

MEDIAWEEK

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NEWSPAPER



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TV PROGRAMMING

Paxson Picks A Package

Deal with Eyemark for three shows to underpin his fledgling network of UHF outlets

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Change at The Top for Money

M.E. Frank Lalli moves upstairs as the book gets a new editor who will report to the M.E. of 'Fortune'

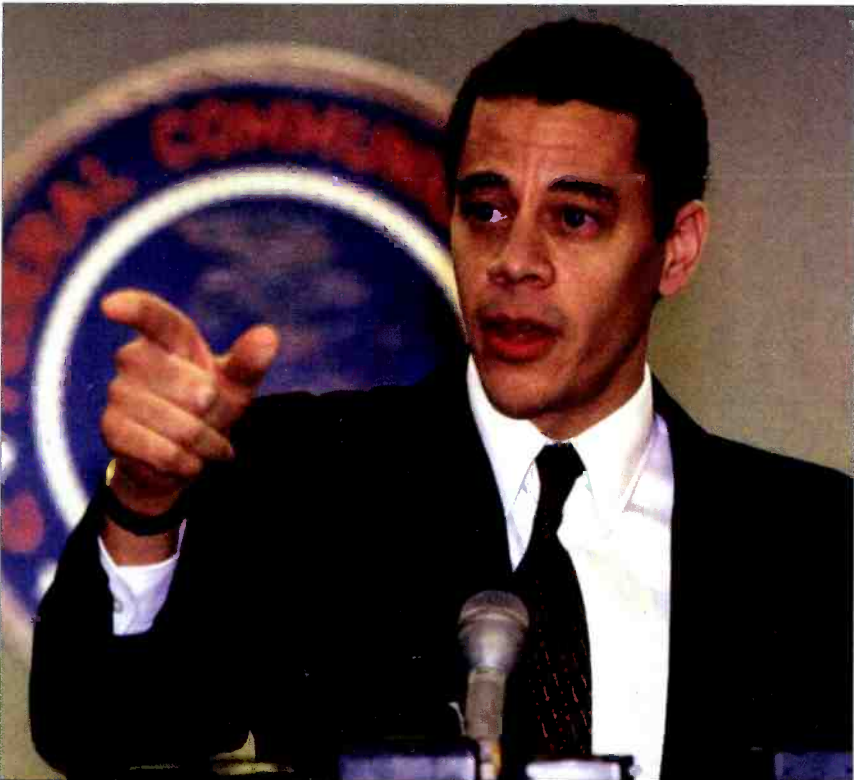
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NEWSPAPERS

Good News For Most Dailies

Sunday circ gains are reported by 17 of the top 25 papers in the U.S.

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WASHINGTON

IS KENNARD REED HUNDT LITE?

The new Federal Communications Commission chairman takes up where the old activist one left off, and some in Congress are concerned. **PAGE 4**

MARKET INDICATORS

National TV: Slow

A dearth of quality prime-time avails in fourth quarter has CPM increases dropping from 20 percent above upfront to 10-15 percent. CBS daytime, having made its guarantees, is wide open.

Net Cable: Slow

Though the big nets are virtually sold out for fourth quarter, everyone else has inventory left. Some office products money is out there, but little else. Still no sign of first-quarter dollars.

Spot TV: Slowing

The end of election season has brought a lull to what had been a steady spot market. Autos have also slowed, but movies for holiday openings are strong. Some first-quarter Olympics inventory is moving at CBS affils.

Radio: Cooling

Fourth quarter is mostly wrapped, with Nov. sold out and only tidbits left for Dec. Jan. looks wide open.

Magazines: Slow

The lull between a closed '97 and the new year settles in as advertisers hold. Publishing & media is a hot ad category in a cool period.

PBS Eyes 2nd Net

Explores use of multiple affiliates in big cities **PAGE 4**





They say
TLC reaches
an upscale
audience.

Do you
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YOU SHOULD.

Here it is straight, no frills – TLC is #1
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Terrific network.

Remarkable reach.

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¹Nielsen, PNF July 1997, Primetime VPVH
Ranking based on basic cable networks with 30 million+ subscribers.

Laura K. Jones

NOV 12 1997

AT DEADLINE

Sprint Not Running From *Murphy* Hot Potato

CBS' *Murphy Brown* may have rankled the Drug Enforcement Agency with last week's episode showing Candice Bergen's character smoking marijuana, but Sprint isn't about to hang up on the star. The episode drew a rare condemnation from DEA head Thomas Constantine, who said that CBS and series producer Warner Bros. Television were "doing a great disservice" by "trivializing drug abuse." As part of a continuing story line about her struggles after breast cancer surgery, Brown smoked marijuana to relieve nausea resulting from chemotherapy. Mark Flannigan, executive producer of *Murphy*, insisted that the scene did not take an "advocacy position." Telecommunications giant Sprint has employed Bergen as its spokesperson, and a company representative said Sprint remains "100 percent" behind the star. Flannigan said the marijuana episode was "just one of the chapters in the [breast cancer] story" and he does not expect it to come up again.

Hundt Heads to Liberal Think Tank

Reed Hundt, who just stepped down as chairman of the Federal Communications Commission, has been named president of the Aspen Institute. Aspen is a liberal think tank whose annual conferences on political and social issues and foreign affairs attract major players in the financial world and Congress. Hundt will work at the institute's Washington, D.C., headquarters.

NBA Pact With NBC, Turner Near

It's expected that new four-year National Basketball Association TV rights deals with NBC and Turner will be approved by owners at the league's Board of Governors meeting this week in New York, industry sources said. For their current four-year contracts, which expire after this season, NBC and Turner paid \$750 million and \$352 million, respectively.

Paxson Heads to Norfolk, Knoxville

Paxson Communications last week acquired two more TV stations in medium-sized markets as part of its quest to build a seventh broadcast network (see story on page 5). Paxson picked up WJCB-TV in Norfolk, Va., a UHF independent, from Channel 49 Acquisition Corp.; and WPMC-TV in Knoxville, Tenn., a religious station, via a time-brokerage agreement with Pine Mountain Christian Broadcasting. No financial terms were disclosed. Paxson currently owns stations serving about 60 percent of U.S. TV households. Dean Goodman, Paxson president, said

the company hopes to control stations in 70 percent of the country via the FCC's "half discount" for UHF stations and to eventually reach 90-100 percent U.S. coverage.

Tribune Locks Into *7th Heaven* for 2000

Tribune Broadcasting's 15 TV stations have closed a group deal with Spelling Entertainment's Worldvision Enterprises for the weekly syndication rights to current WB network drama *7th Heaven* to start in fall 2000. Neither party disclosed financial terms. Separately, Worldvision has launched first-run marketing on *Judge Joe Brown*, a courtroom strip hosted by the Tennessee judge who will preside over the second trial of Martin Luther King Jr. assassin James Earl Ray. *Joe Brown* is being marketed as a stand-alone series and not a companion to Worldvision's current hit courtroom strip, *Judge Judy*.

Hiller/Diller Off for Nov. Sweeps

After disappointing results on Nov. 4, ABC has tinkered with its Tuesday-night lineup for the rest of the November sweeps. *Hiller & Diller* has been benched for the last three Tuesdays of the month, replaced by repeats of *Dharma & Greg* and *Spin City*. *Soul Man* has been moved to 8:30 p.m., replacing *Over the Top*, which has been "taken off the air," as an ABC representative put it. For Nov. 11 and 18, *Home Improvement* repeats will sub for *Soul Man*. On Nov. 25, *Grace Under Fire* returns at 8 p.m., taking over that slot. *NYPD Blue* stays at 10 p.m.

Addenda: Knight-Ridder has sold the *Long Beach Press-Telegram* to MediaNews Group's Garden State Newspapers, a privately held newspaper publishing company owned by William Dean Singleton. Terms of the deal were not disclosed... Roger Steckler, advertising director at *Kiplinger's Personal Finance Magazine*, has added associate publisher to his title.

Corrections: In the Nov. 3 edition of *Mediaweek*, it was incorrectly reported that a Librarian of Congress decision to increase fees paid by direct broadcast satellite companies could affect sales of the National Football League's "Sunday Ticket"

package of out-of-market games. "Sunday Ticket" is a stand-alone product that does not require a subscription to any other DBS service. In the same issue, a Media Notes item gave an incorrect rate-base increase for Hachette's *Car and Driver*. It will go from 1.1 million to 1.2 million in January. And in the Network TV column, Roger L. Sverdlik's name was incorrectly spelled.

INSIDE



Kelly: Back on the Clinton attack

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MEDIA WIRE

Report of Microsoft Deal With U S West Questioned

A report that broke in *The New York Times* last week saying that Microsoft was weeks away from making a \$1 billion investment in U S West Media Group has touched off a storm of controversy. Executives in the cable industry are casting serious doubt about whether such negotiations have occurred. Executives at U S West and Microsoft refused to comment, even on whether they have talked of an alliance.

U S West Media Group, the cable operator arm of the regional Baby Bell telephone company, plans to spin off into a separate company next year, though it already has its own "tracking" stock to reflect a value distinguishable from the parent company. A \$1 billion investment—however unsure at this point—could go toward the rollout of digital set-tops and modems, but a U S West representative declined to comment.

Meanwhile, Tele-Communications Inc. continues to negotiate with Microsoft about the computer-software giant's proposed \$1 billion investment to help fund TCI's rollout of digital products to its subscriber base. Leo Hindery, TCI's president, declined to comment on the status of those talks.

Cable stocks remained at or near the top of yearlong highs reached in recent months on news that Microsoft was looking to invest heavily in cable. As of late Friday, U S West Media Group's "tracking" stock was trading around \$25, near its top price; TCI's series A stock was selling at just above \$22, close to its high of \$24.50, and Comcast, which has already done a billion-dollar deal with Microsoft, was trading at a yearlong high of \$28. —*Michael Bürgi*

'97 Print Ad Spending Up; PC Magazine Gets More Chips

Print ad spending by the U.S. computer industry soared to nearly \$2 billion for the first nine months of 1997, according to Adscope, a company that tracks technology advertising. The total, \$1.955 billion, is an increase of 12 percent from the same period in 1996. IBM continues to be the top (continued on page 6)

Kennard Sets Activist Tone

New FCC looks like the old FCC, with teeth

WASHINGTON / By Alicia Mundy

In a telling moment at the end of their joint press conference last week, Senators John McCain and Conrad Burns, the chairman of the Commerce Committee and chairman of the telecom subcommittee, respectively, noted the similarities between the new Federal Communications Commission chair, William Kennard, and his predecessor. "The way he danced around all these issues in my office," said Burns, referring to a private meeting he'd had with Kennard a few days earlier, "I think I'm seeing another Reed Hundt." Quipped McCain sarcastically, "Well, that's certainly a joy!"

But a version of Reed Hundt Lite at the FCC may not be the only spectre haunting the telecom industry in the next session of Congress. McCain (R-Ariz.) said he is "very concerned" about the impact of the telecom act on consumers. He and Burns (R-Mont.) plan to hold a series of hearings on almost all sections of that legislation starting in January. "Cable rates are still going up, in contrast to the claims of telecom [act] supporters," McCain said. "To believe the bill is working, you have to believe that the way to lower rates is to raise them. And that the way to



Senator Conrad Burns says he is "alarmed" by the FCC's new agenda.

increase competition is to consolidate."

Direct broadcast satellite may be the answer, he said, adding: "We must make sure that DBS is a viable competitor to cable." The costs of rebroadcast copyrights on DBS will be on the table in January. "We will introduce legislation for DBS to get access to programming," he said as Burns nodded. McCain also said that he would like to see "some reciprocity on foreign owner-

Chancellor, SFX Deals Halted by DOJ

RADIO / By Alicia Mundy

After a month of negotiations with Chancellor Media Corp., the antitrust division of the Justice Department has filed suit to block the company's proposed acquisition of four Long Island radio stations, WBLI-FM, WBAB-FM, WHFM-FM and WGBB-AM. This is the first time the Justice Department has gone to court to block a radio merger since the passage of the 1996 telecom act, which produced almost 1,000 such deals. Although the Justice Department is

"looking at this case on its own merits," according to antitrust assistant chief Charles Biggio, DOJ is also closely reviewing a group of a dozen proposed mergers. "We don't view this case to be an aberration in terms of the problems we have found in other radio mergers," Biggio said. But in other cases, DOJ's Merger Task Force "has gotten relief which satisfied our competitive concerns," he added. On this deal, Chancellor refused to restructure the deal, which, he explained, would have given the station group 65

ship" of TV nets and cable services, a move that could open the U.S. airwaves to overseas media companies. "I realize this may be controversial," he deadpanned.

Both McCain and Burns also said they want to review how the new FCC determines its "public interest" role. Just hours after being sworn in on Nov. 3, Kennard held a press conference in which he may have set the tone for his tenure. One of the first issues he addressed was liquor ads on TV. He said the issue should be reviewed by the FCC—a controversial procedure that Hundt tried to implement but that failed due to opposition from former FCC commissioners James Quello and Rachele Chong. Kennard may be able to succeed where Hundt failed since he has two new Democrats on the commission: himself and Gloria Tristani. Susan Ness, the only carryover from the Hundt era, has expressed her support for FCC involvement in the alcohol issue. Burns was "quite rattled" by the announcement, according to Commerce Committee staffers. In a letter Burns sent to McCain on Nov. 6, he said: "I am alarmed at recent statements made by the new chairman of the Commission which indicate that this standard [the public interest] may be abused to pursue an activist vision."

Kennard also indicated that he's not enthusiastic about relaxing prohibitions on broadcast ownership expansion, crossover ownership or local marketing agreements. "This," said an FCC staffer who requested anonymity, "is because of the bad taste many of the cable crossover deals have left in our mouth...and Bill's been troubled by the jump in radio mergers as well. The FCC chairman wants to take a long look at where these moves to expand ownership and marketing strategies are leading, and how they are affecting consumers, before he agrees to more relaxation."

The FCC was to take up duopoly regulations this year, but the issue is now on the back burner, said an FCC staffer. ■

percent of the market. DOJ is also seeking to terminate the local marketing agreement that Chancellor has been using temporarily in operating the radio stations. Sen. Conrad Burns (R-Mont.), chairman of the Communications Subcommittee, said he thinks the DOJ suit may be just the first of "more to come." Staffers at DOJ and at the FCC say the surge in mergers is prompting more concern about radio conglomerates. "Justice was waiting for the right case to bring the first suit, and for a clear consensus at the FCC on this issue," said an official at the FCC. One deal likely to be reviewed, the official said, is the pending sale of the rest of SFX to Capstar. ■

A Double Vision at PBS

Overlap of stations in big markets triggers study of second network

PUBLIC TV / By Langdon Brockinton

The Corporation for Public Broadcasting is weighing the creation of a second Public Broadcasting Service network. CPB has retained Andersen Consulting and Tucson, Ariz.-based Trac Media Services to conduct a feasibility study that is expected to continue until next February or March, said Constance Rannels, director of CPB's TV Future Fund.

Why consider a second PBS service, which could be rolled out as early as next September? "To expand the footprint of public television," said Alan Foster, vp of fund raising and syndicated programs for PBS. "And to take advantage of [distribution] infrastructure that we have in place. It's an unexploited strength of ours."

In many of the country's top 50 markets, particularly the top 25, there are at least two PBS stations; often they are operated by different licensees. Examples include New York, Los

Angeles, Chicago, San Francisco, Atlanta, Denver, Miami, Seattle, Tampa and Washington. And in several other major markets, including Boston, Dallas, Milwaukee, Minneapolis/St. Paul and Buffalo, a single licensee controls more than one PBS station.

The thinking is that the smaller stations in such markets could form the core of a second PBS network. A few local cable channels that currently air public TV programming also could serve as outlets. Together, these stations reach "at least half the U.S. households," said Andrew Russell, senior manager at Andersen. In addition to distribution potential, Andersen is looking at "ownership and operational structures" and "programming and financial resources" for the possible PBS2, Russell said.

Trac Media will be examining the programming "mission" of a second PBS network, as well as its potential audience targets. ■

Paxson Pacts for Programs

Proposed new network for '98 loads up on family-oriented series

TV PROGRAMMING / By Michael Freeman

Paxson Communications last week made some key programming moves leading up to its planned announcement later this month on the launch of its broadcast network. According to studio and station sources, Paxson has purchased off-network rights to three CBS series from Eyemark Entertainment, and the company is negotiating to acquire rerun rights to several other family-oriented network series.

Paxson is said to have agreed to pay Eyemark more than \$150 million for the three-series package—*Touched by an Angel*, *Dave's World* and *Promised Land*. Paxson is also said to have a deal with Twentieth Television for *Dr. Quinn, Medicine Woman* and is negotiating with Paramount for *Diagnosis Murder*. The shows would begin airing on Paxson outlets next fall.

Paxson and Eyemark officials declined comment. Paxson owns or operates 63 TV stations representing 60.6 percent U.S. coverage. The group plans to unveil its network

programming and distribution plans on Nov. 18.

The Eyemark deal is said to have included a \$900,000-per-episode fee for *Touched*, reportedly double what at least one cable network—Lifetime—had bid for the rerun rights. Station rep sources said the pact allows Paxson to resell a portion of the show's back-end rights in a "shared window" to a cable network.

One source noted that Eyemark did not seek to attach national barter advertising time to the deal because most of Paxson's infomercial stations do not show up on Nielsen Media Research's local metered-market rating reports.

A source at Twentieth TV said that Paxson has bought *Dr. Quinn* for a fall 1998 start at about \$300,000 per episode. Paxson is also talking to Twentieth about taking on a run of *Christy*, an off-network drama starring Kellie Martin (*Life Goes On*) that currently airs on News Corp.'s newly acquired Family Channel. ■



Touched's Roma Downey (left), Della Reese

MEDIA WIRE

advertiser, though it reduced spending in its first three quarters by 1.7 percent, to \$71.6 million. Microsoft, in second place, expanded print spending 40 percent, to \$63 million. Sun Microsystems, in 10th place, more than doubled its spending, to \$27.7 million.

Ziff-Davis' *PC Magazine* continues to be the top ad-revenue winner, up 4.9 percent, to \$155.5 million, although its pages dropped 3.2 percent, to 4,380. Some technique books saw tremendous ad-page gains; Ziff's *Interactive Week* was up in pages by 54 percent, to 1,284, and Reed Elsevier's *Wireless Week* grew 85 percent, to 1,032 pages.

The hottest product category continued to be PCs, with 41 percent more pages at 12,971. Web/internet services were up as an ad category 62 percent, to 3,220 pages. And servers increased 48 percent, to 3,495 ad pages. —Jeff Gremillion

Toyota, *Sports Illustrated* Team for NBC Dec. Special

Toyota is the presenting sponsor of *Sports Illustrated's Year in Sports '97*, a one-hour special airing Dec. 27 on NBC. Produced by Sports Illustrated Television, the program is making its network debut.

Previously, the *SI* year-end special has been released as a video, although two years ago, it aired in syndication. SITV also is selling the commercial time for the upcoming show, which will run from 3-4 p.m. Keith Olbermann, formerly of ESPN and now on *The Big Show* on MSNBC, is the special's host. —Langdon Brockinton

Lawmaker Urges New Code Of Standards on TV Ads

Sen. Joseph Lieberman (D-Conn.), long a critic of violence and sexual content on television, has issued an appeal to broadcasters to stop airing ads that promote violent movies or TV shows during this year's World Series. Citing a recent report in the *Journal of the American Medical Association*, Lieberman complained that 104 ads in 1,528 spots aired in the 1996 playoffs included at least one act of violence, or a violent threat, or use of a weapon.

