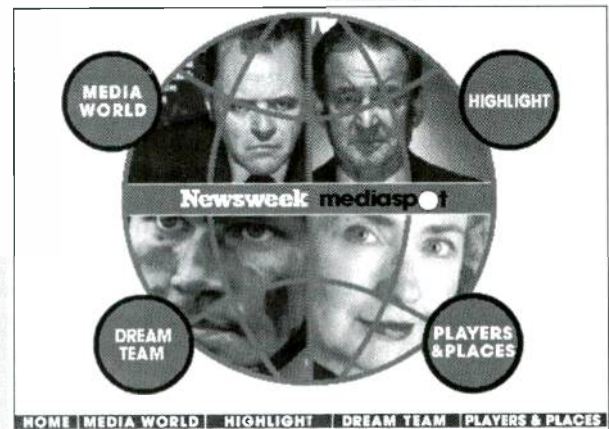
SFX Wins Some, Loses Some

SFX Broadcasting last week acquired the majority of the assets of privately owned Prism Radio Partners L.P. for \$82.8 million, including 13 radio stations (8 FMs and 5 AMs) in Jacksonville, Fla.; Raleigh, N.C.; Tucson, Ariz.; and Wichita, Kan. SFX also plans to acquire Prism's three Louisville stations (WTFX-FM, WWKY-AM and WVEZ-FM), as previously announced. SFX will then sell WTFX and WWKY to Clear

Channel Communications and WVEZ to privately owned Regent Communications for a total of \$19.5 million. Separately, SFX Broadcasting announced last week that it had sold three of its Washington, D.C., radio stations to Bonnevill International Corp. of Salt Lake City for \$25 million. The stations are WXTR-FM, WXVR-FM and WQSI-AM. SFX will continue to own and operate WHFS-FM, which serves D.C. and Baltimore.

Blair Has New Beat

Blair Underwood, former *L.A. Law* cast member and film star (*Just Cause*), will join ABC's



Newsweek's world, and you're welcome to it

A Place for Ad Folks

A new Web site from *Newsweek* could keep media planners and buyers from being buried under a mound of media kits. Last week, the newsweekly launched *mediaspot.com*, described as the first site solely devoted to the ad community and offering the rate card and e-mail links to *Newsweek's* entire sales staff. The site, created by Mezzina/Brown, also hammers home the extent of *Newsweek's* political coverage. If all goes as planned, media execs will leave the site knowing how much a single-page, four-color ad costs and, via a trivia-game section, that Pat Buchanan employs a South American housekeeper.

Media Notes

CONTINUED

High Incident for the new fall season, launching in September. The Thursday-night drama, from DreamWorks Television, centers on a group of suburban Southern California cops. The series, one of the first from the fledgling studio, returned to ABC's schedule last week. Underwood is set to play Mike Rhoades, a patrol officer who transfers from an inner-city gang beat to the suburban precinct. He will be part of an ensemble cast that includes David Keith, Matthew Beck and Matt Craven.

CMR Expands Web Tracking

Competitive Media Reporting has expanded the number of Web sites it tracks to include the online venues of PointCast and cable networks. The service, called AdLab, also tracks a dozen newspaper sites and the online versions of consumer magazines. CMR, a longtime tracker of advertising spending, is a VNU Marketing Information Services company.

E! Online Hires Hachette Exec

E! Online has continued its hiring spree in preparation for the launch of its Web site. Last week the service, being produced as a joint venture with C/Net, hired John Dawson as its vp/advertising sales. Dawson previously was publisher, new media, at Hachette Filipacchi Multimedia.

MSNBC Unveils 'Site'

MSNBC's daily dose of technology begins today with *The Site*, a prime-time, hour-long show that will examine the high-tech world and how it affects work, home life, education, entertainment and culture. The show, hosted by former KRON-TV reporter Soledad O'Brien, runs each weeknight, with special editions

on Saturday and Sunday. *The Site* will contain daily news coverage, feature segments, consumer advice, commentary and interviews covering the impact of computer technology. The series, created through a partnership between MSNBC and Ziff-Davis TV, will have a dedicated Web site allowing viewers to get more information about televised segments and give feedback.