In his letter to (continued on page 8)

CNN, Time Inc. to Add Links

New shows based on 'EW', 'Fortune', 'Money' are in the works

CABLE NETWORKS / By Michael Bürgi

Synergy marches onward at Time Warner. The media giant's latest offspring involves CNN and the Time Inc. magazines group. According to executives familiar with the plan, CNN is preparing to announce a new series of programming under the banner title *CNN Newsstand* that would not only use the name but also incorporate the editorial flavor of several Time Inc. titles.

The three magazines that so far have been tapped for development into TV programs on *CNN Newsstand* (a tentative title) are *Entertainment Weekly*, *Fortune* and *Money*. The latter two magazines will be featured together as part of a single finance-driven show. One other high-profile Time title, *People*, is said to be on the back burner for now.

A CNN representative would say only that the network has "had numerous discussions with Time Inc.," declining to comment further.

According to CNN executives familiar with the plan, the new programming is being modeled on CNN's existing joint-venture series with *Time* magazine, *Impact*, which airs on Sunday nights at 9 p.m. "These ventures will use *Impact* as their prototype," one CNN executive said.

Impact, which launched earlier this year, has had a spotty record so far compared to its Sunday-night predecessor, *CNN Presents*. *CNN Newsstand* is expected to run in prime time, but not on Sunday.

Media buyers have not been pitched on the new synergistic programming, but one buyer said last week that he has heard that the project is coming together.

Time Inc. magazines have found other TV livelihoods within Time Warner's media empire. CNN and *Sports Illustrated* last year launched CNN/SI, a 24-hour all-sports news channel. And *EW* and *Fortune* produce daily segments for New York 1, Time Warner's local news channel serving the five boroughs of New York City. ■



Partnering up: Turner (center) is looking for more TV and print synergies at TW.

"We've not had it 100 percent approved by Tom [Johnson, president of the CNN division of Time Warner] or Ted [Turner, Time Warner's vice chairman]," said one CNN executive with knowledge of the programming, who declined to speak for attribution. "But if I were a betting man, I'd say it's going to happen."

Although CNN is expected to announce the new shows in the next few weeks, they will not premiere on the network until next year.

Money Changes Hands

New editor will report to 'Fortune' m.e. in a first for Time Inc.

MAGAZINES / By Jeff Gremillion

Last week's reordering of the financial titles at Time Inc.—including the creation of a structure in which one managing editor reports to another, rather than to corporate editor-in-chief Norman Pearlstine—is a first for the company. *Fortune* managing editor John Huey, to whom new 33-year-old *Money* m.e. Robert Safian will report, will now also oversee *Money*, as

m.e. of eight years Frank Lalli moves to the new corporate post of senior executive editor. But Huey, a protégé of Pearlstine, downplays the change.

"Bob Safian is the best personal-finance editor around," said Huey. "But Rik Kirkland [*Fortune* deputy m.e., who will also have oversight of *Money*] and I are more experienced bureaucrats. We know how to get stuff done in

OUR DEEPEST CONDOLENCES TO THE COMPETITION

Market Facts, Inc. recently conducted The "Core Golfer" Reader Preference Study. And the results are in. By an overwhelming margin, Golf Digest was rated the most authoritative golf publication. Worth more for the money. And the magazine golfers spend the most time reading. If that isn't enough, nearly 7 out of 10 would choose Golf Digest if they could choose only one golf publication to read. But don't just take our word for it. Get a copy of the study. Call Bob Maxon, Vice President/Group Publisher, at (212) 789-3155.

THE UNFAIR ADVANTAGE™



MEDIA WIRE

Eddie Fritts, president of the National Association of Broadcasters, Lieberman urges the leaders of programming and advertising worlds to draft a new code of ad standards, that would in-include prohibiting violent ads during major sporting events and other programs widely viewed by young children. Fritts declined to comment.

A spokesperson for Lieberman said that the senator is also concerned about networks airing violent ads for shows rated TV-MA and TV-14 during early-evening TV-PG shows. The spokesperson said Lieberman may raise this issue in January. —Alicia Mundy

Chancellor Media Creates Age-Based U.S. Sales Net

AMFM Radio Networks, Chancellor Media's newly formed programming arm, will represent Chancellor and Capstar's 400 stations to national advertisers. David Kantor, senior vp at AMFM, describes the consortium as "a hard network of stations"—a unified network bought and sold as a whole.

It will, however, be sold in two different flavors: young and old. Those Chancellor and Capstar stations programming rock, young country, and urban will make up the youth group; those programming AC, classic rock and urban will comprise the adult group.

All stations will provide one minute of commercial ad time per hour to AMFM, but will "more than get that money back" from "premium" pricing that the network will exact from national advertisers. Those national advertisers are said to include Greyhound, Sears, Hershey's, and Warner-Lambert, according to a source familiar with the stations' sales operations.

The service has yet to announce any syndicated programming deals, but under consideration are a top 40 countdown program using Hollywood Hamilton, a deejay at Chancellor-owned New York station WKTU and a show starring former daytime TV talker Danny Bonaduce. Kantor said a news service is planned for debut in "late 1998 or 1999." —Claude Brodessa

a corporate setting. It's just a practical solution."

Huey wouldn't comment on specific plans for *Money*. A *Fortune* insider said a major redesign of *Money* is in the works; Huey recently completed a successful redesign of *Fortune*.

Another source close to Huey said that Lalli's approach was considered outdated. Lalli, a former *Los Angeles Herald Examiner* metro editor and *New York Daily News* associate editor, is seen at Time Inc. as a strong, old-school consumer advocate whose subject matter just happened to be money.

"I think *Money* got trapped in the '80s," said Pam McNeely, media director of Dailey & Associates in L.A. "With so much new competition out there, they have to be sharp." Said the publisher of one of those competitors: "We're out here with very sophisticated stuff, more computerized information and better graphics, and [*Money*] is running Joe-Sixpack finance stories. They look retro."



Fortune's Huey now will oversee Money.

Money is by far the leader in the personal-finance category, with 1.9 million in circ for the first half, down 6.7 percent. In recent years, as *Money's* circ has slipped slightly, a handful of young competitors have added a combined 1.5 million in circ. *Money's* ad pages were up 7.7 percent, to 906 pages, through September. Huey said *Money* is more profitable than ever.

"The world's changing a lot," said Huey, "and we want to keep up with what our readers want." As far as editorial synergies, Huey said he anticipates the "rotation of people [from one book to the other] for interims of time," as well as "joint brainstorming," and sharing statistical information.

Lalli, who will continue as m.e. through December and will in his new role coordinate international expansion of the *Money* franchise, said: "I brought a high sense of advocacy to the magazine. I represented the American middle class." ■

Newspapers Rebound

Circ crawls up, but competition bugs New York, Chicago dailies

NEWSPAPERS / By John Consoli

Aggressive marketing and the end of a newspaper strike were just two factors that helped boost circulation at many of the nation's major newspapers in the six months ending Sept. 30. Thirteen of the top 25 daily and 17 of the top 25 Sunday papers reported circulation gains, according to the latest Audit Bureau of Circulations figures. During the same period last year, only three of the top 25 Sunday and 11 of the top 25 daily papers reported circ gains.

It was an impressive turnaround for many big-city publishers accustomed to lackluster circulation numbers. In Detroit, for example, the *Free Press* and *News* continued to rebuild circ following a lengthy strike by six unions. *Free Press* circ was up 18,499 daily, *News* circ was up 5,970, and the combined Sunday paper was up 31,565.

Newsday, which has aggressively marketed itself since closing the 150,000-circulation *New York Newsday* in 1995, gained 4,160 daily and 8,093 Sunday. In Denver, a decision last year by the *Rocky Mountain News* to reduce its area of distribution has enabled the competing *Denver Post* to pick up sizable daily

readership. The *Post* reported a gain of 5,074 to 337,372, while the *Rocky's* daily circ declined by 13,957 to 302,953. On Sunday, the *Post* circ increased by 12,985 to 471,180, while the *Rocky* rose by 9,234 to 415,708.

And while the nation's largest circulated daily, *The Wall Street Journal*, saw its circulation fall by 8,652 to 1,774,880, its advertising base is so good that it has announced plans to start a weekend section on Fridays. Other major daily and Sunday circ gainers: *Los Angeles Times*, *The New York Times*, *Dallas Morning News*, *The Philadelphia Inquirer*, *San Diego Union-Tribune*, *Newark Star Ledger* and the *Arizona Republic*. The *Republic* gained daily circulation by 53,208 because its p.m. sister paper, *The Phoenix Gazette*, ceased publishing.

Increased competition led to sizable daily and Sunday circulation declines at the *New York Daily News*, the *Chicago Tribune* and *Sun-Times*. The *Daily News's* Sunday circ fell by 80,972, a trend the paper is attempting to turn around with its recent move to drop its Sunday cover price from \$1.50 to \$1. The competing *New York Post*, which last year started a Sunday paper, was up by 6,584 daily and 34,590 Sunday. ■

Band-Aids in the Morning

Replacing cancelled show with new fare is low on the tube chain

TV STATIONS / By Rachel Fischer

As network execs figure out a long-term solution to replace the cancelled *Fox After Breakfast*, the morning show's demise has some local TV managers resorting to a few not-too-creative Band-Aids.

"A lot of stations have been going into their libraries, pulling [syndicated dramas like] *Hunter* or *In the Heat of the Night*," said Caroline Chang, program manager of San Francisco-Oakland Fox affiliate KTVU-TV.

"We're running what we own" in the vacated time slot, said Bill Butler, group program director of Sinclair Communications. He said several of his Fox affiliates are filling their holes with double-runs, of the syndicated sitcom *Full House* at KABB-TV in San Antonio and of the animated *101 Dalmatians* at WTTE-TV in Columbus, Ohio.

Fox After Breakfast was a live morning talk show that starred several broadcast personalities and one puppet. It performed poorly on Fox, despite a relatively solid showing on FX cable. In a last-ditch effort, comedian Vicki Lawrence was brought on this summer as host, but the resulting ratings average was a 0.9 rating/4 share.

Chang said she remains "very frustrated" with low ratings and wishes that networks allowed new shows more time to find an audience. "It shouldn't have taken us by surprise, but they had promised not to give us back the slot. It was not typical of Fox," added Chang.

A Fox source had a different take on network realities. While aging syndicated fare or double helpings of talk shows may not sound like exciting choices for replacement programming, he said, "people watch them." In any case, he added, "We've got all these other day-parts to worry about."

One affiliate that is not complaining is KDFW-TV, a Fox O&O serving the Dallas-Ft. Worth area. Station vp and general manager Kathy Saunders said that "we did better with Vicki and better with [replacement] *Home Team With Tery Bradshaw* than other markets." In her station's case, Saunders believes, Vicki benefited from the *Live With Regis & Kathie Lee* lead-in, and *Home Team* benefits from Bradshaw's ties to the Dallas area.

Meanwhile, Fox executives have given no indication when the network will again dive

into original morning programming. Several station execs said that they're eyeing the new syndicated talk show helmed by Donny and Marie Osmond from Columbia TriStar. The show may be on the air as early as next spring.

"We hope [Donny & Marie] works, because we bought it," added KTVU's Chang. "We're still trying to find the magic [daytime programming] pill. We'll just keep looking." ■

AFTER-BREAKFAST CLUB

CITY/STATION	FAB RATING/SH. (HH-May '97)	REPLACEMENT/RATING/SH. (HH-Oct. '97)
New York/WNYW-TV	1.8/6.5	<i>The Home Team</i> /1.3/5
Los Angeles/KTTV	1/4.6	<i>Grace Under Fire</i> /1.6/6 **
Chicago/WFLD	1/3.6	<i>Hunter</i> /1.2/5
Detroit/WJBK	2.3/8.1	<i>Geraldo</i> /2.7/10
Minneapolis/WFTC	0/0	<i>The Beverly Hillbillies</i> /1/5 **

** Indicates double-runs
Source: Nielsen Media Research

CABLE TV

Court TV hit its first ratings spike since the infamous O.J. Simpson murder trial in 1994-95, thanks to another murder trial, this time involving a young British nanny who eventually was convicted in Massachusetts of murdering her charge.

With Court TV's ownership status in question, the timing couldn't have been better for the struggling 24-hour cable service. Its three owners—Liberty Media, Time Warner and NBC—have retained Bear Stearns to look for new owners, specifically nonmedia companies. The rationale: If a media company buys out the network, Tele-Communications Inc., (Liberty Media's sibling company) and Time Warner will drop the network from their cable systems. Court TV, which reaches 33 million homes, is estimated to be worth about \$350 million. Meanwhile, the ratings spike built up over October, thus bringing the network its highest ratings since the '95 O.J. trial. Most recently, Court TV covered sentencing of the

MEDIA PLANNERS ALERT

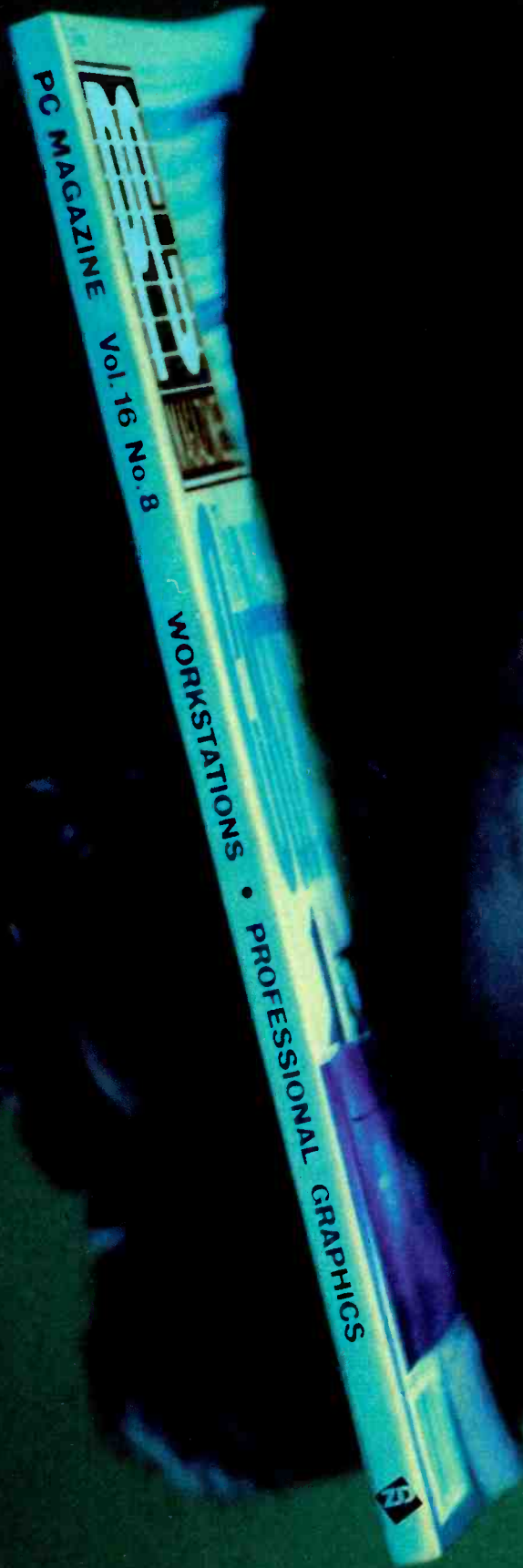
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¹MRI, Spring '97

The Benchmark



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CABLE TV

nanny on Nov. 4, drawing a 0.8 universe rating in daytime (with a spike at 11 a.m. up to a 1.4) and a 0.5 in prime time. During the trial's last week, at the end of October, Court TV averaged a 0.7 daytime rating. All ratings data is from Nielsen Media Research.

Court TV will try to build on the recent ratings success with a trade ad campaign starting next week. A Court TV representative said the theme of the effort, which will target media buyers and cable operators, is that trials are back, following a post-O.J. ebb in interest in trials.

Bravo Networks has announced a restructuring of its management team. Jonathan Sehring, the principal programming executive at Bravo and Independent Film Channel, was promoted to president of IFC Films, a new position that gives him oversight of the company's acquisitions and feature film productions. Ed Carroll, who has been Bravo's main marketing executive, becomes general manager/executive vp of Bravo and IFC. Marketing, programming and ad sales—Bravo sells limited sponsorships; IFC is commercial-free—all report to Carroll. Joe Cantwell, who has overseen all distribution efforts at Bravo Nets, becomes executive vp of media distribution and development, essentially handles the same responsibilities but has a new title. Lastly, Cynthia Burnell, most recently Bravo Nets' principal new business development executive, takes over all international responsibilities as general manager/senior vp of Bravo International. All will report to Kathleen Dore, president of Bravo Networks, which is owned by Rainbow Programming Holdings.

Nielsen Media Research at month's end will issue its first local cable audience measurement report, for the Philadelphia market. It's the third market for which Nielsen issues a customized report—Pittsburgh and San Antonio are the others. Nielsen reps said one reason Philly was chosen is because of the Philadelphia Interconnect, which is paying for the data. The report projects viewing to cable networks within all homes in the DMA but also within the cable universe in the DMA, which includes some 2 million homes. —*Michael Burgi*

Through the Looking Glass

USA may split windows with stations to fund original series

CABLE PROGRAMMING / By Michael Freeman

Now that he has moved to take control of USA Networks, Barry Diller has raised expectations for USA's future original programming. With Diller's reputation as a programmer, many in Hollywood await a makeover that would give the network broadcast-quality shows and ratings—but that could also escalate costs in the process.

Diller's ability to pull off such a feat lies with in-house series production at Universal Television's production arm, which was acquired along with the USA Network and Sci-Fi Channel cable networks last month (*Mediaweek*, Oct. 27). While it's expected that USA will continue to look to other studios for first-run programming, it remains to be seen whether Diller will attempt to match what the traditional broadcast networks spend on first-run hour dramas or half-hour sitcoms.

Kay Koplovitz, founder and chairman/CEO of USA Networks, said that neither she nor Diller has discussed per-episode spending or overall development budgets. "Barry has not even broached the topic," said Koplovitz. "I do know we are going to have discipline in this marketplace. But if we do something for USA or Sci-Fi and in some sort of coordination with the Silver King stations, there is a wide range of additional financing sources that were not available to us before."

Koplovitz emphasized that the Silver King Broadcasting stations, which Diller acquired along with the Home Shopping Network in 1995, will not be used for simulcast of USA or Sci-Fi programming. She did not rule out the notion that the Silver King stations could share USA or Sci-Fi programming in staggered exhibition windows. Diller and other Silver King officials declined to comment.

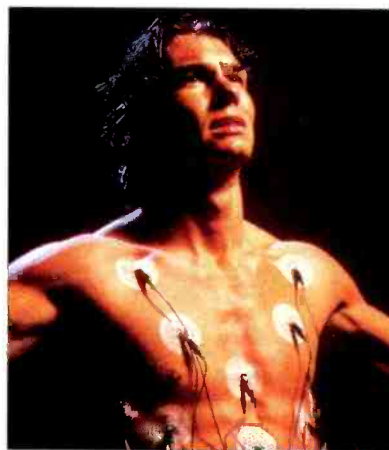
If USA does spend more on original programming, a shared-window option with Silver King could provide some funding relief. "The economics of series aren't getting any

cheaper," said Peter Engel, executive producer of *USA High*, an original teen program on USA. "We'll see more split or shared windows between broadcast and cable, and USA could be at the forefront of that."

According to independent studio sources, USA spends \$400,000 to \$500,000 per episode for an hour drama, though the shows cost upwards of \$1 million to make. The series producer will carry the rest of the costs, hoping to recoup the difference through international sales. The broadcast networks typically pay \$900,000 per episode for an hour-long drama. The studio or independent producer carries a \$500,000-\$600,000 deficit.

"We have been working in this arena for a long time and we know there are ways of working in this market without matching [broadcast] network costs," Koplovitz said. "A lot of it has to do with the hiring of talent, controlling production costs, overseas production efficiencies and other economies of scale."

Both Koplovitz and Greg Meidel, chairman of Universal Television Group, pointed to Sci-Fi's licensing of *Sliders*, a former Fox series (1995-97), as an example of "broadcast-quality" hours finding new life on cable. USA's deal to revive *Sliders*, which is tentatively set to relaunch on Sci-Fi in January, came months before Diller's acquisition of USA Networks.



***Sliders*, from Universal via Fox, is now on Sci-Fi as a first-run series.**

"We are doing *Sliders* at around \$1 million per episode for Sci-Fi, and it's at every bit the quality of its [broadcast network] run on Fox," said Meidel. "USA Networks' license fee, international sales and the back-end rights [also to Sci-Fi] more than covers our [front-end] deficits."

"The [broadcast] networks and the studio basically have bigger budgets because they carry more overhead and both are concerned about holding creative and star talent in place over a longer period of time," Meidel adds. "That's where the difference in cost comes in to play, and it has nothing to do with level of quality." ■

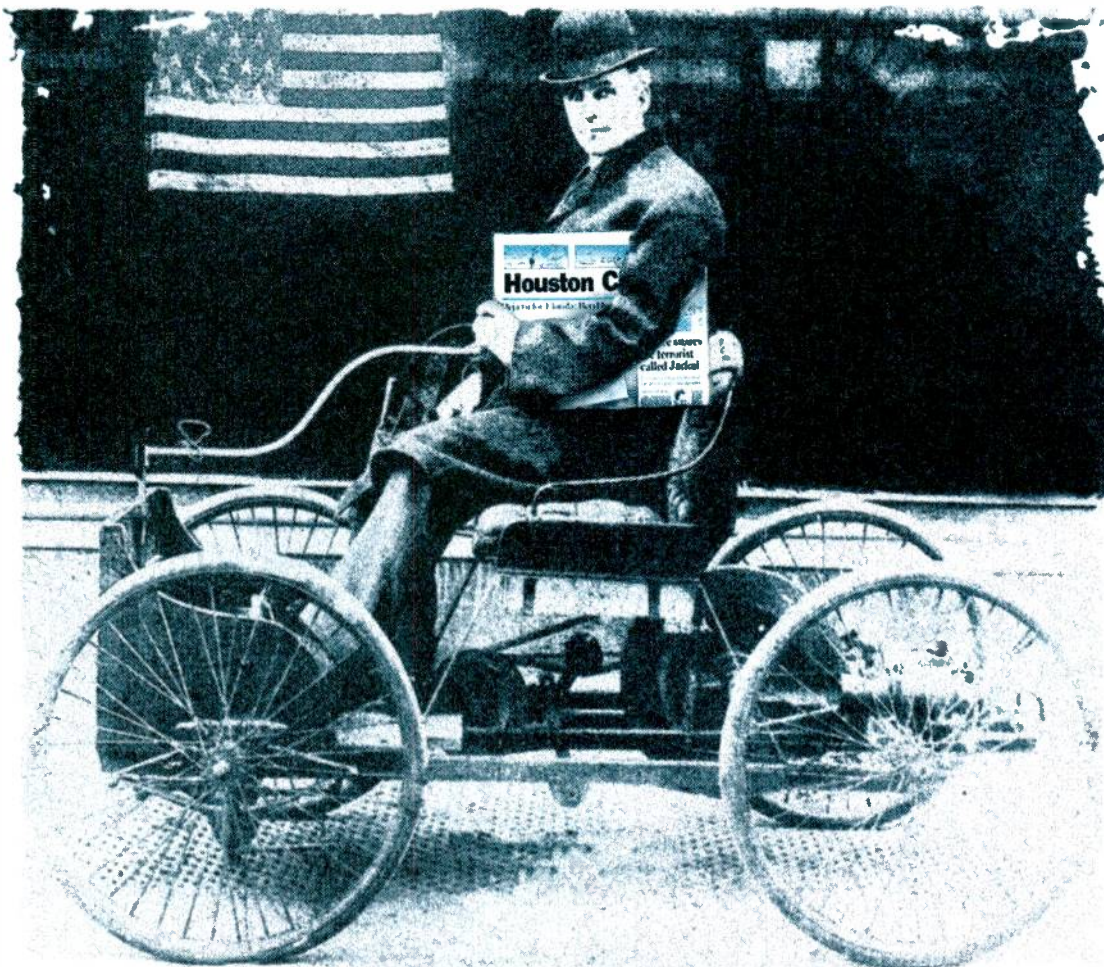


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TV SPORTS

By Langdon Brockinton

The Greening of Golf

Non-equipment advertisers are driving brisk sales for '98 tourneys

Certainly there's Tiger. And the Shark. But perhaps another animal is best associated with professional golf these days, especially if you're talking broadcast television: the Bull.



As in bullfish—which is what the 1998 TV golf marketplace is shaping up to be.

CBS has already sold virtually all of its first-quarter '98 PGA Tour inventory, more than 85 percent of its commercial time in the second quarter and upwards of 90 percent of its third-quarter supply, industry sources said last week. For its part, NBC is said to have moved more than 90 percent of its overall golf inventory for 1998. As for ABC, which televises fewer golf tournaments than the other two networks in the first and second quarters, it's unclear just how much ad time the network has sold.

Year-to-year price hikes of more than 10 percent (on a unit-cost and CPM basis) are the norm. For example: CBS is securing rate increases, on average, of 11 percent to 13 percent above 1997 prices, ad agency buyers said. NBC, on average, is getting slightly bigger hikes, according to some media buyers. (CBS, however, still maintains higher CPMs than NBC.) Others peg NBC's percentage increases "in the high teens"—especially if an advertiser's package includes major time on PGA Tour events and a smaller presence on the network's broadcasts of U.S. Golf Association tournaments (such as the U.S. Open, U.S. Seniors Open and U.S. Women's Open).

Unlike in recent years, it's not the makers of golf clubs, balls, shoes and apparel that are driving the marketplace, but rather "non-equipment" advertisers such as financial services and telecommunications companies. Overall spending by equipment manufacturers is said to be up slightly, however.

One other factor, peculiar to CBS, has helped the network move its third-quarter '98 commercial load. To explain, one must understand the concept of "spin units." While golf-equipment companies buy a significant por-

tion of a network's golf inventory, title sponsors account for a hefty portion of the commercial load as well. Nearly every network golf tournament has a title sponsor, and while each sponsor airs about half of its spots in the event it entitles, it also "spins" its remaining spots

into other tourneys on the network. For CBS next year, there is one less tournament—the PGA Championship—into which title sponsors can "spin" their units. That's because CBS is looking to sell all the PGA Championship's commercial time to just eight advertisers. Without the championship tourney in the spin mix, inventory for other tournaments has moved more quickly.

As of last week, CBS had sold PGA Championship sponsorships to MasterCard and Dan-ka Copiers. Sources said the network is close to cutting deals with several other advertisers.

**Without the
PGA Championship
in its "spin" mix,
CBS is selling its
other matches faster.**

The 1998 International

Street Luge Series will be the first professional street luge racing series to be aired on television. Sanctioned by San Diego-based Extreme Downhill International, the series will air in prime time on ESPN2 and ESPN. ESPN2 will televise weekly half-hour shows beginning on July 25

and concluding on Sept. 5. (The finals also will be re-aired on ESPN.) The Gravity Mill, a Newport, R.I.-based extreme sports marketing group, is seeking a title sponsor and associate sponsors for the series, said Joe Tomlinson, the company's president. The asking price for the title sponsorship, which includes commercial time, on-air billboards, and on-site and course signage, is in the \$400,000-plus range. For an associate sponsorship, the price tag is about \$200,000-\$300,000.

Clarification: USA Network's figure skating agreement in principle with Olympian Brian Boitano's White Canvas Productions (*Mediaweek*, Nov. 3, p. 18) does not preclude Boitano from participating in other skating events on cable. ■

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Los Angeles Times

SEPTEMBER 7, 1997

Magazine

THE BEST OF SO CAL

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Deepak Chopra Lets Us In on Plans for His Expanding New-Age Empire — a Hip-Hop CD, a Possible MTV Video Cameo and, Yes, Even Movies.

By Tony Perry

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Buyers Cry Foul, Jacor Cries Wolfe

• MEDIA BUYERS IN COLUMBUS, OHIO, ARE worried that radio advertising costs may soon soar. The hand-wringing centers around the immense presence in the market posed by Jacor Communications, the Covington, Ky.-based radio company. "It's unprecedented in the U.S. that some company has this much control over advertising," said Chris Vlahos, vp and director of media services at Columbus-based Lord, Sullivan and Yoder.

Jacor Communications' \$600 million purchase of Nationwide Communications two weeks ago is also triggering U.S. Justice Department review. Jacor will have 10 stations in the Columbus market (six of them ranked in the top 10) and close to 60 percent of the market's ad revenue. Jacor's new stations are WNCI-FM, WCOL-FM and AM, and WFII-AM. Jacor already owns WTVN-FM, WZAZ-FM, WLVO-FM, WAZU-FM, WHOK-FM and WHQK-FM.

For their part, Jacor executives maintain that no antitrust sanctions have been violated and that they should be allowed to keep all their Columbus stations. "We do not have any sinister plans to make buying radio here difficult or unpleasant," said David Crowl, president of Jacor's radio division. Further, Jacor CEO Randy Michaels said his company is not the problem. "Our market revenue would not approach revenue earned by family-owned media companies in this city," he said.

Michaels was referring to the Dispatch Printing Co.—the Ohio media hydra owned by Columbus' Wolfe family, whose reach includes the *Columbus Dispatch*, the market's only major daily newspaper, radio and TV stations, a cable news channel and other media properties. Dispatch executives, including CEO John Wolfe, either declined

to be interviewed or did not return calls seeking comment.

But media buyers have characterized Jacor's finger-pointing at the *Dispatch* as "weak" and "thinly veiled" attempts to look the part of the sheep while crying Wolfe. As they see it, the issue isn't how much money is made, but in which medium. "In radio, I'm not so much concerned with [Dispatch-owned] WBNS-TV; I'm more concerned about this from the medium it competes against," said Paul Hnidka, senior vp and media director at Columbus-based SBC Advertising.

A Justice Department official said only that an investigation of Jacor has commenced. But a source familiar with the agency's procedures recalled "instances where a station group controlling 60 percent of the market's revenue did require divestitures."

Even if divestiture is required, buyers say they are concerned that Jacor could conceivably sell its "sticks"—stations that underperform—and that it could still dominate the market with its stronger-rated

based Suburban News Publications is still in an expansion mode. "With the growth in the market, I don't see us stopping," said Jim Toms, the company's publisher and general manager, who declined to divulge the 250,000-circ chain's strategy for further expansion in Columbus' suburbs. In one of the nation's fastest-growing regions, he is not alone. For those charged with reaping ad dollars in Franklin, Union and Delaware counties, keeping such strategies close to the vest seems the norm. Executives at Toms' chief competitor, the 22-paper This Week group—which is owned by the Dispatch Printing Co., parent company of *The Columbus Dispatch*—were equally tight-lipped about plans to mine the burbs beyond the current 308,000 circulation. Said Toms: "[This Week]

has tried to mirror us, to go where we are. We're the established group here."

While Suburban News Publications' predecessor companies date back some 75 years, most of the chain's recent growth has occurred since 1986, with a focus on getting more business via regional advertisers. A division of Columbus-based C.M. Media, SNP has seen its classified and retail ad sales increase 5 percent to

10 percent this year, Toms said. Almost all of its weeklies, whose distribution mirrors school boundaries, are delivered free to homes.

Also back in the early '80s, the *Dispatch* launched "Neighbor News," a handful of weekly zoned inserts targeted at various neighborhoods and towns. The project was abandoned after it proved unsuccessful. Then, in the late '80s, Dispatch Printing began compiling a group of suburban weeklies through both acquisitions and startups; a



Crowl: "No sinister plans" to make buying difficult.

COLUMBUS/NEWSPAPERS

2 Weekly Chains Vie For Suburban Readers

• HAVING FASHIONED A ROSTER OF 21 WEEKLIES via acquisitions and startups, Columbus-

couple of the weeklies have paid circulation, but most are delivered free.

According to executives at the *Dispatch*, the daily and *Dispatch Printing Co.*'s weeklies are operated separately. In addition to those suburban weeklies, the *Dispatch Printing Co.* has several other media-industry subsidiaries in Columbus, including TV station WBNS (the local CBS affiliate), *Ohio* magazine, and radio stations WBNS-AM and FM. But the paper, *Dispatch* execs said, does not offer cross-media advertising packages that include the other entities. "Advertisers can put such buys together themselves," said Darrell Durham, the *Dispatch's* marketing director. "But we won't broker the deals." —LB

COLUMBUS/LOCAL TV

Amid 'Quirky' Campaigns, News Gushes in Rushes

• WITH ONE RECENT DROPOUT, THE REMAINING challengers to Columbus' news-ratings leader, CBS affiliate WBNS-TV, are thinking fast. "Very Fox-ified, quick-moving news," said Jennifer Nicholson, director of news and creative services at WTTE, the Fox affiliate.

At the NBC O&O, WCMH, "faster-paced coverage" in the nation's 34th-largest market is also in, because winning the news

race is the station's "most important issue," said Bill Katsafanas, the station gm.

Dropping out of the race is WWHO-TV, which joins fledgling net UPN in January. The station discontinued its 10 o'clock news last month—which left WTTE with the town's only 10 p.m. newscast. WTTE has gleefully capitalized on WWHO's departure, proclaiming, "We keep you up-to-date, not up too late," said Jennifer Nicholson, WTTE's director of news and creative services.

For his part, WSYX-TV gm Samuel Stallworth noted that his ABC-affiliated station is "the third car in the [news] race [behind WCMH and WBNS]... We're trying to get back to basics and do good news without quirky campaigns."

Such competitive retooling and sloganeering is not lost on WBNS vp and general manager Perry Chester, who called news his "No.1 commitment. We're owned by a newspaper and our station is a news station." WBNS currently outperforms WCMH in every newscast but 11 p.m.—something Chester attributed to WCMH's strong NBC prime-time lead-ins.

Meanwhile, Sinclair Broadcast Group, which owns WTTE, is gobbling up River City Broadcasting, which also owns WSYX. Nicholson said that if owning two stations in the same market comes into question, Sinclair might opt to keep WTTE, its first station in the market. —RF

BATON ROUGE, LA./TV STATIONS

Rates Set at 2 Stations By 1 Person, Buyers Say

• IT'S BECOMING INCREASINGLY DIFFICULT FOR media buyers to negotiate television ad deals in Baton Rouge, La. Buyers and advertising rep firm execs there and elsewhere lay blame on a father-and-son duo and their sales manager, John Rockweiler. "One guy is definitely setting the rates for both stations," contended one local buyer. Rockweiler is general sales manager for both Thomas Galloway Sr.'s Fox affiliate, WGMB-TV, and son Sheldon Galloway's WVLA-TV, the NBC affiliate.

"We've continued to have problems meeting our budgets there," said one broadcast supervisor in New York, who acknowledged that while the Baton Rouge market is tight, the situation has worsened because the two sales staffs have allegedly "refused to do things that hurt the other."

Rockweiler acknowledged that he does "sit over both stations," but he maintains that "the two stations are totally separate," with individual sales directors and different representation firms. Further, he said, the two stations do not call on media buyers together and indeed are owned by separate companies—albeit, companies that are owned by members of the same family.

But buyers and ad sales reps dispute Rockweiler, saying that the two stations have used their FCC-sanctioned joint sales agreement to "operate as one station." As one rep firm executive contended, salespeople from WGMB and WVLA "are making dual calls" to buyers.

The two stations share the same offices and were granted permission by the FCC to operate under a joint sales agreement in July 1996, when Vetter Communications sold WVLA to Sheldon Galloway's Knight Broadcasting in Baton Rouge. It was a sale separately contested in April 1996 by both the market's ABC and CBS affiliates, based on fears of anticompetitive sales practices.

Other spot buyers speak of negotiations with WGMB sales reps who quoted WVLA ad rates, and in one instance told of a WGMB sales rep boasting that his knowledge of the sister station's prices would prevent the media buyer from negotiating a better price.

Meanwhile, officials at the FCC's mass media bureau, said they are unaware of such alleged practices.

For their part, officials at the DOJ declined to comment on whether an investigation had commenced, citing a policy to not comment on "individual cases." —CB

SCARBOROUGH MEDIA PROFILE: COLUMBUS

How Columbus adult consumers compare to those in the country's top 50 markets

	Top 50 Markets %	Columbus Market %	Columbus Market Index (100=average)
MEDIA USAGE			
Read any daily newspaper (average issue)	58.8	58.3	99
Read any Sunday newspaper (average issue)	68.5	68.0	99
Total radio average morning drive M-F	25.5	21.5	84
Total radio average evening drive M-F	18.2	16.0	88
Watched A&E past 30 days	40.6	36.7	90
Watched Discovery past 30 days	45.4	37.6	83
Watched ESPN past 30 days	38.4	41.32	108
Watched MTV past 30 days	23.6	22.4	95
Watched Nickelodeon past 30 days	27.0	29.2	108
Watched TNN past 30 days	25.0	28.3	113
Watched TNT past 30 days	42.2	35.8	85
Subscribe to any online service	16.2	14.9	92
DEMOGRAPHICS			
Age 18-34	34.1	35.8	105
Age 35-54	38.9	38.9	100
Age 55+	27.0	25.3	94
HOME TECHNOLOGY			
Connected to cable	75.4	70.8	94
Owns a personal computer	42.8	37.8	88

Source: 1996 Scarborough Research—Top 50 Market Report

WASHINGTON
Alicia Mundy

Conservatories of Change

A staff exodus roils
 The American
 Spectator and the
 guard changes at the
 National Review



On Nov. 12, many of America's top Republicans and conservatives will gather at a tony dinner in Washington, where smoking will be permitted, to toast the 30th anniversary of *The American Spectator*.

Unfortunately, the founding publisher of the *Spectator* will not be among them. Neither will the originally scheduled master of ceremonies, pundit P.J. O'Rourke. That's because the *Spectator* recently imploded—a victim, so to speak, of the Clinton administration's scandals.

The story, in brief: Two weeks ago, *Spectator* editor R. Emmett (Bob) Tyrrell Jr. fired the publisher of 27 years, his old college friend Ron Burr. The reason, say numerous people familiar with the situation, is that Burr objected to the influence over the magazine's direction by financial sponsor Richard Mellon Scaife, whom these people say is the third-largest contributor to the *Spectator*.

Burr had complained that Scaife was obsessed with getting Clinton at all costs. This fixation had rubbed off on Tyrrell, author of a scathing best seller, *Boy Clinton*. Burr worried that the magazine was spending much of its \$600,000 gift from Scaife foundations on a perpetual investigation of Clinton in Arkansas. The magazine had even hired detectives to run down (and dig up) rumors.

The firing of the longtime publisher prompted other high-profile *Spectator* contributors to quit, including O'Rourke, who is also the international affairs editor for *Rolling Stone*.

Until about 5 years ago, the *Spectator* was a sleepy monthly with a circulation of about 30,000, edited by founder Tyrrell. He and publisher Burr had met at Indiana University, where they decided to launch a Washington-based rival to the *National Review*. Then, in 1993, the *Spectator* hired David Brock, an investigative reporter whose star was on the rise. Brock was asked to look into President Clinton's previous life in Little Rock. A tenacious reporter, Brock came up with an article that would shake the very foundation of the White House and dog Clinton through two terms. Called "Troopergate," it detailed how Clinton's friends and state police covered for him while he allegedly phi-

landered his way through Arkansas. Yes, this is the article that brought Paula Jones into our living rooms and the chambers of the Supreme Court. It put the *Spectator* on the map in Washington.