'Bazaar' Heads for South Korea

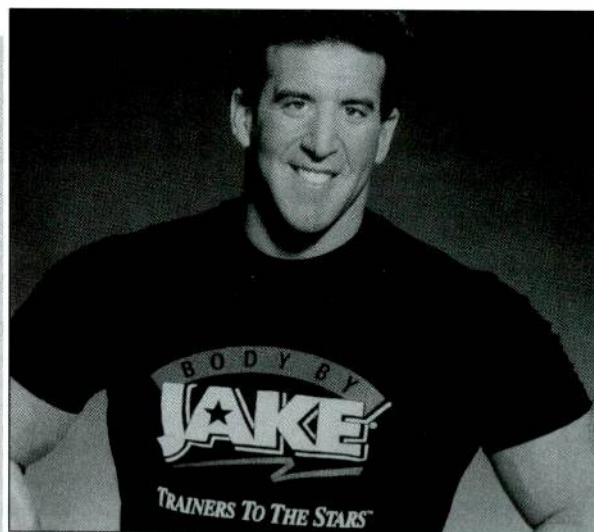
Harper's Bazaar is launching a South Korean edition. Hearst Magazines International has made a licensing agreement with Kaya Media, which also publishes Hearst's Korean *Esquire*. The Korean *Harper's* will have a circulation of 100,000 when it hits newsstands this week.

'Home' Has Designs on Web

Traditional Home, the fast-growing Meredith shelter book, has launched DesignerFinder on the World Wide Web. The site at www.designerfinder.com provides immediate on-screen access to lists of designers and decorators, organized by city and style.

K-III's Latest Buy, Sell

K-III has acquired from USA Sports, PFWA Investors and Jones Sports the Chicago-based *Pro Football Weekly* and its affiliated businesses. The 100,000-circ title previews and reviews every NFL game and provides complete statistical information...K-III's subsidiary Intertec sold its cash-management monthly, *Corporate Cashflow*, to CFO Publishing, a division of the company that publishes *The Economist*. *Cashflow* will be merged with CFO's eight-per-year *Treasury & Risk Management*, circ 46,000.



Hachette hopes Steinfeld works out

Jake to Get Ink

Hachette Filipacchi Magazines will partner with Body by Jake Enterprises to launch *Body By Jake* magazine in January. TV fitness guru Jake Steinfeld, who owns cable network Fit TV, will be editor-in-chief. The start-up will publish bimonthly, with circulation of around 300,000.

Ullman to Announce Emmys

Prime-time Emmy nominations will be announced this Thursday at the Academy of Television Arts & Sciences in North Hollywood. Five-time Emmy winner Tracey Ullman and Rich Frank, president of ATAS and an executive at C3, will announce nominations for the *48th Annual Primetime Emmy Awards*. The show will air Sept. 8 on ABC. Paul Reiser will host, along with Oprah Winfrey and Michael J. Fox.

'Animaniacs' Beats 'Zeo'

For the first time, *Steven Spielberg Presents Animaniacs* snagged better Saturday-morning ratings than formidable competitor Fox's *Power Rangers Zeo*. *Animaniacs*, the flagship program of Kids WB, scored a 2.7 rating/16 share during the second half of an hour block on June 29, edging out *Zeo*'s 2.6/16. In the David-and-Goliath battle of kids programming, Kids WB saw four of its shows land in the top 10 that Saturday. Along with *Animaniacs*, *Pinky and the Brain*, *Freakazoid* and *Earthworm Jim* pulled in strong numbers.