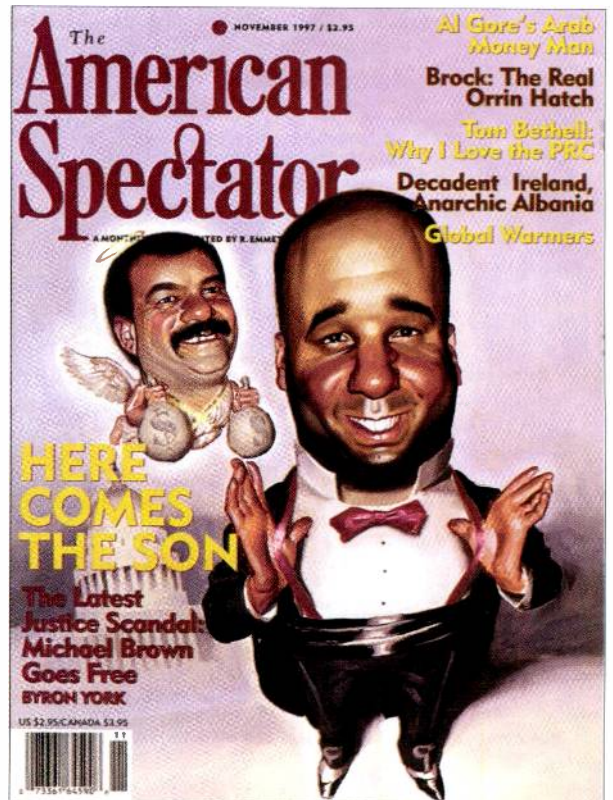
That's when the problem began. "It was the best and the worst thing that ever happened to us," says Wladyslaw Pleszczynski, the *Spectator's* managing editor. Brock's article elicited an outpouring of anti-Clinton angst around the nation. Rush Limbaugh read from it like the Bible on his radio show. The *Spectator's* steady circulation of 30,000 jumped to about 200,000. And prominent contributors quietly began filling the magazine's coffers, thanks to a sophisticated fund-raising effort by publisher Burr.

But among the big backers was Richard Scaife, who oversees the Sarah Scaife Foundation and the Carthage Foundation, both of which back conservative causes. In 1995, the former gave \$350,000 to the *Spectator* for "special projects" and the latter coughed up \$250,000. For a magazine with gross revenue of \$9 million, operating close to the edge, the new monies meant new editorial additions. But Burr, according to several sources at the magazine, was troubled that Scaife foundation reps were too visible at the magazine. There were concerns that the foundation and other backers were "hiring" specific writers to do the Clinton attacks (Tyrrell told *The Washington Post* that "Some [foundations] pay for particular writers").

Mostly, several sources said, Burr was bothered by the tone of and weak reporting in some of the articles rolling



Spectator editor Tyrrell is accused of a "Biblical betrayal."



off the presses with titles such as "Fast Times at White House High" and "Hillary, the CIA and the Iraq Cover-Up." There were several suggesting foul play in the Vince Foster suicide and another trying to link Clinton to drug running at the Mena, Ark., airport.

These articles were not authored by Brock, who had turned away from the Clinton-Troopergate phenomenon. "David didn't use private eyes for his reporting, and I think he was trying to move on," said a former writer for the *Spectator* who would not speak for attribution.

Tyrrell told the staff that Burr was jeopardizing the relationship with Scaife. After nearly 30 years on the job, Burr was tossed out. "A Biblical betrayal" was how one person with knowledge of the affair described Tyrrell's action. Beyond the personal treatment of Burr, however, Pleszczynski and O'Rourke think the *Spectator's* situation reflects problems with conservative and Republican positions. O'Rourke unloaded on the *Spectator* and Tyrrell (without naming them) in an op-ed piece in *The New York Times* on Oct. 30, called "Conspiracy Overload." "Some of my politically conservative compeers have been telling wild tales about the Clinton administration," he began. "They view the Rose Law Firm as a Super-villain cabal worthy of a new Batman film." The real crisis, O'Rourke said, is that for all his faults, Clinton is still standing and conservatives want to believe it must be a conspiracy, in order to absolve them of their failure to topple him. "Republicans are losing their appetite for bashing Clinton

constantly," says Pleszczynski.

Tyrrell isn't buying that. "After Troopergate, our circulation leapt from 30,000 to 215,000," he said. "Do these writers want us to go back to 30,000? I wonder if they have my best interests at heart." Tyrrell confirmed that the *Spectator* just hired Terry Eastland, former editor of *Forbes' Media Watch*, as its interim publisher.

Meanwhile, there's been a major change at the *National Review*, but it was a bloodless coup. John O'Sullivan, editor for the past nine years, is leaving. "It's a very amicable parting," he said, adding that he would be editor-at-large for at least six months. "I'll be writing a column, and working on the Atlantic initiative," he explained, referring to his interest in the Europe/America/NATO relationship.

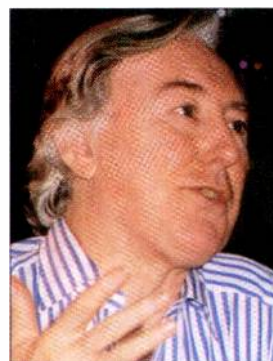
Founder William F. Buckley Jr. has chosen Richard Lowry as the new editor. Lowry, a 29-year-old writer in the

"After Troopergate, our circulation leapt from 30,000 to 215,000," said Tyrrell. "Do these writers want us to go back to 30,000?"

Washington Bureau, started with *NR* as an intern and became articles editor. No major changes are in store, says Lowry. "But I think we'll be paying more attention to pop culture, to the social aspects of what are usually treated as

political issues." And he's looking to keep the humorous and sometimes acid tone of writers such as Florence King.

Lowry was part of *The National Review's* move to bolster its Washington presence two years ago. But he says that his promotion doesn't mean *NR* is looking to become Beltway-oriented, like *The Weekly Standard*. "We

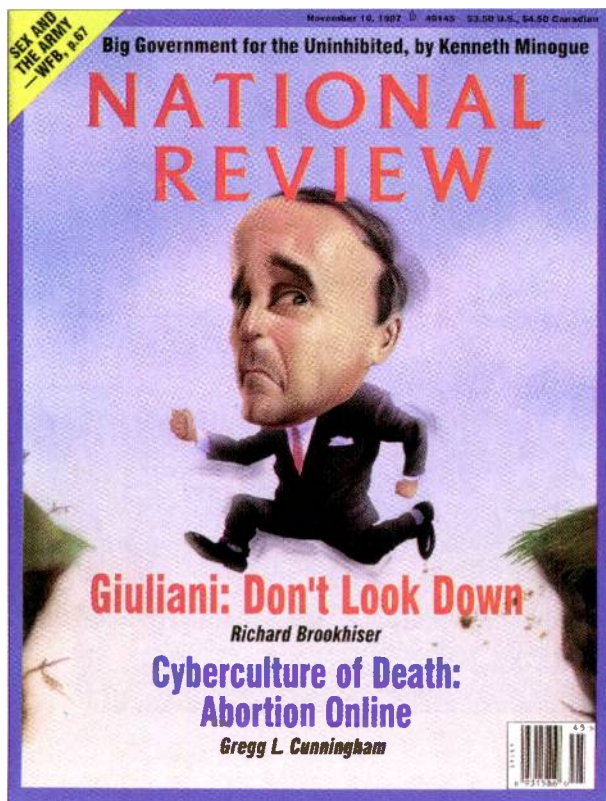


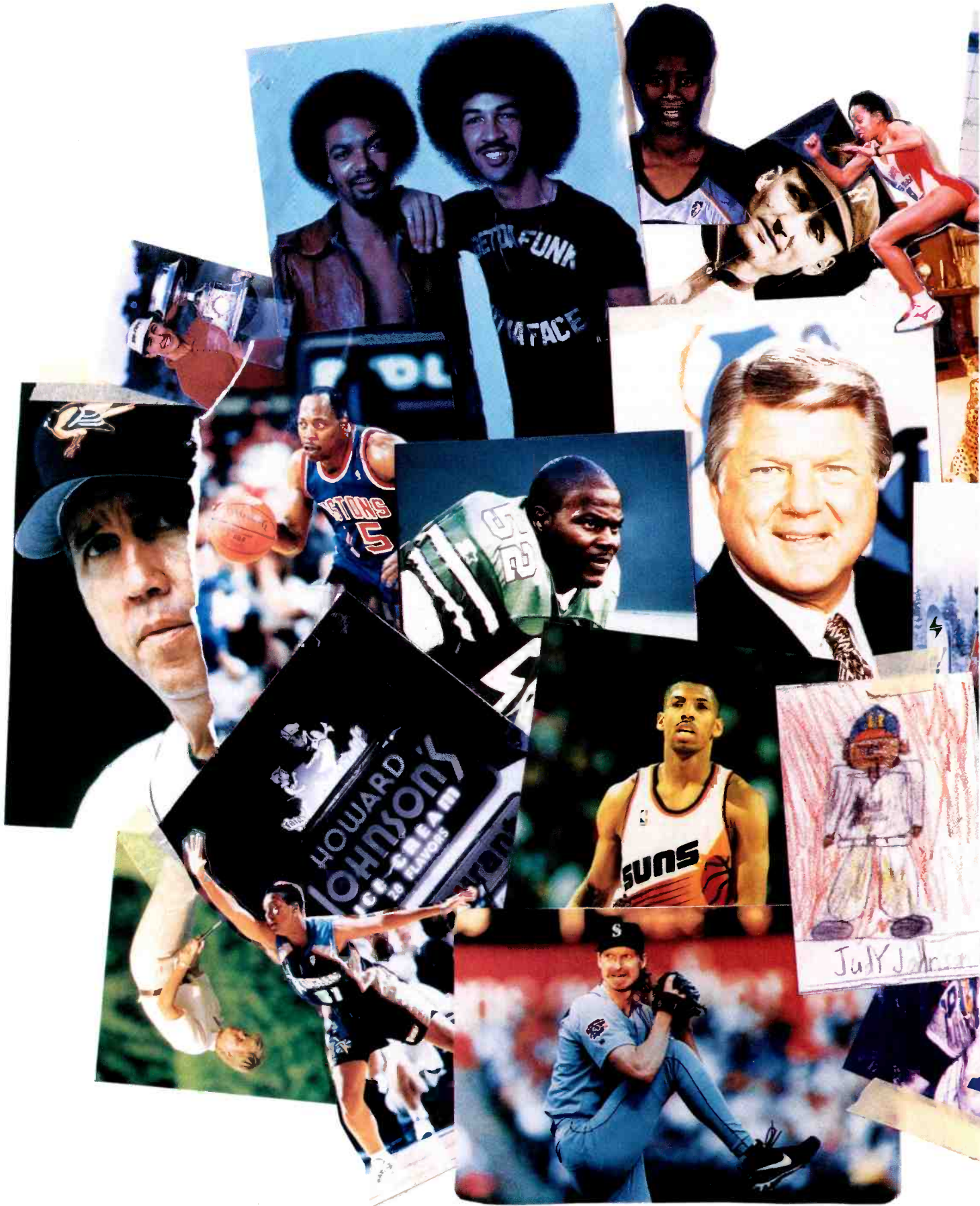
HOLLAND AMERICA LINES

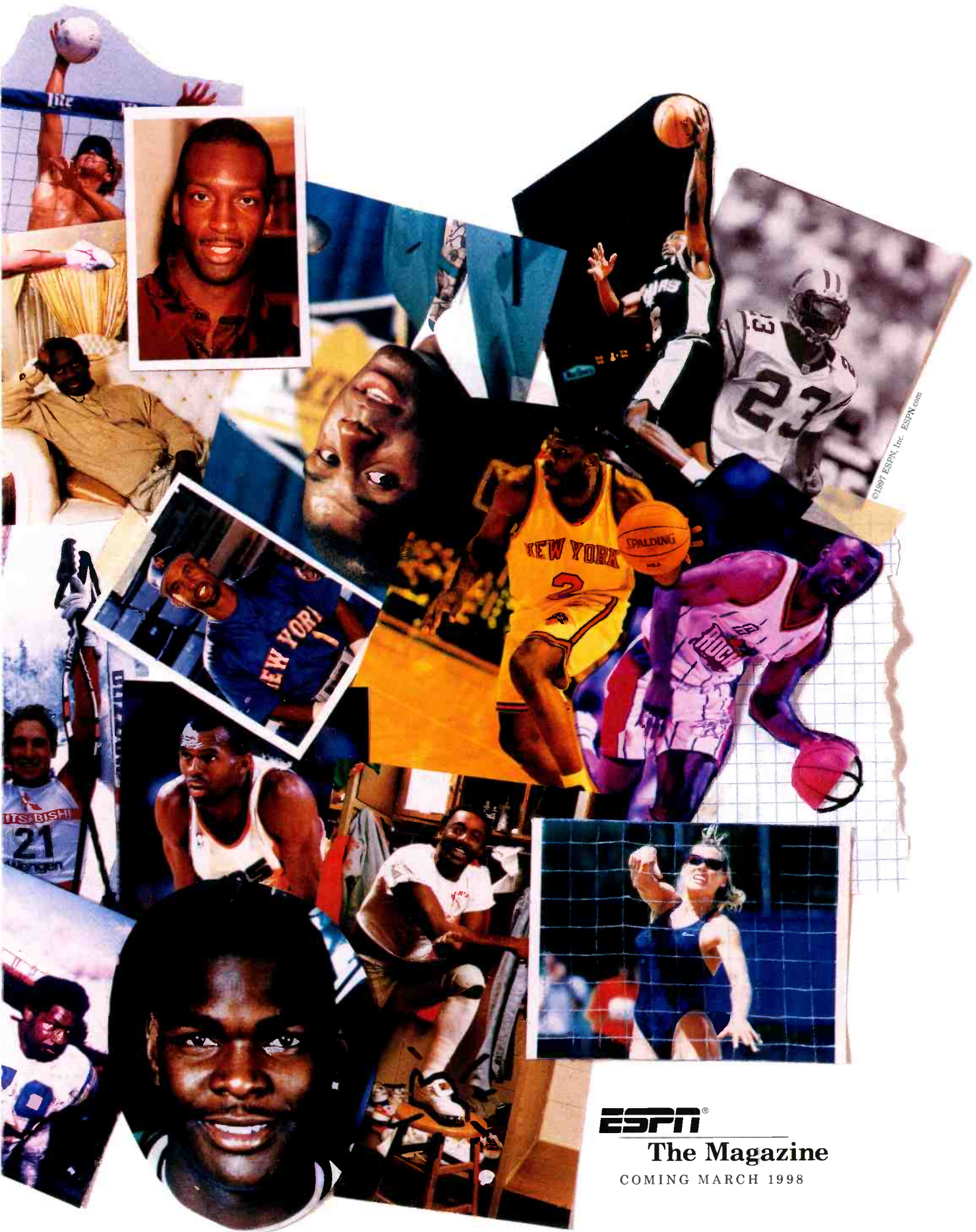
O'Sullivan: Moving to editor-at-large of National Review.

are not Washington-focused, nor is our audience." And, Lowry says, *NR* is definitely *not* going to spend money and energy on an endless quest for Bill Clinton's head. "We need to look at what the Republicans and conservatives are doing, or not doing."

With two of the three major conservative publications going through major changes, guests at the *Spectator* dinner will have something to chew on besides chicken. ■







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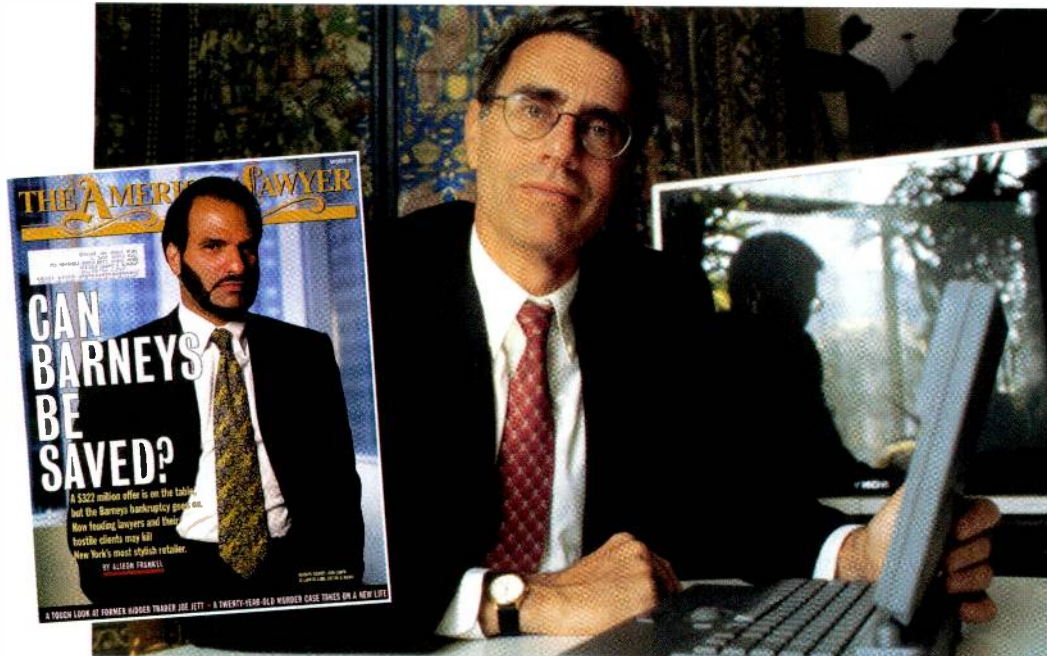
ESPN[®]

The Magazine

COMING MARCH 1998

Magazines

By Jeff Gremillion



Appeal process: Finkelstein will bundle his books and *Lawyer* in pitches to advertisers.

The combination of
American Lawyer
and National Law
puts Jim Finkelstein
at the helm of a legal
media powerhouse

Publishing's Top Lawman

The *American Lawyer*, the spirited monthly Steven Brill founded and led to prominence before selling his stake earlier this year to partner Time Warner, is now not only the most provocative name in legal publishing but also the largest. Wasserstein Perella, the investment-banking firm that acquired the American Lawyer Group in July from Time Warner, last month bought National Law Publishing for about \$200 million from Boston Ventures and National Law president and CEO James Finkelstein. The deal will create the country's largest legal media concern, with more than 35

magazines, newspapers and specialty newsletters, as well as conference, book publishing and online units.

Finkelstein has been with New York-based National Law for more than 25 years; he and his family have had five different ownership partners through the years. Finkelstein will continue as president/CEO of National Law and will become vice chairman of the American Lawyer Group, reporting to Bruce Wasserstein, the investment firm's chairman.

Finkelstein says he will immediately begin tapping synergies to bene-

fit both divisions' advertising and editorial efforts. "There are a lot of obvious fits with *American Lawyer*," he says. "We will be enriching all our sources." Finkelstein plans to use reporters at *Lawyer*'s seven regional daily and weekly newspapers as stringers for the weekly *National Law Journal* and for the combined company's Web sites. *American Lawyer*'s Counsel Connect is the country's busiest fee-based online legal service, while National Law's *Law Journal Extra!* is the largest free legal site.

"It also makes sense to begin to

think about network ad sales," Finkelstein says.

After years of intense competition between the two law publishing giants, it's ironic that Finkelstein now has his hands on both. There is no love lost between the new vice chairman and *Lawyer* founder Brill, who shook up the stuffy law publishing business with his books' brash style. "We were very tough competitors," says Finkelstein, "but I always admired a lot of what Brill did." Finkelstein pledges to maintain *Lawyer*'s sharp, often controversial editorial approach. "That's the great tradition of *American Lawyer*," Finkelstein says. "It would be foolish to change that."

Brill, who is focusing on the May 1998 launch of *Content*, a consumer book about the media, says he's unconcerned about the latest developments at his old company. "It doesn't make any difference to me," he says of the new ownership.

Finkelstein refuted speculation that his role with Wasserstein Perella may be only transitional. "Most people expect me to be buried here," he says. "I am dedicated to making this new combination work." The CEO is the son of Jerry Finkelstein, chief of News Communications, the New York-based publisher of weekly newspapers and Washington, D.C.'s *The Hill*.

'Sporting News' Relaunch A New, Modern Version Of a Sports Bible

Times Mirror's *The Sporting News* is planning a major relaunch in the first week of December. The 111-year-old weekly newsprint tabloid will be reborn as an oversized, full-color magazine. Times Mirror is spending more than \$30 million on the effort, says Jim Nuckols, president of the St. Louis-based *Sporting News*.

The magazine has made use of exhaustive research in the refocusing. Nuckols and company were not depending on intuition or guesswork when they decided a year ago that the title needed major changes. "We

wanted a fact-based relaunch, not a gut-based relaunch," said the president, who left an executive post at General Mills—where he once worked under Mark Willes, current Times Mirror chairman/CEO—to join TSN.

The Sporting News' circulation, which has been in decline for some time, slipped 5.2 percent to 522,369 in the first half of this year. The relaunch effort comes amid lots of competitive activity in the sports-publishing arena, including Disney and Hearst's launch early next year of the biweekly *ESPN Magazine*.

TSN spent about \$500,000 on sophisticated research involving Simmons Market Research Bureau and acclaimed business strategist Michael Porter's Monitor Co. The surveys and studies revealed surprising brand strength of *The Sporting News* name and strengths and weaknesses of the weekly's editorial. The research also pinpointed "needs-based" (rather than demographic) market segments in which TSN currently plays strongest.

"We ended up going a different way than we expected," says Nuckols. As a result of the research, statistics and regular coverage of teams in all the major sports will remain TSN's bread and butter, rather than long feature pieces. "We're putting in more team reports, and we're putting more emphasis on them," Nuckols says. "We've found that having a good weekly summary of stats is important. We've also charted the popularity of the NFL, [which] dwarfs other sports. We're going to have absolutely the best package on the NFL you'll find anywhere."

The research also showed that TSN could build its appeal among needs-based segments that Nuckols calls "young experts" and "team loyalists" by refocusing and repackaging its statistics-heavy content. "We're not going for flash," says Nuckols of the modernized presentation of charts and other numbers. "We're trying to make it more accessible, more contemporary."

As part of the relaunch effort,

60 SECONDS WITH...



David Steward

Former COO of Martha Stewart Omnimedia; last week named president and CEO, TV Guide

Q. Why leave Martha Stewart so soon after struggling through the buyout from Time Inc.?

A. TV Guide is one of the strongest brand names around. It's like if you were running Switzerland—it's a great, beautiful country, but if you got the chance to run the United States, you'd do it. Q. You plan to focus on branding. What are your ideas? A. You have to think of the brand's relationship with the consumer. TV Guide is the ultimate source for information about television. Some people want to read magazines, so we'll give them the magazine. Other people would like to get it differently; TV Guide has a great Web site. Other people may be more interested in entertainment-related aspects; for them, a network [TV] special would make the most sense. Maybe we need to do something on morning radio. Q. Not 'TV Guide' paint or bedding at Kmart? A. [laughs] Martha's all about making your life at home a more pleasant experience; paint makes a lot of sense for her. That doesn't have anything to do with the fundamental premise of TV Guide. Slapping the logo on something without thinking what the implications are is the surest way to dilute a brand. Whatever we do should be a natural extension, not something that confuses consumers.

TSN will target "young experts" with promotional pushes on college campuses. "Team loyalists" will be targeted through ads on sports radio stations and other sports-oriented media. TSN will spend about \$5 million on advertising its rebirth, beginning next month.

Jay Burzon, TSN vp of sales, compares the relaunch to *Rolling Stone's* transformation in the early 1980s from newsprint to a magazine format. Burzon says TSN plans to share the magazine's Monitor and Simmons research with advertisers. The data is "the No. 1 study against what young fans want," he says.

Holiday-Season Covers Famous Family's Feeding-Time Photo Op

When the December issue of Hearst's *Redbook* hits newsstands this week, it's likely to stand out on checkout lines among the gingerbread, wreaths and holly berries that grace many other titles' holiday-season covers. Actor Pierce Brosnan

appears on the cover with his girlfriend, Keely Shaye Smith, who is breast feeding the couple's son.

"Honestly, one thing led to another," says *Redbook* editor Kate White, who claims the photo's meal-time theme was not planned. "[Photographer Greg Gorman] was snapping away, and the baby got hungry. When the film was developed, we found we had a beautiful shot of a real slice of life. The shot is not in your face. It's very natural, and that's why we chose it."

The potentially controversial image appears only on the newsstand version of the December issue; *Redbook* subscribers will receive a less-revealing Bronson-Smith family portrait. White notes that many *Redbook* subs have young children, for whom the newsstand cover might not be appropriate.

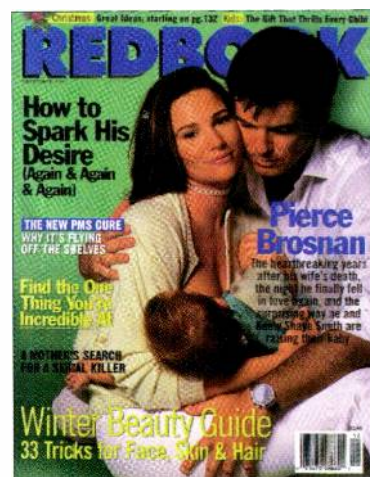
The editor adds that she does not anticipate much negative feedback on the issue. "We believe readers will respond well to our judgment," White says.

Writers' Block

A sample of great writing from a recent issue:

"Versace's reputation as an outrageous, risk-taking designer isn't really accurate. He was not a daring designer, but a timid one. His designs were derivative, influenced by classical Greek and Roman designs right down to his trademark Medusa's head. They were mathematically and geometrically plotted out, as if by an engineer. They were balanced, a rose on the left breast, an identical rose on the right breast. Then Versace colored them in with primary colors in the manner of a child compulsively unable to color outside the lines."

Pat Jordan on Gianni Versace and his Miami/South Beach world, in "Versace's Paradise," in the December *Playboy*



Camera-ready: Brosnan baby's hunger makes a surprise cover.

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Allison Outdoor

New Media

DoubleClick

Yellow Pages

Bell Atlantic Directory Services

The Basin Book

Special Recognition

Jack Harrington, Al Chaleski

Reader's Digest

Carlo Vittorini

Parade Magazine

Ad
Council

MEDIAWEEK

MOVERS

CABLE TV

Alissa Fine, vp of strategic planning at Turner Broadcasting Sales, has been promoted to the new position of senior vp, strategic marketing. Fine adds Turner's international networks to her current responsibilities overseeing the strategic group.

PRINT

At *Allure*, **Robin Davies Naylor** has been named advertising director, coming to the Condé Nast title from *Golf for Women* magazine, where she spent a year as national advertising director. In turn, **Wendy Cohen** has been promoted from *Allure*'s national sales manager to national sales director.

The Media Elite

Edited by Anne Torpey-Kemph

SPOTLIGHT ON...

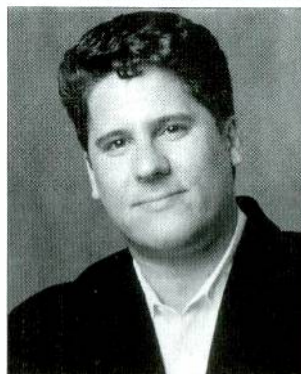
Rob Sorcher

Executive vp,
Cartoon Network, U.S.

Riding a wave of distribution and ratings growth over the past year, Cartoon Network has set its sights on a new horizon: the online world. Overseeing that expansion is the challenge facing Rob Sorcher, just upped from senior vp/gm to executive vp at the 24-hour all-toon net owned by Turner Broadcasting System.

"Our material digitizes beautifully," says Sorcher. "We can carve out a niche

[online], just like we have on the network." Whether by expanding Cartoon's existing



The brains behind
Cartoon's cyber-push

presence on AOL or building a separate site on the World Wide Web—Sorcher hasn't decided yet—his goal is to offer distinctive content so that the site becomes more than just a promotional vehicle, as it is now. "We have all this new product that we've been introducing [on TV]. So if we can go behind or inside the original cartoons, then we've moved [the online site] to a different place."

Sorcher, who ran a small kids-programming production arm of Grey Advertising before joining Cartoon in 1995, knows he's dealing in a

Paper Trail.

1 national newspaper buy =

52 newspapers

30 markets

2 insertions on weekdays, 1 Sunday

156 insertion orders

52 veloxes

151 newspaper invoices

151 tear sheets

68 checks

73 billing discrepancies

4 late nights of staff overtime

1 barrel of antacids

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Kelly Picks Up Where He Left Off

When *New Republic* owner/editor-in-chief Martin Peretz fired editor Michael Kelly two months ago, Kelly got swamped with offers. Even his former employer, *The New Yorker*, tried to pick him up. After a furlough, Kelly has signed on as an op-ed writer at *The Washington Post*. He also will be doing pieces for *The New Yorker*. And he will write for *The National Journal*, the Washington-based weekly on government and lobbying (which is reportedly paying Kelly big bucks to boost its visibility and clout).

For anyone who missed it, Peretz dumped Kelly because he authored several pieces attacking President Clinton and Vice President Gore, a close Peretz ally. So what was Kelly's topic in one of his first *Post* op-ed pieces? "Clinton's Legacy." He wrote: "What the Clinton White House did [in campaign finance], and what it

has argued in defending what it did, has utterly destroyed the old liberal-moralist position." The column sparked major buzz at the



Same tune, different boss

White House, in congressional offices and all over the talk shows.

At this point, Kelly might consider sending Peretz a thank-you note. —*Alicia Mundy*

Kenny Chosen for Leadership Program

Deborah Kenny is a Ph.D., a vp, a mother of three, and now, a Fellow. The advertising/marketing exec at *The Jerusalem Report* is among 13 women chosen to participate in a yearlong leadership training and mentoring program sponsored by the International Women's Forum. "It's like the good ol' boys club for girls—you become part of a very supportive network of leading women from all different fields," says Kenny, 34, whose entrepreneurial bent (she founded and published the now-defunct lifestyle magazine *Dimension*) factored into her selection. The program began in September and will include courses at Harvard's JFK School of Government and public speaking training. Kenny's mentor, to serve her aspiration to run her own company, is yet to be named.

highly competitive kids environment, with Disney Channel and Family Channel coming on strong. But he believes the 46 million-subscriber Cartoon Network's secret to success will be in the continued development of original animation.

"It's the rocket fuel for our growth," Sorcher says. Shows like *Dexter's Laboratory*, *Johnny Bravo* and *Cow and Chicken* "are defining our personality," he says, adding that new programming will be announced around the end of this month. Stay tuned. —*Michael Bürgi*

Paperless Trail!



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A trip to the Apple.com Web site the other day unearthed a perplexing example of online branding. The majority of the home page is occupied by the "Think Different" ad campaign. Further, it links to a positively gushy letter about the campaign from Steve Jobs, which then links to the media schedule "so you can watch for" the ads. Any agency would appreciate such client enthusiasm, but it seems unlikely that people enter Web sites to find out about a company's marketing efforts.—*Catharine P. Taylor*

@deadline

Quote Commerce

Santa Clara, Calif.-based **Quote.com** has signed up a raft of advertisers to participate as vendors in its "Gifts & Commerce" area, due to launch later this month. The companies are: **AT&T**, **Godiva Chocolate**, **CDnow**, **Barnes & Noble**, **Virtual Vineyards**, and possibly **The Gap**.

Yahoo Travels

Yahoo is launching an online travel guide called **Yahoo Travel**, located at (<http://travel.yahoo.com>). **Travelocity** will provide the booking engine for airplane, car and hotel reservations. **The Lonely Planet**, the guidebook publisher, will provide editorial content and recommendations.

Ads Get Smarter

The **ADSmart** Network, Internet advertising planners and buyers, added six new sites to its client base: **SoundAmerica**, **SkiCentral**, **Netmix**, **Computer Review**, **PriceScan** and **Visual Properties**.

Relevant Rankings

New Internet audience firm **RelevantKnowledge**, Atlanta, releases today its October ranking of the top 25 most visited Web sites in the U.S. According to the reporting period beginning Sept. 29 and ending Oct. 26, the **Yahoo**, **Netscape** and **Microsoft** sites respectively were tops among visitors over age 12. Rounding out the top ten were Excite.com, AOL.com, Infoseek.com, Geocities.com, MSN.com, Lycos.com and CNET.com.

Clicking with Kids: A Disney Online Service

By Anya Sacharow

Disney is expected to announce next week that it is reinventing its Daily Blast Web site as a full-blown children's online service.

The new service will have more robust offerings for the target market of kids aged 3 to 12 than Disney's Daily Blast, a less community-oriented content offering that launched in April. Fees for the new service will go up from \$4.95 a month to \$5.95 a month and from \$39.95 a year to \$49.95 a year. The service is on track to reach about 100,000 subscribers by end of this year.

Subscribers who have signed up before November 17 will be grandfathered into the upgraded service at the original price.

The exclusive deal with Microsoft Network for Daily Blast to be provided free to MSN subscribers loses its exclusivity as of February. It is expected that Disney will license the new online service to other companies, according to Richard Wolpert, executive vice president of Disney Online.

The new aspects of the service to be unveiled next week include Dmail, email for children that incorporates the ability to draw pictures; multiplayer games, an auditorium

chat and a children's Web browser, dubbed the Dbrowser. The Dbrowser uses Microsoft's Internet Explorer technology, which will be customized for children in its look and capabilities. Surfing is controlled so that there is no place to type in any URL. Therefore, children can only get to pre-selected Web sites clickable within the Dbrowser itself.

Security protections built into Dmail, and a planned instant messaging capability called

Dphone, provide four options for parents to supervise their children's communications: no Dmail, approved Dpals only, Dmail with anyone on Daily Blast or exchange with anyone, anywhere, inside or outside the network. Disney has been interested in adding such features since the original

launch of Daily Blast but had held off because of security concerns.

Between now and next spring other functions will be incorporated into Blast, including personalization, but Disney is staying away from electronic commerce.

Wolpert stressed that Disney has the intention to build a complete online service for children, and is open to working with other content partners beyond the Disney world. ■



Disney's Daily Blast is morphing from a content area into a children's online service.

Search

News

Features

Reviews

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[SIM GOES DIALING FOR DOLLARS](#) p. 34 | [AMERICA ONLINE RECHANNELS](#) p. 36

[MOLSON'S FLANAGAN DRINKS IN THE WEB](#) p. 38 | [A MERRY ONLINE CHRISTMAS?](#) p. 39 |

bits

► **Think New Ideas**, N.Y., announced plans to acquire interactive agency, **BBG New Media**, Boston, for an undisclosed amount of cash and stock. Think will take over the BBG office, staffing it primarily with BBG employees. BBG has a number of Boston-based clients, including **Buck Consultants** and **Bank Boston**. Think is part of **Omnicom Group's** Communi-cade unit.

► **Wire Networks**, San Mateo, Calif., which produces women's content, created a home page to centralize its Web sites. The site, at www.women.com, links **Women's Wire**, **Beatrice's Web Guide**, which is a joint venture with **Yahoo** and **Prevention's Healthy Ideas**, a joint venture with **Rodale Press**.

► **The Wall Street Journal Interactive Edition** said last week that it has reached a paid subscriber base of more than 150,000 paid subscribers. The WSJIE launched in April '96.

► **Internet Profiles Corp.**, Redwood City, Calif., has agreed to acquire the assets of **NetCount**, its Los Angeles-based competitor. Terms of the deal were not disclosed. The merger gives I/Pro a potential client base of 400 sites, which the company says receives 70 percent of Internet ad spending.

► **Borders.com** will be the exclusive bookseller on **CNET's** Web sites, including **Snap! Online**. When **Borders.com** launches in January with a significant online sales service, **News.com**, **CNET.com**, **Gamecenter.com**, **Search.com** and **Download.com** will link to the Borders site for access to book titles related to those CNET Web sites. Borders entered into a similar arrangement last week with **Infoseek**.

Softbank Ad Sales Unit Shopping for Investors

BY LAURA RICH—Softbank Interactive Marketing, one of the interactive industry's leading ad sales rep firms, is out looking for cash at the request of majority investor Softbank Group.

"Softbank would like additional investors for SIM," confirmed Caroline Vanderlip, chief executive of Softbank Interactive Marketing. The Los Angeles-based company has retained media investment specialists Veronis, Suhler & Associates to begin shopping the company to potential investors.

"Softbank decided for strategy reasons that SIM is not on the top of the priority chart for funds," Vanderlip added.

Softbank is willing to accept a variety of offers including venture capital or private placement investment. It would also entertain a merger or acquisition offer by a third party interested in SIM, according to Tim O'Brien, chief financial officer at Softbank Group-owned Ziff-Davis, which manages the financial relationship between Softbank Group and its U.S. holdings.

"If the right offer came along, we might sell outright," said O'Brien.

Veronis, Suhler executives did not return phone calls.

Though SIM is still not a money maker, according to O'Brien, Softbank's decision to reduce its investment reflects the parent company's recent decision to turn its focus to television. For example, the company is in the midst of launching ZDTV, a technology-focused cable channel.

O'Brien added that Softbank had no

expectation that SIM would be profitable at this point in its growth.

The relationship between Softbank and SIM, formerly known as Interactive Marketing Inc., is a recent one. In June of last year, the Japanese conglomerate took a 60 percent stake in the rep firm and changed its name to reflect the new backer. The amount of the investment was not disclosed.

Softbank Group, based in Japan, also owns Ziff-Davis Publishing and Softbank Comdex, which runs the popular technology trade shows. The company reported net sales of \$2 billion in the year ending in March.

Over the past year, SIM has opened offices in London and Sydney to service sites there. In addition to the new Softbank Network, which pools sites around topics such as sports, or arts and entertainment, SIM has always sold advertising for 10 individual sites at a time, positioning them to advertisers on a site-by-site basis.

The company's site roster currently includes Hotmail, InfoBeat, Lycos, Netscape and Playboy. Regular advertisers include Toyota, Visa, Citibank and Disney.

The Softbank Network launched in September with 30 sites boasting 45 million impressions per month.

Vanderlip reported the network has grown to 45 sites and 98 million impressions per month. Some 25 new advertisers have since signed on to the Softbank Network. ■



SIM's Vanderlip said the company is looking for cash.

THEY LAUGHED.
THEY CRIED.
THEY CLICKED
ON YOUR AD.

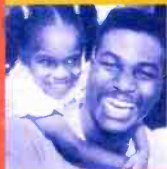
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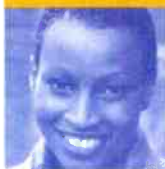


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bits

►Online ad rates are slipping, according to a report released last week from **Focalink Communications**, a Palo Alto, Calif.-based ad management company. In a study of 30 Web site categories such as entertainment, sports and news, twenty showed a decline in the average cost per thousand users (CPM) paid by advertisers. Overall, the sites had dipped from \$39.26 in September to \$38.30 in October.

►Clarification: A story in the October 20th IQ News stated that Deutsch had severed its contract with Novo New Media, calling for Novo to work on a Web site for IKEA. Though Novo and Deutsch did work jointly on the site, Novo never had a contractual relationship with Deutsch.

IQ movers

K2 Design, New York, has named **Robert Burke** executive vice president, business affairs. Burke had been partner at Sills, Cummis, et.al. . . .At Venture Communications, **Bob Dallas** has been promoted from vp, marketing director; to senior vp, list services, and **Woody Ladd** has been named business development director. Previously, Ladd was marketing services director at E.B. Wilson Advertising, New York. . . .**Walter Ward** has joined Juno Online Services as senior vp, ad sales. Ward comes from Simmons Market Research Bureau, where he was senior vp. . . .New Century Network has promoted **Chris Vail** from vp, creative director to executive producer of NewsWorks.com.