Lemmings Game Coming to TV

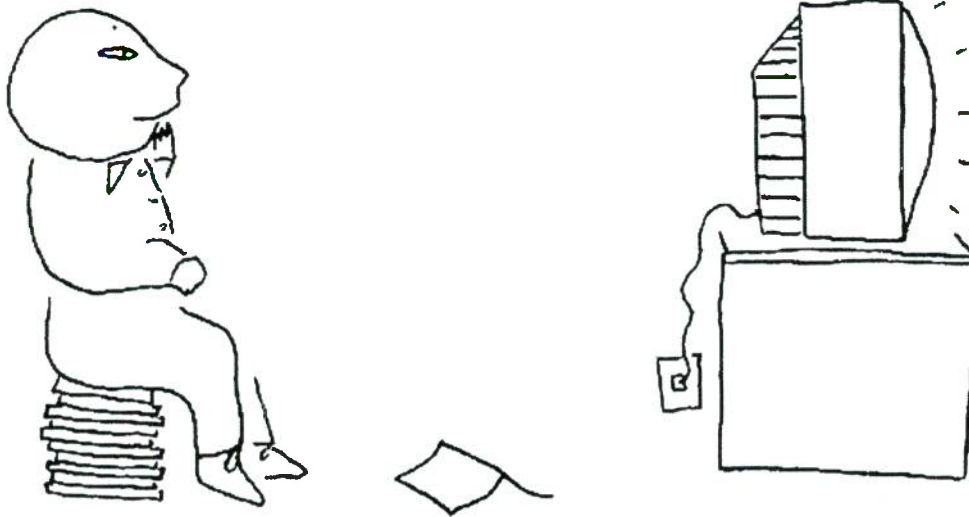
Lancit Media and Columbia TriStar Television plan to bring *Lemmings*, a best-selling interactive game, to television under a coproduction deal announced last week. The TV series is scheduled to launch in fall '97; the outlet has yet to be named. Cecily Truett, chairman and ceo of Lancit, and Larry Lancit, president, will executive produce.

Advance Launches Biz News Site

Advance Publications recently launched a new site on the World Wide Web that focuses on business news from 28 cities. The venue, at www.amcity.com, is being coordinated through Advance's American City Business Journals subsidiary.

King World Places 'OTH' Hosts

King World Productions has placed the hosts of its aborted *Off the Hook* music magazine (*Mediaweek*, June 3) on a new youth-oriented segment of its *American Journal* news magazine. Heading up a group of eight new reporters being billed as "Team AJ" are former *OTH* hosts Karen "Duff" Duffy and Steve Santagati.



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Cincinnati August 7,8	Boston November 12,13
Denver August 13,14	Los Angeles November 12,13,14*
Minneapolis August 22,23	New Orleans November 18,19
San Diego September 18,19	Philadelphia November 20,21
New York September 18,19,20*	New York December 2,3
Chicago September 26,27	San Francisco December 4,5,6
Atlanta October 1,2,3*	Chicago December 11,12,13
Dallas October 17,18	
Seattle October 21,22	
Washington, DC October 23,24,25*	

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BIG DEAL

Coca-Cola

Advertiser: Coca-Cola

Begins: Fall

Budget: \$45 million

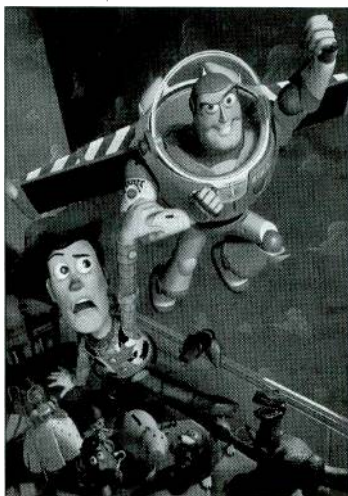
Media: TV

Coca-Cola this fall will team up with ABC's Monday Night Football and Wal-Mart for a \$45 million-plus watch-and-win sweepstakes, dangling a fan's ultimate grand prize: two tickets to the Super Bowl for life. The "Red Zone" promo will be splashed across more than a billion packages and major displays in all Coke distribution channels, and use MNF's on-air team to integrate promotion into telecasts.

The "Red Zone" game will be the centerpiece of a fall marketing plan to follow on the heels of Coke's extensive presence at this month's Olympic Games. Coke will follow in November with a reprise of its arty Santa Claus packages to drive holiday stock-ups.

"Red Zone" participants collect numbers printed on cans and bottle caps of 20-oz., 1-liter and 2-liter packages and watch the ABC telecast to determine the total number of points scored by both teams from within the 20-yard line, or the "Red Zone." At the close of each game, ABC's announcers will tally the points and urge viewers with corresponding numbers to call a toll-free number. The first 1,000 callers each week get a free Starter Team NFL jacket and qualify for the grand prize Super Bowl ticket-for-life drawing.

The deal benefits ABC by keeping more of its Monday Night Football audience tuned into the entire telecast, whose ratings drop off sharply when game-play extends past midnight. The telecast averages a 17.1 rating/29 share, per Nielsen, but in some markets those figures drop in half by the end of the game. With rival Fox Sports pushing the envelope on talent-laden promo efforts, ABC isn't likely to suffer much criticism for allowing announcers Al Michaels, Frank Gifford and Dan Dierdorf to call the Red Zone plays. —Karen Benezra with Terry Lefton



Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

HALLS MENTHO-LYPTUS COUGH DROPS

Advertiser: Warner-Lambert

Agency: J. Walter Thompson, N.Y.