America Online Rechannels Its Content Offerings

BY ANYA SACHAROW—America Online's new channel line-up went into effect last week, as per the company's early October announcement. To users of the service, the new channel lineup may prove easier to navigate, but behind the scenes, the strategy reflects the 9-million-plus member service's increasing clout as the key distribution point for online content.

The Dulles, Va.-based company, which for years had paid content providers for appearing on the service, now finds itself in a position to receive payment from online media properties who want access to the AOL subscriber base. "We're looking to have the right amount of content brand and mix of new things with the right mix of economic models behind them," said Barry Schuler, president, creative development, AOL Networks. That economic mix doesn't exclusively call for AOL to collect online rent, but encompasses a variety of arrangements in which AOL might instead pay for content, or engage in a form of barter in which AOL receives on-air promotion in exchange for giving media companies carriage on the service. However, because AOL now favors being paid by content providers, the overall number of companies that are providing material to the service is expected to diminish over time.

As part of the channel restructuring, partially-owned AOL properties The Hub, a joint venture with New Line Cinema,

and Digital City, a joint venture with Tribune Co., are no longer on the channel home page. Digital City has its own channel, which has been renamed "Local." The Hub is now what AOL refers to as an "anchor tenant," located on the music and lifestyle channels and threaded throughout the service.



AOL's Schuler is looking for the "right mix of economic models."


Plus, other content providers such as RollingStone.com, CBS SportsLine USA and Slate, which is published by AOL online rival Microsoft, have all paid for anchor tenant status in appropriate areas.

Though the amount that each of these companies have paid AOL isn't known, an anchor tenancy runs along the lines of \$5 million, Schuler confirmed. But he added that deals run higher and lower and span from one-year to multi-year.

One company that has been public about feeling the content provider cut-backs is Dow Jones, which did not have its contract renewed for The Dow Jones Business Center. The area will go down after the end of the year.

Schuler would not comment on the Dow Jones relationship. "We try to strike deals that make good business sense," he said.

In the last year, AOL has grown enough to far outpace all other online services. MSN, which had once been viewed as a consumer-oriented rival to AOL, has seen its subscriber base stall at 2.3-million members. ■



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AT&T Plans to Change Approach to Internet Model

BY BERNHARD WARNER—AT&T is poised to make a series of aggressive moves over the coming weeks and months to bolster its Internet presence.

The plan calls for the telecommunication giant to shift away from the traditional model of purely disseminating corporate and brand information on www.att.com towards online sales and even customer care.

In addition, the \$52.7 billion company is also mulling the idea of offering a free, scaled-down Web-based email service, akin to Hotmail, in which AT&T customers could go to att.com to retrieve all their email.

The first indication of its new strategy happened last week when AT&T elected to be a charter participant in the "Gifts & Commerce" area on top financial site, www.quote.com. The Quote.com online store is due to launch by Nov. 17.

AT&T plans to court specific customer groups based on consumer needs: such as products for families and businesses or those interested in shopping, sources said. Links from Quote.com's commerce area would presumably bring prospective AT&T customers to a registration page within www.att.com to order services like long distance, wireless and WorldNet Internet access.

The online strategy that AT&T appears to be leaving behind didn't take full advantage of the Web's increasingly interactive capabilities.

The current corporate site, though

information-rich, has only limited online ordering capabilities for products such as prepaid calling cards.

"When it comes to the overall strategic vision [of AT&T's online efforts] it's as a distribution channel," said Chris Casserly, district manager of interactive advertising.

"The real goal for AT&T is to evolve the Web presence from something beyond PR and general information" to direct sales and customer care.

Casserly added that certain areas within www.att.com could be

password-protected for AT&T customers, enabling them to access certain product information, check their telephone account status and even send and receive email.

AT&T, along with nearly every large telco, long ago identified the Internet as one of its five core businesses for the turn-of-the-century along with long distance, local and wireless telephony services, and direct broadcast entertainment.

Bundling the products together under one bill has been viewed as the most cost-effective way to do business.

To that end, telcos have been staking out new distribution points, such as Sprint's partnership with Radio Shack on a store-within-a-store concept.

Casserly said the Net would function in the same manner for AT&T. "Any where, any time, any place you want it, that's essentially what we'll offer [online]," he said. ■



Denim Companies Set to Sell Online

BY BERNHARD WARNER—Apparel companies Bugle Boy and The Gap will slog it out in the virtual aisles of cyberspace this Christmas season. Bugle Boy plans to launch "Virtual Store" today, while The Gap, after hinting about it for months, went live late last week with a Gap Online store.

"The Bugle Boy Virtual Store" will offer hundreds of styles and fashions on www.bugleboy.com at discounted prices, matching those in Bugle Boy's 150 or so owned-and-operated stores.

The Simi Valley, Calif.-based company decided on selling direct to customers from its site after identifying a potentially lucrative market in wired men. Whereas more women shop for the label in stores, the site has been mainly visited by men, said Kathy Mow-McCarthy, creative director, marketing. "This is a new market for us," she explained. For that reason, Bugle Boy doesn't anticipate that Web business will cut into store sales, and thus retailers won't oppose the plan. Retailers haven't been informed about Virtual Store, she added.

San Francisco-based Gap Inc. had hinted at incorporating direct-sales capabilities onto its site, Gap.com, by year-end. Since it owns and operates its own stores, The Gap was thought to be one of the first apparel labels that might do direct sales online. As The Gap did with its most recent online campaign, @Work, the company intends to promote the online store aggressively with banner buys on Yahoo, Excite and Pathfinder, said Michael McCadden, senior vice president of marketing.

He added that the online store will carry a large concentration of Gap apparel. "Partially, this is a good time of year for us to launch, but it was due more to the fact that we were ready," he added. ■

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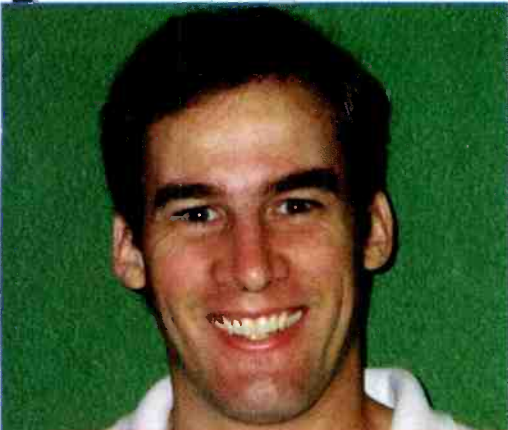
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MINING MOLSON'S COMMUNITY

By Bernhard Warner

Molson's Brian Flanagan is one-man testimony to the fact that Canadians surf the Web in numbers which percentage-wise outnumber their American counterparts by a long shot.

"We're pretty wired up here," asserts Flanagan, supervisor of Internet projects and the architect behind Molson.com. According to a recent A.C. Nielsen report, roughly eight million out of a total population of 28 million Canadians surf the Web. Given the popularity of Molson, chances are a sizeable percentage of wired Canucks have dropped by Molson.com, dubbed Canada's first authentic online community.

Flanagan has literally come a long way since 1988, when just out of college, he took a summer job in the Northwest Territories with Inco Limited, Canada's largest nickel mining firm. Standing alone on the tundra

one day, he realized that he was much more suited for city life.

A modem user for more than half his life, Flanagan earned some extra money as a teen writing a program designed to test the efficacy of Ortho Pharmaceutical's birth control pills. After his stint at Inco, he went back to his college town of Sudbury, Ontario, and began designing software about the mining industry. He eventually landed in the media services group at Molson Breweries in Toronto, where one of his claims to fame was getting a Molson Canadian truck in the John Candy flick, *Canadian Bacon*.

A few years back, Flanagan figured a Web presence would be an ideal way to

communicate with Molson fans spread out over a land mass that is 3.8-million square miles. Launched in July 1995, Molson.com has become a place for the digerati to mingle.

"I really get a chance to get close to people on a regular basis," he says, noting that his duties include patrolling the Web site. Designed by CyberSight of Santa Monica, Calif., the site features a virtual pub, a chat area and fantasy hockey league. Monitoring such human interactions has made Flanagan something of a cyber anthropologist. He says marketers should not fear that if they launch a chat community it will quickly become populated with online smut peddlers and pedophiles.

"There's always going to be that big scary corner," Flanagan, 32, says. "But most people on the Internet usually behave themselves." ■

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Christmas in Surf City

Retailers want to catch an online holiday wave. *By Bernhard Warner*

Predicting the fortunes of retailers this time of year is always great sport among industry pundits. This year, the experts have already warned manufacturers and retailers that they should take a volatile stock market and even

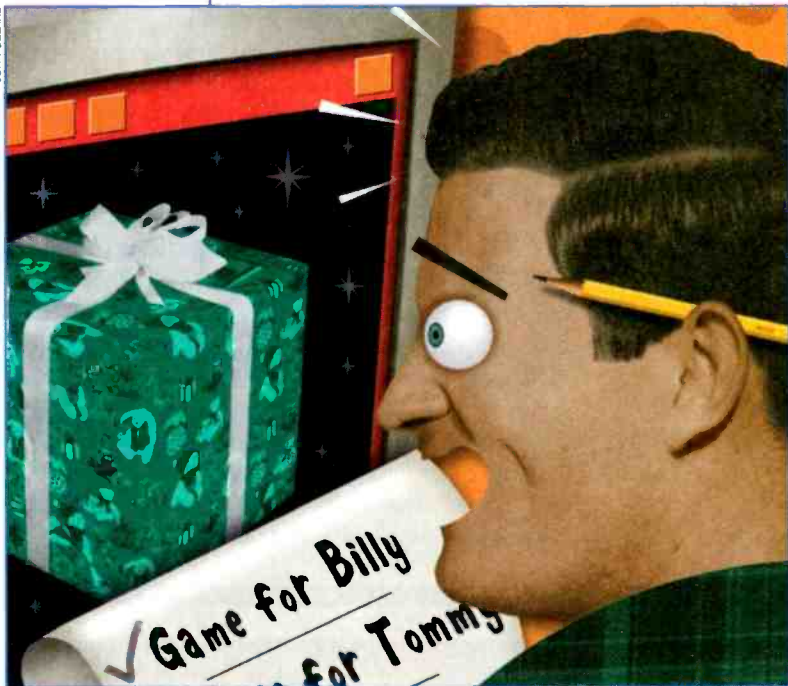
the still small pool of willing wired shoppers.

Jupiter Communications predicts online commerce in the consumer sector will reach \$2.6 billion this year; it is expected to jump six-fold by 2000. That's barely a blip when considering overall retail sales, says Merrill Lynch analyst Gerri Sommers. She says that the firm is predicting a \$55 billion Christmas for retailers in '97, up 5.6% from last year. But Internet sales will hardly be a factor, she adds, citing such issues as nagging consumer fears about credit card security and dauntingly-slow downloads.

Still, the ultimate mainstream retailer, Macy's, isn't taking chances when it comes to trying to reach its market out on the Web. In support of its second holiday season online, the retailer has purchased its first banners to promote macys.com and a gift-giving program, "Bright Ideas." Susan Finkelstein, vice president of special services at Macy's West, considers online shopping "an untapped, major [business] possibility."

New York-based cosmetics company, Estée Lauder, sees the Internet as opening up the opportunity to sell its products to frazzled shoppers. On its Clinique.com site, an online gift-referral and ordering program, "Clinique's Busy Women's Guide to Hassle-free Holidays", allows women to register for Clinique products, and email gift requests to up to three gift-givers, who can in turn order it without ever setting foot in a store. Another potential market? Men looking to buy holiday gifts for the women in their lives. "There's certainly a broader appeal here," says Angela Kapp, Clinique's vice president of special marketing and new media. "Walking up to the cosmetics counter certainly may not be on the top of husband number one or boyfriend number one's list."

Still, Kapp cautions, it is just a pilot program. "Nobody has ever convinced us that buying cosmetics online is the next killer app of the Net," she jokes.



El Niño-inspired temperamental weather into account when stocking their shelves.

After a disappointing Christmas in 1996, retailers such as Macy's and J.C. Penney, and manufacturers such as Estée Lauder and DirecTV are opening up outposts in cyberspace to pull in incremental sales. And they're not alone. There are incentive programs galore, some of which involve major credit cards, to entice people to browse and buy online.

The efforts of these companies indicate that the fear of shaky Internet shopping security may be the Ghost of Christmas Past. But the specter of Christmas Present is mounting competition for



Electronic commerce may never wind up being the online revenue panacea many sites hope it will be. In the mean time, digital shopping is destined to pop up in some unlikely places.

Santa Clara, Calif.-based Quote.com, a provider of stock quotes and financial information to 125 sites, has decided to take advantage of the robust traffic it saw on its site during the stock market's recent roller coaster ride. It plans to launch an online store this month called "Gifts & Commerce." The area will allow Web surfers to order everything from a bottle of wine, courtesy of Virtual Vineyards, to possibly even a pair of Gap pants.

The details are still being worked out, but Quote.com intends to have its retail partners handle the order fulfillment. The vendors would set up shop on the site for a three-month stint and pay for 100,000 impressions per month at or near the \$35 CPM rate, says Scot McLernon, Quote.com's national director of advertising and sales.

"If these are people that are online-savvy enough that they're moving around, on average, \$15,000 on each trade, then they should have no problem moving around \$12 for a CD or \$15 on a bouquet of flowers," McLernon says.

Quote.com isn't alone. Hearst New Media and Technology's HomeArts Network plans to launch "Go Shopping," an expanded and renamed commerce area next week. It will offer wares from companies such as Crabtree & Evelyn and J. Crew.

The explosion in online shopping options is sweet music for credit card companies who are aggressively recruiting vendors to push their cards for transactions. Visa has teamed recently with Yahoo on a directory of member merchants. MasterCard has assembled a number of online partners, including Wal-Mart and American Airlines.

American Express has gone a step further, teaming with Irvington, New York-based Internet promotions specialists, Yoyodyne Entertainment on EZSpree, a sweepstakes, launching in December, that dangles a \$100,000 online shopping spree to contestants who visit the sites of its current roster of 191 participating merchants. The company believes the time is ripe to establish American Express as a secure online transaction currency for the youngest generation of card holders and new online merchants.

The Internet looks like one Christmas banquet where the company won't dine alone for long. ■

"Nobody has ever convinced us that buying cosmetics online is the next killer app of the Net," says Clinique's Angela Kapp.



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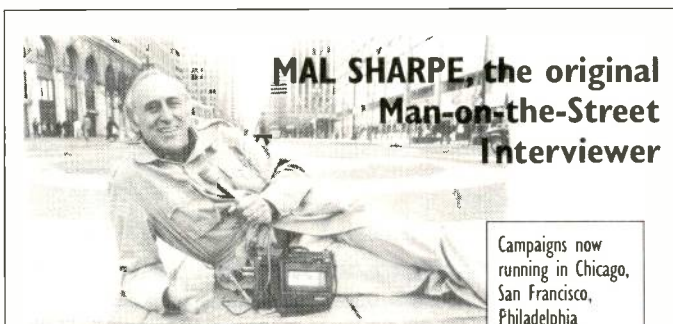
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- Analyzing local agencies capabilities
- Providing industry trends and information POVs

This salaried position requires a Bachelor Degree, 8-10 years agency and/or client experience with television (national/spot), radio and print experience. Major agency and fast food/retail a must. Must be knowledgeable in Media Planning software to include; Smart+, MRI, Scarborough, Multi-Reach, Nielsen, and Arbitron and use of Microsoft Office.

Please fax resume to (404) 262-2731

Attn: Human Resources-DMS or send resume with salary history and requirements to:

AFA Service Corporation, ATTN: Human Resources-DMS
3495 Piedmont Road N.E., Building 11, Suite 720, Atlanta, GA 30305

NO PHONE CALLS OR RECRUITERS, PLEASE

HOT OPPORTUNITY

If you are an account executive in the consumer product package design arena, there is an incredible opportunity to be a key player on a dynamic team. Responsible for driving the brand building process through packaging, you will assist this leading Phoenix-based power retailer in reaching consumers worldwide. If you are a skilled presenter, with exceptional detail and interpersonal skills, send your resume and your winter wardrobe to:

HOT

700 Fairfield Avenue, Stamford, CT 06902
attn: C&M

HELP WANTED

ACCOUNT EXECUTIVE ADVERTISING SALES

Get in on the ground floor of a breakthrough medium! Well established publishing company in food, travel and wine field seeks entrepreneurial individual to blaze a trail for a cutting-edge start-up. We're already successful, with a long-term track record publishing for most of the world's major airlines. To qualify, you should have solid communication skills, enjoy the freedom to realize sales goals in your own way and can take on the responsibility to produce in a NYC-based environment. If you fit the aforementioned plus have experience selling advertising space for a consumer oriented publication, consider joining OSM, where an exciting opportunity exists for a person of imagination, energy and persuasive ability.

Please submit your resume and confidential salary history to:

O'Sullivan Publishing

Department AE-AW

110 Triangle Boulevard, Carlstadt, New Jersey 07072

Get this job and your portfolio's going to look great. Even though you won't be needing it anymore!

Virtually every ad agency in the U.S. relies on our products. Now we're seeking a talented, energetic and experienced **graphic designer** whom we can rely upon for a long-term, growth position in our busy New York creative services department.

Responsibilities will include: art direction and design of sales collateral, including presentations, spec ads, and printed promotions; corporate identity; print and online ads for SRDS and our advertising clients; managing of staff and working closely with copywriter. Must know Quark, Illustrator and Photoshop. Experience with online design a definite plus. BFA a must.

For immediate consideration, please mail, fax or e-mail your résumé to:

SRDS, Attn: Human Resources, 1700 Higgins Road, 5th Fl., Des Plaines, IL 60018-5605, Fax: 847-375-5291, e-mail: tmphrms@srds.com

Visit our Web site at www.srds.com

EOE M/F/D/V

SRDS®

Senior Customer Service & Training Rep

Scarborough Research, a leading local market syndicated research provider, is looking for a Senior Customer Service Representative. This position entails the servicing and training of a diverse media and advertising customer base to facilitate the use of Scarborough's PRIME software delivery system. A strong working knowledge of Windows-based software is required. Knowledge of media and market research data is a plus. Good telephone and in-person communication skills are a must. Please send resume and salary requirements in confidence to:

Department GS
Scarborough Research
11 West 42nd Street
New York, NY 10036
Fax: (212)789-3577



Advertising Sales Rep

Fashion publisher seeks an advertising account executive to sell advertising space in children's fashion trade publication. Will be required to cover existing accounts and generate new business. Must have a minimum of 2 years' ad sales and/or related industry experience and be computer literate. Some travel required. Please fax resume and salary req's to Box: BG, Fairchild Publications (212) 630-4295. EOE.

**Fairchild
Publications**

MEDIA BUYER/ PLANNER

Stern Advertising, a regional \$75 million dollar agency, is looking for a qualified Media professional for its Syracuse office.

Candidates should be dynamic self-starters who are capable of handling a variety of tasks at once. Minimum of 2 years buying and planning experience with a background in all media required.

Please fax/send resume and salary requirements to:

Stern Advertising
Attn: Marsha Gavula
FAX: 412-928-8966
7 Parkway Center, Suite 850
Pittsburgh, PA 15220

ADVERTISING SALES

Time Out New York, the city's most comprehensive weekly entertainment guide, is seeking a highly motivated, and aggressive Advertising Sales Representative to cover local retail sales, restaurants and bars in Manhattan. The successful candidate will have a great deal of energy, excellent presentation and writing skills and some prior experience in magazine or newspaper publishing. Please fax cover letter, resume, salary history and requirements to:

M. Aleman
212-673-8382

MARKETING DIRECTOR

A well-respected public company seeks a NYC-based Marketing Director for its growing shopping center business. The ideal candidate should have advertising agency experience in account management at supervisory levels. While retail or closely-related industry experience would be a plus, proven leadership and people management skills are essential.