Begins: Fall

Budget: \$20 million (est.)

Media: TV, print

Warner-Lambert's American Chicle division will tackle the cold and flu season with a new "advanced vapor action" Halls Mentho-Lyptus cough drop and roughly \$20 million in ad spending, a 20-percent increase over last year.

Halls Mentho-Lyptus, flagship of a four-flavor cough-drop line, hypes added menthol without the unpleasant aroma that accompanies the ingredient.

The new cough drop hits the shelves in September. Soon after, the company will roll out a print and TV campaign that features the new product as well as the other Halls flavors. Officials wouldn't comment on the campaign theme.

Last year, Warner-Lambert spent \$16.5 million advertising the Halls brand, per Competitive Media Reporting. In the year ended May 19, Halls flagship did \$120 million in sales, for almost a third of the \$389 million cough-drop category, per Information Resources Inc.

—By Sean Mehegan

OCEAN SPRAY PRODUCTS

Advertiser: Ocean Spray

Agency: North Castle Partners, Stamford, Conn.; Reach Marketing, Westport, Conn.

Begins: October

Budget: \$5-10 million

Media: TV, FSI

Ocean Spray likely will scrap its National Football League tie as part of a sweeping sponsorship reevaluation that will emphasize associations closer to its core demographic of female grocery shoppers. First

up: a \$5-10 million on-pack, TV and FSI blitz tied to the holiday-season video release of Walt Disney's *Toy Story*.

"We expect to have fewer, more relevant sponsorships going forward, and do a better job of leveraging those," said Carol Trifone, manager of consumer promotions. "The NFL probably won't make the cut," meaning this fall will be OS' last season with the league.

However, Trifone said OS "definitely" would stick with the NCAA because of its relevance to the single-serve business. Other likely keepers are the Women's Sports Foundation and Dennis Conner's Stars & Stripes racing yacht.

OS' major fall promo timed to the late-October release of the home video *Toy Story* will involve the entire product line of foods and beverages and get a strong push including TV spots breaking in mid-October, two free-standing inserts in November and plugs in the video. TV spots, from agency North Castle Partners, Stamford, Conn., will play off OS' next "Crave the Wave" brand campaign breaking in September. Disney is expected to sell more than 20 million, at a street price of roughly \$17.

Trifone expects the promo, from Reach Marketing, Westport, Conn., to hit the broad range of consumers in the market for kids' gifts during the holiday season, a crucial period for the co-op. The promo runs through next spring.

Purchasers of any four Ocean Spray products, ranging from cranberry sauce and Craisins to the drinks, plus the video, will get a free pair of custom-designed cups featuring *Toy Story* characters Woody and Buzz Lightyear. Four-packs of single-serve drinks are included, but only through the grocery channel. —By Gerry Khemrouch

DOLE PACKAGED FOODS/MICROSOFT SOFTWARE

Advertiser: Dole/Microsoft

Agency: Flair Communications, Chicago

Begins: November

Budget: \$3-5 million (est.)

Media: New Media

Dole Packaged Foods will partner with Microsoft for an estimated \$3-5 million hol-

CMR TOP 50

A Weekly Ranking of the Top 50 Brands' Advertising in Network Prime Time
Week of June 24-30, 1996

Rank	Brand	Class	Spots	Prime-Time Ad Activity Index
1	MCDONALDS DRV IN REST	V234	82	1,147
2	BURGER KING DRIVE-IN REST.	V234	44	615
3	SATURN AUTOS	T111	43	601
4	MCI	B142	42	587
5	AMERICAN EXPRESS	B150	39	546
6	DOMINOS PIZZA F. RESTAURANT	V234	35	490'
	WENDY'S	V234	35	490
8	TYLENOL	D212	30	420
9	KODAK	G230	28	392
10	KFC RESTAURANT	V234	27	378
11	KRAFT	F118	25	350
12	OLIVE GARDEN RESTAURANT	V234	22	308
	ROLAIDS	D213	22	308
	ZANTAC 75	D213	22	308
15	GENERAL MILLS	F122	20	280
16	M&M	F211	19	266
	WRIGLEY'S	F211	19	266
18	SPRINT LONG DISTANCE	B142	18	252
	UNITED PARCEL AIR SERVICE	B612	18	252
20	ACUVUE DSPBL CONTACT LNS	G221	17	238
	ICE BREAKERS	F320	17	238
	KELLOGG'S	F122	17	238
23	EVEREADY	H220	15	210
	LINCOLN AUTOS	T111	15	210
	POST	F122	15	210
	ULTRA SLIM FAST	F123	15	210
	VALVOLINE	T211	15	210
28	ALEVE	D211	14	196
	ALMAY CLEAR COMPLEXION	D114	14	196
30	GATORADE	F223	13	182
	HUGGIES	A121	13	182
	LITTLE CAESARS PZZ REST	V234	13	182
	L'ORÉAL COLOUR ENDURE	D112	13	182
	MERCURY TRUCKS	T117	13	182
	MONISTAT 3	D216	13	182
	ROGAINE	D218	13	182
	VISA	B150	13	182
38	7 UP	F221	12	168
	COTTONELLE ULTRA SOFT	H232	12	168
	ORUDIS KT	D211	12	168
	PANTENE PRO-V	D143	12	168
	PHENOMENON	V233	12	168
	YOPLAIT	F131	12	168
44	BAIN DE SOLEIL	D111	11	154
	COURAGÉ UNDER FIRE	V233	11	154
	HALLMARK	B321	11	154
	NINTENDO	G450	11	154
	NUTTY PROFESSGR	V233	11	154
	RED LOBSTER RESTAURANT	V234	11	154
50	BOSTON MARKET RESTAURANT	V234	10	140

Ranked in order of total spots. Includes ABC, CBS, NBC, FOX, UPN and WB. Regional feeds are counted as whole spots. Spots indexed to average spots for all brands advertising in prime time, i.e., if McDonald's Index = 1308, McDonald's ran 1208 percent more spots than the average.

Source: Competitive Media Reporting

iday promo that gives Dole a hipper image and helps Microsoft reach women.

The "Main Menu" sweeps will give away five computer systems with Microsoft software and 500 copies of Encarta 97 CD-ROM encyclopedia. A mail-in deal offers a free Julia Child Master Chefs and a \$7 kids' CD-ROM for Dole proofs-of-purchase. The promo will be one of several that try to present Microsoft's consumer software in familiar, non-technical contexts.

"Software is the next big entertainment property," said Cindy Spodek, Microsoft promotions manager and a Disney veteran.

Dole is eyeing younger users. "Tying in with the computer genre gives our products a contemporary spin," said Dole promo director Marty Ordman.

The promo kicks off Nov. 3 with a 45 million-circulation FSI and ads in six cooking and women's books. POP gives away a recipe guide, with a computer-shaped box for sweeps entry forms. A separate sweeps on Microsoft's Web site gives away a trip to Hawaii while capturing names for Microsoft's database.

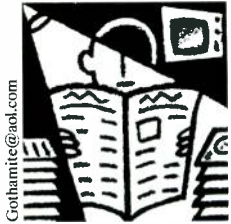
To connect with consumers where they live, Microsoft's Interactive Media Division will introduce a raft of software titles with ties to familiar consumer franchises.

Microsoft execs are looking to co-promote the new Monster Truck Madness game with firms such as Ford and Panda (truck liners). Deadly Tide, a game targeted at general rather than hardcore players, likely will be promo'd in spots between movie trailers at showings of suspense films in UA Theaters. Another deal in the works would involve local promos where winners get to play the game on a movie-theater screen. 3D Movie Maker adds a co-branded Nickelodeon version featuring characters from Ren & Stimpy, Aaahh!!! Real Monsters and Rocko's Modern Life.

As anticipated, Microsoft also will drop the Home sub-brand (*Brandweek*, Nov. 6), no longer necessary given the success of Microsoft's broader branding effort, said senior group marketing manager Marty Taucher. "Now, it gets in the way of the Microsoft name and the product names," Taucher said. —*Betsy Spethmann and Gerry Khermouch*

Media Person

BY LEWIS GROSSBERGER



The Nicely News

AT THIS TIME, MEDIA PERSON WOULD LIKE TO apologize to Joey Buttafuoco. Last week, Media Person made some insensitive comments regarding that gentleman's intelligence, taste and scruples. Media Person wants to assure Mr. Buttafuoco, as well as you, the reader, that he disseminated these negative thoughts before he'd had a chance to read *Newsweek's* revelatory cover piece disclosing that nasty is out and nice is in.