Periodic travel will be required. In addition to a salary, benefits are fully paid by the company.

Please fax your resume, with accomplishments to:

203-698-0141, attn: Mary Johns

ADVERTISING SPACE SALES

Major trade magazine publisher seeks dynamic, energetic self starter with proven sales record to sell in the NY metro area. Good presenter, quick thinker who thrives in a team environment. 3 yrs experience required, publishing or marketing services experience a plus. Salary, commission, benefits.

Fax resume and salary history to:

212-536-5353

ADVERTISING SALES

Established Washington-based publisher of Roll Call newspaper and Capital Style magazine needs a few top sales people. If you have a proven track record or have what it takes to be a leader in the field, we would like to talk to you. Excellent pay/benefits. Fax or send resume & cover letter including salary requirements to:

Karen Whitman
Roll Call
900 Second Street, NE, Suite 107
Washington, DC 20002
Fax: 202-289-2205
No phone calls please.

MEDIA PLANNER

Small, fast-paced CT advertising agency seeks media planner with 2+ years print and broadcast experience to work on the Virgin Atlantic Airways Acct. Travel industry experience a plus. Blue chip client roster and excellent opportunity for career growth. Good benefits. Fax resume and salary requirements to:

ATTN: MARY T. MOORE
203-750-6565

ACCOUNT EXECUTIVE

NYC based sales promo agy is looking for detail-oriented acct exec w/ excellent project mgmt and written/oral communication skills. Must have a minimum of 3-5 years agy acct mgmt exp, previous beverage business exp a plus. Pls send resume with salary history and requirements to:

ADWEEK Classified, Box 4041
1515 Broadway, 12th floor
New York, NY 10036

WEB DESIGNER

Ad agency near Albany, NY seeking a team player to design and program web sites; must have proven design exp. & expertise in HTML, web creation software, file formats, image conversion, knowledge of Java Scripting and proficiency in Photoshop, Quark, Illustrator or Freehand. E-mail resume and 3 URL's for sites created to:

Rich Simon -
rslimon@blass.usa.com

DO YOU WANT ACCOUNT PLANNING?

Current planners or acct mgrs who want to make the switch...here's your opty! Major creative NY advt agency has sev'l optys for strategically-driven indivs who have a strong understanding of research to work on hi-profile accts. 4+ years exp reqd. \$50--140,000.

Call **KATRINA** at 212-818-0200,
or fax to her at 212-818-0216.

For Classified Advertising Call
1-800-7-ADWEEK

HELP WANTED



Senior Account Executive

As a leading worldwide corporate communications company, Caribiner Communications is experiencing unprecedented growth and seeks to fill the position of Senior Account Executive for the Boston Office.


The ideal candidate will have:

- Exceptional organization, presentation, verbal and written skills;
- Strong marketing/strategic skills and a proven track record in generating new communications business;
- Related degree and a minimum of five years account management/new business development experience;
- Experience in/knowledge of all aspects of corporate communication (including event management, video, digital media, print) is a plus;
- Well established client management skills and comfort dealing with Fortune 500 executives;
- High energy/self motivated.

Excellent benefits including generous compensation plan, car allowance. For immediate consideration, fax resume and salary history to Attn: LR-SAE at 617-428-6910 or email to carbiner2@aol.com.

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: www.eej.com (888) 335-4335



Director of Production Operations

You will develop, manage and set strategic short and long term objectives for all aspects of direct mail, production, purchasing, and mail shop services for Epsilon's Fundraising and Membership Services Division. You will aggressively establish, negotiate and maintain relationships with key partners, suppliers and vendors. You will be responsible for managing, training and motivating staff in a demanding, fast-paced environment. Your qualifications must include 5-10+ years of operations management experience in a direct mail production environment, knowledge of print purchasing and current industry postal requirements.

Please send resume along with salary requirements to Epsilon, Human Resources, 90 Cambridge Street, Burlington, MA 01803 or fax information to 617-229-0060 or email to jobs@epsilon.com.

SEEKING EXPERIENCED SALESPEOPLE WHO HAVE SOLD TO ADVERTISING AGENCIES

We are the industry leader in digital delivery of commercials to the broadcast industry. We have immediate openings for dynamic, technology oriented salespeople in the NY and LA areas. If you have at least 3 years experience calling on Advertising Agencies and enjoy selling new concepts, fax your resume to:

HR at 212-634-9246
Digital Generation Systems is an EOE employer.

Jeff,

New business wins in health, aerospace, transportation creating incredible need at all levels of Account Service.

Looking for **leaders.**

Entrepreneur types to head growing businesses in Hilton Head and Charlotte.

Top drawer individuals. Long on experience. Proven strategists. Good at building relationships and agencies.

Search wide and Hard. And quick. New leaders need to be here for the Christmas party.
 (The figgy pudding is not to be missed.)

Dave

Get back to me yesterday...

Anderson Communications Group, LLC • Hilton Head Island/Charlotte • Attn: Jeff Cox, President
 Fax only, please (803) 686-3711 • email: tag@hargray.com • www.andercomm.com

A REAL OPPORTUNITY FOR VIRTUAL MARKETING

Networks that target eager minds - from curious kids to trendy teens, "out of the box" music-lovers to nostalgic baby boomers. MTV Networks, a unit of VIACOM Inc., revolutionized television by creating innovative programming services that appeal to specific demographic audiences and are tailored to international markets. We've also expanded our sphere of influence to the online world, and are reaching more people than ever before. This has created an immediate opportunity in our New York office for a web-savvy...

DIRECTOR of ONLINE SALES

You will be responsible for selling advertising for MTV and VH1 Online, two cutting-edge web sites with corporate backing and heavy production support. This will entail developing integrated marketing campaigns targeted to young adults, negotiating advertiser packages, establishing and maintaining client relationships and educating the advertising community about online media and MTV/VH1 Online. Includes supervision of a small sales staff.

To qualify, you must have 4-5 years of media advertising sales experience and a strong understanding of media planning. Candidate should be passionate about the online business and possess superior presentation, computer and communication skills. Position demands an entrepreneurial individual able to work independently in a fast-paced environment. Some travel is required.

MTV Networks offers an excellent salary and benefits package. For immediate consideration, please forward your resume to: MTV Networks, Staffing Resources-Dept. KM, 1515 Broadway, 16th Floor, New York, NY 10036. We can respond only to those candidates who meet the above requirements. We are an equal opportunity employer.

MTV NETWORKS

HELP WANTED

PRINT ART DIRECTOR

Attention Macintosh Guru:
You've got the creativity -
We've got the ideal opportunity.

Major midwest retailer seeks a seasoned Print Art Director to strengthen our advertising staff. You'll handle circular, catalog, and ROP signage in a fast-paced retail environment. The selected candidate will have a terrific creative flair, "hands on" computer knowledge including stellar Mac skills, 10+ years relevant experience in a department or discount store environment, and some management experience. We offer outstanding compensation and an extensive benefits package. Please forward your resume in confidence to Box #922, 235 Park Avenue South, 4th Floor, New York, NY 10003.

WRITER

Strong Washington, DC office of national agency looking for versatile writer with 3+ years agency experience. Wide variety of clients and assignments from public health education PSAs and issues work to product marketing and corporate image.

Fax resume to SJD, Ogilvy, 202-466-7598

DATABASE MANAGER

Are you tired of dealing directly with the clients? We are a leading market research information company seeking a Database Manager. This person will maintain, release and support various syndicated media & market research databases. Person should be detail-oriented, good with numbers and able to work within deadlines. Must be PC literate with 1-2 year Windows experience; Ideal candidate will possess knowledge of syndicated database (Simmons, MRI, Scarborough, Teenage Research, JD Power, Mendelsohn). Interested candidate should forward resume and salary requirements to:

ADWEEK Classified, Box 4042

1515 Broadway, 12th fl., New York, NY 10036

EOE

MARKETING COMMUNICATIONS COORDINATOR

You will be responsible for generating leads for our sales force through direct mail and our website. To qualify, you must have healthcare knowledge, 2-5 years experience in direct marketing, and experience working on the Web. Good writing skills are required.

ConnectiCare is a non-profit, quality oriented HMO with excellent benefits and a great work team. Please send your resume to:

Human Resources
ConnectiCare, Inc.
30 Batterson Park Road
Farmington, CT
06032-2574

Fax: (860) 674-2878

Visit our website at

<http://www.connecticare.com>

ConnectiCare, Inc.
Equal Opportunity/AAP Employer

New Business Development

We are a leading, and rapidly growing international branding consultancy that seeks a top level sales leader with 10+ years of experience, attracting, closing and maintaining new business.

This executive must possess a high level of organizational skills with branding and corporate identity experience.

Send resume and cover letter with compensation requirements to:

Linda Fisher
BrandEquity International
2330 Washington Street,
Newton, MA 02162
FAX: (617) 969 1944
E-Mail: bei@tiac.net

MEDIA PLANNER /BUYER

Fast growing mid-town agency with prestige clients is looking for media person with some experience and a lot of smarts. Broadcast buying to start. Fax resume with salary requirements to:

Pete 212-986-3484

"ACCOUNT EXPLOSION"

The Gromwell Group has numerous opportunities for: "A/E," "A/S," "A/D," "Media Sup.," "Media Planning" & "Media Research Sup."

Call 212-972-9300

AMFM RADIO NETWORKS

Chancellor Media's AMFM Radio Networks is accepting resumes for Dallas based operations.

- Sales Account Executives
- Research
- Clearance
- Sales Service and Traffic
- Marketing and Promotion
- MIS

Positions in NY, LA, Chicago, Detroit:

- Sales Account Executives
- Research

General staff and Management positions. Appropriate position skills and experience required. Network background a plus. Resumes, references, salary history to:

AMFM Radio Networks
12655 N. Central Expy, Ste. 800
Dallas, TX 75243
Fax 972-239-0220

EOE. No phone calls please.

ADVERTISING

Account Executive for Westchester Ad Agency. Strong verbal, presentation, and written (grammar and spelling) skills necessary. Must be computer literate (word and excel a plus).

Fax resume to:

(914) 747-1430

Advertising Broadcast Business Manager

Harris Drury Cohen, one of the fastest growing agencies in the Southeast, needs someone to help with talent payments, broadcast editing and more. Must have experience with SAG contracts and a basic understanding of broadcast production. Salary \$45,000 plus good benefits. Fax resume to Mitzle (954) 776-3301 or mail to Mitzle at Harris Drury Cohen, 1901 West Cypress Creek Road, Ft. Lauderdale, FL 33309.

HIGH POTENTIAL AE

Advertising AE to step into new position managing business to business accounts. 4-6 yrs of agency exp, including media planning, production and client service required. Excellent opportunity. Fax resume and salary history to:

Adv. Dir
Austin Lawrence Group
Stamford, CT
203/969-0266

AE'S & COORD'S

Prestigious Northern and Southern NJ agencies are expanding and seek several experienced A/E's and Coordinators. Healthcare, especially cardio vascular a plus. Excellent salaries and benefits. NCPS (973) 884-1920 Fax (973) 884-9329.

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

CALL 1-800-7-ADWEEK

HELP WANTED



**2 ACCOUNT EXECUTIVES
& 1 RESEARCH ASSOCIATE**

The Company:

Sky Sites specializes in placing, selling and maintaining advertising displays and promotions in New York's JFK and LaGuardia, Indianapolis and Honolulu Airports. Sky Sites also represents CNN Airport Network in 28 US airports. Additionally, we operate in the seven BAA Airports in the UK, including London's Heathrow.

Sky Sites is a subsidiary of Havas Media Communication, a \$2 billion group. Our US sales have gone from \$2 million to \$14 million in seven years, all through organic growth.

ACCOUNT EXECUTIVES:

As a result of Sky Sites' expansion, we are seeking two New York-based ACCOUNT EXECUTIVES. One AE will have direct sales responsibilities for advertising displays and promotions in Sky Sites' four US airport concessions. The other AE will be dedicated to selling and marketing CNN Airport Network. Each position entails liaison with all departments including Sales, Marketing, Operations and Finance. Direct and constant interaction with our existing Client base, as well as the ability to build existing business and generate new revenue, is imperative to the success of these positions. Writing proposals and creating custom media programs for prospective advertisers, as well as conducting guided sales tours through the New York airports, are part of the remit.

RESEARCH ASSOCIATE:

Sky Sites maintains a full service Marketing Department to aid all company sales efforts as well as to position and guide the company's future growth. We are seeking a RESEARCH ASSOCIATE to analyze data, write reports as well as generate, implement and manage market research projects. This position entails liaison with the Sales department, our Advertisers and third party groups.

Skills and Experience:

The two AE positions require high levels of intelligence, energy, self-motivation, excellent time management skills, commitment and the ability to develop and nurture relationships with our Clients, current and new. The Research position requires all of the above as well as strong analytical skills and prior research experience (primary and secondary). None are 9 to 5 jobs. Candidates must be college graduates with at least three years' experience in sales, marketing and/or research (advertising experience is preferred but not required). You must be well-presented and possess strong communication skills (both written and oral). You must also be computer literate in Word, Excel, Powerpoint and Access.

Sky Sites offers competitive salaries with incentive schemes dependent upon experience. A generous package of benefits is also available.

Please submit a complete resume and cover letter describing your background and experience.

Send to: VP/Sales & Marketing
SKY SITES
150 East 58th Street, 32nd floor
New York, NY 10155

THE RIGHT WRITER

The Lunar Group, a full-service, sky-rocketing, NJ-based advertising agency, seeks Senior Copywriter with ability in all media. Experienced. Fast. With big ideas and well-chosen words. Work as part of a strong creative team.

Is this you? Tell us about it -- briefly -- with the right letter (and samples) to:

The Lunar Group, Inc.
9 Whippany Rd., Whippany, NJ 07981
Phone: (973) 887-3500 Fax: (973) 887-3722
ad@lunargroup.com



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LYCOS
Your Personal Internet Guide
Lycos, Inc. is the ever expanding Internet navigational company which excels in finding and managing relevant information on the Internet and World Wide Web. We have more than 400 major advertisers and over 30 strategic partners. Due to our rapid growth, we have the following opportunities available in our New York office for motivated, self-starters to lead our organization into the next generation of Internet services.

Account Manager

Responsible for prospecting, developing and expanding the client base for advertising on-line with Lycos by building relationships with advertising agencies in the New York Marketplace. The qualified candidate should possess a minimum of 7 years' advertising sales experience. Interactive advertising experience preferred. Experience in an advertising, media or publishing organization required. Job Code: AM

Please respond with resume, salary requirements, and specific Job Code to: Lycos, Inc., 500 Old Connecticut Path, Framingham, MA 01701; Fax: (508) 820-4499; E-mail: jobs4you@lycos.com. For further details on these exciting opportunities, visit www.lycos.com. Lycos is an equal opportunity employer.

Get Lycos or get lost

Why Waste Your Creative Juices Commuting?

Computer Associates is right in your own backyard. With 10,000 employees in more than 40 countries, we're the world's leading independent business software company. We offer more than 500 software products from systems management to database and application development to all kinds of business applications like manufacturing and financials -- more kinds of software for more kinds of computers than any other company in the world. An immediate opportunity exists in our Islandia, NY office.

Senior Artist

Terrific opportunity exists for talented design professional to create dynamic work in a corporate art studio. The ideal candidate is a high energy individual with the ability to work on multiple projects simultaneously and meet aggressive deadlines. Qualified candidates have 5 years proven design experience in creating collateral, packaging, logos, etc. You must be able to conceive ideas in a team atmosphere while providing art direction to others. Excellent attention to detail is a must. Must be MAC literate and proficient in Quark, Photoshop and Illustrator.

We offer a generous compensation package with a long list of benefits that nobody else can match, including 401(k) and profit sharing plans, company-paid medical and dental coverage, on-site daycare and fitness centers, tuition reimbursement and tremendous growth opportunity. Please call or send your resume today.

Computer Associates Int'l, Inc.
Human Resources Dept - AW1110
One Computer Associates Plaza
Islandia, NY 11788-7000

Tel: 800-454-3788 • Fax: 516-342-8179
E-mail: resumes-usa-r1@cai.com
Or visit our Web site at: www.cai.com



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**FOR CLASSIFIED ADVERTISING CALL
1-800-7-ADWEEK**

CATCH A CREATIVE GENIUS USING ADWEEK CLASSIFIEDS

HELP WANTED

CREATIVE DIRECTOR

The Designory, inc. is looking for a talented Creative Director with strong leadership skills and a background in automotive collateral. In this role as team leader, you must be able to successfully manage strategic as well as creative development. Strong communication and presentation skills, as well as excellent supervisory skills a must. This is a great opportunity to work with an award-winning shop and a major automotive client.



Forward resumé, salary history & samples to:
The Designory Inc., 211 E. Ocean Blvd, Ste. 100,
Long Beach, CA 90802-4809. Fax No: (562) 436-0470
Attn: TM No calls please.

An Equal Opportunity Employer M/F



Leading international agency known for great creative and named Best in the West under \$40 million by the AAF has three positions available. We offer an incredible location in San Diego and an expanding roster of exciting clients.

**ACCOUNT SUPERVISOR
SR. ACCOUNT EXECUTIVE
MEDIA PLANNER**

Please mail or fax resume to Victoria Elder
Lambesis Inc
100 Via de la Valle
Del Mar, CA 92014
Fax: 619.794.6461

NEED SNAZZY NEW SUIT

The Lunar Group, one of NJ's fastest growing agencies and 4As shop, seeks an experienced Senior Account person. Like any suit, fit is important. We're looking for someone with broad agency account experience. Worked on financial? retail? Multi-faceted accounts? Great. Show us you're proactive and a strategic thinker and you've got our attention.

Send resume along with salary requirements (a must) to:

Att: EH

The Lunar Group, Inc.
9 Whippany Road, Whippany, NJ 07927
Fax: 973-887-3722 ad@lunargrp.com

**SALES ACCOUNT
MANAGER**

Magazine insert publishing company seeks inside salesperson in CT office with proven new business and prospecting skills. Ability to identify client needs to tailor a media buying solution is essential. Computer proficiency is necessary for success in this high volume, fast paced, creative environment. FAX resume with salary requirements to:

Margaret Bower
@ (203) 319-1024

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PHONE: 1(800) 7-ADWEEK OR FAX (212) 536-5315

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Midwest ___ Southwest ___ West ___ All ___

CATEGORY _____

*FREQUENCY: 1x ___ 2x ___ 4x ___

MORE: (Specify) _____

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PHONE _____ FAX _____

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Signature _____

Cardholder's Name _____

Card # _____ Expires _____

CULTURE TRENDS

MTV's Buzz Clip

Buzz Clips are usually by new, up-and-coming artists who MTV believes have special potential. Of the 40 videos that MTV designated as Buzz Clips since January 1994, more than 75% have been certified gold or platinum.

Week of 11/3/97

Artist/Group: **Radiohead**
Song/Video: "**Karma Police**"
Director: **Jonathan Glazer**

Is Radiohead picking up where Led Zeppelin left off? The backdrop for their new album, *O.K. Computer*, is St. Catherine's Court, set in a secluded valley just outside Bath, England. Described by the band as the perfect environment to escape from outside influences, the band made use of the various rooms and atmospheres throughout the house. For instance, the band would perform in the ballroom, with the producer recording in the adjacent library. Other songs were recorded in the stone entrance hall for an eerie, ominous effect. Don't you wonder what Jimmy Page would say?