Had Media Person known of this fundamental change in the cultural climate, he of course would have taken pains to emphasize the positive side in the fascinating saga of a hard-working, middle-class husband and father who has risen above tragedy and scandal to make a new life for himself and his family in the Golden West, where he intends to pursue a professional acting career. "Good luck in Hollywood, Joey," Media Person would have warmly cried out; "May you find there the rewards you so richly deserve and avoid the temptations of the flesh which have caused you and your loyal help-mate, Mary Jo, so much suffering in the past."

As a creature of the media, Media Person knows that if he falls too far behind the trends, he's extinct. So from now on, it's nice all the way.

Of course, you won't be too hard on Media Person for lagging a little. After all, you too, beloved reader, as a hip media dude or dudess, have expunged yourself of any mean, rotten, festering desires to denigrate or maim your fellow human and are brimming with forgiveness.

Besides, there has been so much news for Media Person to absorb this summer. In his job, he must keep up with the heart-warming, thrill-packed Olympics, the uplifting campaigns of our principled President and warm, avuncular Bob Dole, the lovably eccentric Arizona Vipers, the spirited Boris Yeltsin, the sweet Sarah Netanyahu and the poignant,

slightly chubby guy from Brooklyn who triumphantly returned from the hospital to his home last week without the aid of a forklift. And, of course, MP must see all the original and artistically important summer movie blockbusters at the local cinemas.

Should anyone mention the name Richard Lamm, Media Person must be able to snap back without a second's hesitation: "Distinguished former Colorado governor challeng-

A new bombshell: Paranormal out, nice in. Lord, how quickly things change today. How hard one must work to keep pace.

ing selfless-patriot Ross Perot for presidential nomination of the crucially important Reform Party."

So if Media Person was a bit slow on the uptake, it was understandable. Add to his previous excuses the extraordinary fact that only one week before, both *Time* and *Newsweek* were telling MP that The Supernatural was the big culture trend of our time. Homicidal space aliens are taking over our movie theaters, reported *Newsweek*, and malevolent psychics are controlling our minds and 37 percent of the populace believes that giant tubeworms are tunneling through the earth and dragging innocent people down their own toilets to a hideous death in the dank, fetid sewers beneath our crumbling metropolises. Worse, it

appears that these tubeworms are under the command of Elvis.

MP had barely absorbed that trend—he was desperately phoning stores to get hold of a Ouija-board CD-ROM for his computer—when this new bombshell burst upon him. Paranormal out, nice in. Lord, how quickly things change today. How hard one must work to keep pace.

It was easy to miss the Nice story because it was disguised as just another boring celebrity profile. *Esquire* has Sharon Stone, *Newsweek* has Rosie O'Donnell, new queen of daytime TV. She mugs. She hugs. She plugs. She puts four roses in her mouth for the photographer. Her fans love that she's now the doting single mom of an adopted 1-year-old son.

But cleverly folded within was this major trend piece. *Newsweek* informs us that Rosie is not just some typical star with a new TV show. No, Rosie is *singlehandedly cleaning up daytime television*. This lone, courageous woman is knocking the horrible sleaze shows we all love to complain about right off the air and spearheading "A Change of Heart" that's sweeping throughout the entire media.

"Jay rides high...Dave's too snide," Media Person read in astonishment. "Hootie and the Blowfish blew away grunge" whereas "Pearl Jam is still whining, but now nobody's listening." And best of all: "Disney's lovable 'Quasi' could be a Happy Meal figurine...The old Qua-

simodo was deformed, bitter, a bad date." (Media Person always suspected that grumpy old Victor Hugo would have benefited from a good, upbeat Hollywood rewrite.) It seems that civility had made a sudden comeback all across this great land of ours and Media Person hadn't even noticed.

But now MP is on the case, have no fear. For next week, he is already at work on an appreciation of the career of Wink Martindale, one of television's greatest communicators. Believe it, this will be seriously nice. In the meantime, MP can only pray that one of our important magazines doesn't spot another major societal trend. A columnist could develop a severe case of whiplash. ■

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SOURCES: 1996 SPRING MRI
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MAY 12/18/95 P 4, Year End Scoreboards

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