Artist/Group: **Cornershop**
Song/Video: "**Brimful of Asha**"
Director: **Phillip Harder**

Cornershop's Anglo-Indian line-up knows how to straddle its cultures, and with their third album *When I Was Born for the 7th Time*, they've mastered the art of fusing them together to create a catchy, finely crafted LP. The band's line-up, including a guitarist, tambourist/key-boardist, percussionist, drummer and sitar player/keyboardist, provides the perfect means to produce brilliant East-West instrumentation that's very easy to listen to.

Artist/Group: **The Verve**
Song/Video: "**Bitter Sweet Symphony**"
Director: **Walter Stern**

After a much-publicized breakup in 1995, the British group The Verve is back with *Urban Hymns*. A fierce affirmation of the power of music, this record recognizes the enormous potential which first became evident over the course of the band's two previous albums and scores of concert dates worldwide. Bitter Sweet Symphony elevates drowsy irony and projects it on a symphonicscope, crystallizing the deeply personal themes which link the album's 13 tracks.

© 1997 MTV

The Hollywood Reporter's Box Office

For 3-Day Weekend ending November 3, 1997

This Week	Last Week	Days in Rel.	Picture	3-Day Weekend Gross	Total Gross Sale
1	1	17	I Know What You Did Last Summer	9,406,297	45,262,879
2	New	3	Red Corner	7,403,362	7,403,362
3	2	17	The Devil's Advocate	7,368,348	37,282,047
4	12	22	Boogie Nights	4,681,934	8,751,415
5	3	31	Kiss the Girls	3,511,531	51,361,693
6	4	26	Seven Years in Tibet	3,278,567	31,024,041
7	6	10	Fairytale: A True Story	2,902,338	7,117,520
8	New	3	SwitchBack	2,704,568	2,704,568
9	5	10	Gattaca	2,585,604	8,236,800
10	7	45	In & Out	1,728,629	59,244,364
11	8	24	RocketMan	1,454,836	13,002,531
12	14	82	The Full Monty	1,384,583	26,659,028
13	10	45	L.A. Confidential	1,276,430	31,511,826
14	11	38	Soul Food	1,226,180	39,707,095
15	15	17	Bean	1,049,568	6,419,661
16	9	10	A Life Less Ordinary	846,233	3,511,326
17	13	38	The Peacemaker	804,033	39,592,953
18	16	38	The Edge	667,137	25,907,782
19	37	101	Air Force One	621,083	170,606,595
20	28	124	Men in Black	621,083	245,012,779
21	18	52	The Game	457,359	46,638,362
22	23	38	The Ice Storm	451,606	1,748,896
23	19	87	Conspiracy Theory	307,025	75,572,644
24	39	45	Wes Craven's Wishmaster	288,040	15,227,555
25	22	141	Hercules	267,328	97,829,310
26	24	136	My Best Friend's Wedding	215,612	124,903,216
27	61	80	Cop Land	211,588	44,600,901
28	17	17	Playing God	177,687	3,948,102
29	31	29	Washington Square	160,945	853,626
30	20	24	Most Wanted	159,857	5,912,447
31	26	115	Shall We Dance?	153,929	8,746,140
32	25	19	Snowriders 2	146,416	519,871
33	33	101	Good Burger	130,858	23,444,425
34	29	94	Spawn	124,381	54,716,205
35	21	24	Gang Related	112,351	5,717,536

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CULTURE TRENDS

MTV Around the World

Week of 11/3/97

MTV U.S.

Artist	Title
1. Boyz II Men	4 Seasons of Loneliness
2. Smash Mouth	Walkin On the Sun
3. Usher	You Make Me Wanna
4. Janet Jackson	Got Til It's Gone
5. Chumbawamba	Tubthumping

MTV Latin America (North Feed)

Artist	Title
1. Oasis	Stand By Me
2. Smash Mouth	Walkin On The Sun
3. Rolling Stones	Anybody Seen My Baby
4. Chumbawamba	Tubthumping
5. Paula Cole	I Don't Want To Wait

MTV Europe

Artist	Title
1. Elton John	Candle In The Wind (1997)
2. Chumbawamba	Tubthumping
3. Aqua	Barbie Girl
4. Janet Jackson	Got Til It's Gone
5. Rolling Stones	Anybody Seen My Baby

MTV Japan

Artist	Title
1. Bjork	Joga
2. Backstreet Boys	As Long As You Love Me
3. Boys II Men	4 Seasons of Loneliness
4. Janet Jackson	Got Til It's Gone
5. Rolling Stones	Anybody Seen My Baby

Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports, for the week ending Nov 8, 1997 provided by *Sound Scan*.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	5	Candle In the Wind	Elton John
2	2	2	12	You Make Me Wanna	Usher
3	3	3	21	How Do I Live	Leeann Rimes
4	4	1	7	4 Seasons of Loneliness	Boyz II Men
5	5	5	11	All Cried Out	Allure featuring 112
6	6	6	11	My Love Is the SHHH	Somethin for the People
7	7	2	50	Foolish Games	Jewel
8	10	8	9	Tubthumping	Chumbawamba
9	8	2	20	Quit Playing Games	Backstreet Boys
10	12	10	6	The One I Gave My Heart To	Aaliyah
11	11	4	19	Semi - Charmed Life	Third Eye Blind
12	26	12	2	My Body	LSG
13	9	1	9	Honey	Mariah Carey
14	29	14	2	Feel So Good	Mase
15	19	15	2	I Don't Want To Wait	Paula Cole

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Billboard's Heatseekers Albums

Best selling titles for the week ending Nov 8, 1997 by new artists who have not appeared on the top of Billboard's album charts.

This Week	Last Week	Wks. on Chart	Artist	Title
1	1	17	Creed	My Own Prison
2	4	8	Big Bub	Timeless
3	3	14	Robyn	Robyn Is Here
4	6	4	Michael Peterson	Michael Peterson
5	5	21	Alejandro Fernandez	Me Estoy Enamorando
6	2	23	Our Lady Peace	Clumsy
7	7	4	Lee Ann Womack	Lee Ann Womack
8	12	18	The Kinleys	Just Between You & Me
9	9	4	Something For the People	This Time It's Personal
10	8	3	Blink 182	Dude Ranch
11	10	6	Allure	Allure
12	11	34	Chely Wright	Let Me In
13	15	24	Next	Rated Next
14	23	42	Keali'i Reichel	E O Mai
15	16	3	Sneaker Pimps	Becoming X

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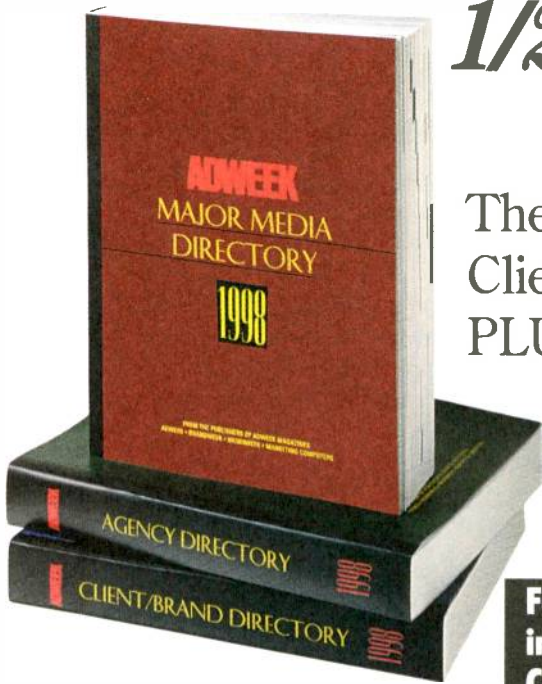
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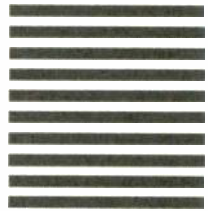
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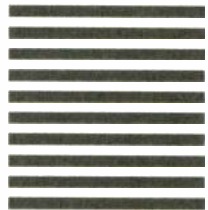
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CALENDAR

The IRTS Foundation will present a seminar entitled "The Future of Television Ratings" Nov. 13 at the New York office of Nielsen Media Research. Featured speaker will be Scott Brown, vp of marketing for Nielsen. Contact: 212-867-6650, ext. 314.

The Media Research Directors' Association will hold a lunch seminar, "An Advertiser's Perspective," Nov. 19 at the Inter-Continental Hotel in New York. Featured speaker will be Donna Campanella, media director, Sony Electronics. Contact Maureen Campbell at 212-789-3665.

The Addressable Advertising Coalition will hold a summit Dec. 4 at the New York Palace Hotel. Members of the advertiser and media communities interested in speaking or attending should contact Elizabeth Barlow via fax at 914-255-2231 or e-mail at gdnclml@ix.netcom.com.

The California Cable Television Association presents The Western Show Dec. 9-12 at the Anaheim Convention Center, Anaheim, Calif. Contact: 510-428-2225.

New York Women in Film & Television presents its annual holiday luncheon honoring top talent Dec. 11 at the New York Hilton & Towers. Honorees include Judy McGrath, president, MTV Networks. Contact: 718-263-6633.

The 20th International Sports Summit will be held Jan. 14-15 at the Marriott Marquis Hotel in New York. Featured speakers will include Mike Levy, CEO, CBS Sportsline. Contact Steve

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

Cinderella Leads ABC to Win

ABC for the first time in months won the weekly network prime-time ratings race, buoyed by a strong showing on Sunday, Nov. 2. The network's adaptation of *Cinderella* drew an 18.8/28 Nielsen rating/share, followed by the Oprah Winfrey production *Before Women Had Wings*, which delivered a 19.0/28. ABC and Fox were the only networks to end the week up in major demo categories, while NBC had some of its worst ratings. Its Saturday-night "Thrilllogy" debut fared poorly: The average for the night was a 6.7/12, down 21 percent from last season's opening night, which was earlier in the new season. And Sunday night's first part of the much-promoted miniseries *House of Frankenstein 1997* came in last with an 8.7/13, behind ABC's lineup as well as Fox's *X-Files* premiere (16.2/22, the second-highest for that show) and CBS' *Murder, She Wrote* movie (13.0/19).

Hyperion to Publish ESPN Books

Book publisher Hyperion announced last week that it will launch a line of books with cable network ESPN. The first book, the *1998 ESPN Information Please Sports Almanac* will be published annually and promoted heavily on ESPN, ESPN2, ESPN Radio and ESPN SportsZone. Other books in the works include *ESPN's X Games: Are You Experienced?*, *ESPN's Ultimate Pro Football Guide* and *The Quotable ESPN*. All are expected to be released next spring. Both Hyperion and ESPN are owned by Disney.

ABC News Signs Chung

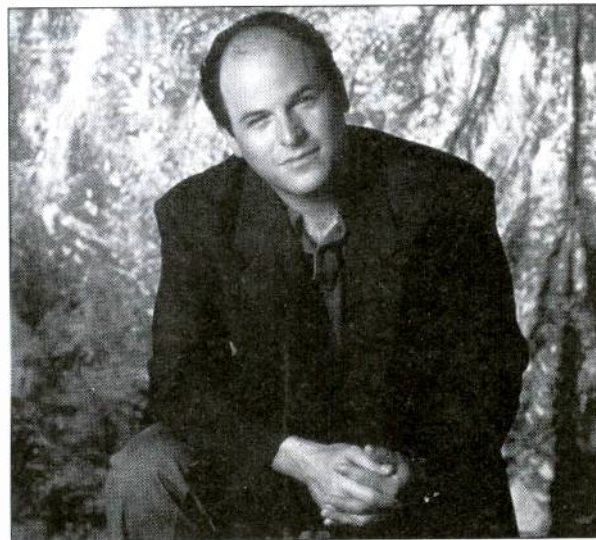
ABC News last week announced it has signed veteran TV news anchor Connie Chung as a

reporter and substitute anchor, effective Nov. 17. Most recently, Chung was with CBS News, joining the network in 1989 and working on *Face to Face With Connie Chung* and as a co-anchor with Dan Rather on CBS' nightly newscast. The latter, widely considered an unsuccessful pairing, was stopped in 1995; Chung left CBS in December of that year. Prior to

that, Chung was with NBC News from 1983-89.

Paxson's Big Announcement

Paxson Communications has set Nov. 18 as the date it will announce its programming partnerships with syndicators and studios. Paxson, which owns 62 TV stations in markets reaching 58.9 million U.S. television households, aims to launch what



CHRIS HASTON

Universal appeal: Alexander signs with City studio.

Alexander to Produce

After being wooed by just about every studio in town, Jason Alexander—*Seinfeld*'s George Costanza for the past nine seasons—will put down production roots at Universal City. Alexander is the latest piece in the high-profile development puzzle being created by Universal Television president Ken Solomon. Through Alexander's AngelArk Productions, the Emmy-winning actor intends to develop feature films as well as drama and comedy series, in which he may or may not choose to star. Not surprisingly, Alexander, who won a Tony for *Jerome Robbins Broadway* and most recently was in *Rodgers and Hammerstein's Cinderella* on ABC, hopes to develop projects that have musical components. Alexander said he was influenced by Universal's desire "to embrace a wider variety of projects and ideas than most other companies."

Media Notes

CONTINUED

chairman Lowell "Bud" Paxson says will be a "demographic-based" seventh network.

Golf Editor Swings to Clubs

Patrice Baldwin, editor of Meredith's successful *Golf for Women* bimonthly, has been named editor of Dallas-based *Private Clubs*. *Clubs* is published by ClubCorp, which owns and operates some 200 private city and country clubs nationwide.

Greenfield Upped at MSLO

Rachel Greenfield has been named executive vp, publishing, of Martha Stewart Living Omnimedia. Greenfield previously served as general manager of *Martha Stewart Living* and as senior vp of MSLO. She has also held management positions at Ziff-Davis and Time Inc. She takes over some duties handled by former COO David Steward, who resigned to join *TV Guide*.

WSJ Site Hits High Circ Mark

The Wall Street Journal's interactive edition has tripled its paid online subscriber base in less than 10 months, eclipsing the 150,000 mark last week. The site, wsj.com, launched in April 1996 and now is the largest paid-circulation site on the Web.

Wright Joins Family Fun

Disney Magazine Publishing has named Mary Beth Wright as associate publisher of *Family Fun*, responsible for national sales as well as developing marketing partnerships with advertisers. Wright was national sales manager at Wenner Media's *Us*.

Nielsen Moves Managers

Nielsen Media Research announced several appointments in management last week: Jane Ryan was upped to vp and sales

manager for the Northeast and the Midwest. Catherine Herkovic was promoted to vp and western sales manager; Tom Hargreaves, vp of the Nielsen Station Index, takes on responsibilities for new metered-market expansions and group accounts. Frank Palumbo, formerly director of corporate research at Spartan Communications, has been hired as manager of customer relations at the NSI.

Tribune Acquires PKE Rights

Tribune Entertainment, the Los Angeles-based TV syndication unit of Tribune Broadcasting, has acquired the domestic syndication rights to the telefilm library of Patchett Kaufman Entertainment (PKE). Under terms of the seven-year deal, Tribune will have the rights to distribute PKE's library, including 11 of the popular *In the Line of Duty* telefilms that have been airing on NBC, for either domestic syndication and cable.

GM, Rosie Campaign for Cure

General Motors Corp. and its Chevrolet auto division are joining Warner Bros.' *The Rosie O'Donnell Show* in a public-awareness campaign called Concept: Cure that will include on- and off-air tie-ins to raise funds and awareness in the battle against breast cancer. To kick off the campaign, Rosie will tape her show in Los Angeles during the February 1998 sweeps.

Cloud 9 Cries Timewolf

Cloud 9 Media, an interactive media company based in Los Angeles, has partnered with Epoch Ink Animation to develop an animated series called *Time-Wolf*. The kids series was conceived by Jeff Segal, a former president of Universal Family



Swingers will have its first cable run on Showtime.

Showtime Rolls 'Em

Showtime Networks cut several programming deals last week for acquired and original product. The deals cover both Showtime and sibling network Sundance Channel. Among the deals, Showtime and Sundance reached an agreement with Buena Vista Television for exclusive pay-cable rights to two dozen Miramax theatrical releases, including *Swingers*, *Basquiat*, *Things to Do in Denver When You're Dead* and *Cry*, *The Beloved Country*. Showtime also cut a deal with Buena Vista for another 35-40 films from BV film-distribution sibling Dimension Films, including *Mimic* and *Scream 2*. And Showtime bought six original films for cable debut from Overseas Filmgroup; titles include *Infinity*, directed by and starring Matthew Broderick.

Entertainment who serves as consultant of filmed entertainment to Cloud 9. Plans are for Cloud 9 to pitch the time travel show that teaches history and geography for a network run or syndication distribution.

Roy Rogers Show in the Works

Paragon Entertainment Corp. and All American Television have agreed to jointly develop and produce 26 episodes of an animated series based on film and TV cowboy Roy Rogers. Terms call for Los Angeles-based All American, which is being acquired by London-based Pearson Television Plc., to handle U.S. distribution of *The Roy Rogers Show*; for international sales, Paragon has retained Accolade Releasing (sales in France, however, will be handled by Pixibox). Both companies are also exploring toy licensing opportunities on the projected fall 1998 series.

PolyGram to Do Motown Series

PolyGram Television has announced a deal with Motown Records to produce *Motown Live*, a first-run syndicated music/variety show set for fall 1998 launch. This marks the third series deal for PolyGram TV since its start-up last spring. PolyGram's two other weekly offerings are *Due South*, a revived hour drama from Atlantis Films, and *Total Recall*, a planned fall 1998 series based on the hit Orion Pictures movie.

Judge Lane to Host Strip

Judge Lane, a renowned Nevada court judge and, coincidentally, the referee who disqualified boxer Mike Tyson for biting Evander Holyfield in a championship bout last summer, has been signed by Rysler Entertainment to host a new courtroom strip for syndication in fall 1998. Rysler is offering *Judge Mills Lane* on a cash-plus-barter basis to fill daytime and early-fringe time slots.

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BIG DEAL

Hormel Chili

Advertiser: Hormel
Agency: BBDO, Minneapolis
Begins: Late November
Budget: \$15 million
Media: TV, print, radio

Looking to erase some of the stigma of the canned food category, Hormel is relaunching its 15-SKU Hormel Chili line with a spicier, lower-fat recipe and a new, more contemporary label. The relaunch will be supported via a \$15 million marketing push, the biggest in the brand's history.

Looking to bring new consumers to the aisle, or old ones to it more often, Hormel will break a campaign that touts the "all-new Hormel Chili" and a variety of ways to use the product. TV ads targeting households with adults 18-49 and chil-



Trying to kick the canned stigma

dren will air on national prime time and sports cable channels and print ads will run in December issues of core women's service magazines as well as male-targeted books such as *Sports Illustrated*. Radio is also planned.

Research showing that consumers would eat canned chili if it were richer, less greasy and lower in fat prompted Hormel to reformulate, bringing the fat content of its most popular chili with beans from 17 fat grams down to 7 and its no-bean chili from 30 to 9 grams.

Hormel's attempt to buoy the image of its canned products follows Campbell's moves to freshen the image of even its base canned-soup business with glass jarred soups and spur purchases of its Franco-American canned pasta line with the addition of an upscale adult-targeted Superiore sub-line.

Hormel is the leader in the \$306.7 million canned chili category, with sales up 2.3 percent to \$105.7 million for the year-ended Oct. 12, per Information Resources Inc. —Stephanie Thompson

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

NEW BALANCE ATHLETIC SHOES

Advertiser: New Balance
Agency: Messner Vetere Berger
 McNamee Schmetterer/Euro RSCG, N.Y.
Begins: March
Budget: \$13 million
Media: TV, print

New Balance, generally a marketing-shy brand in the hyperbolic athletic shoe category, will return to TV in 1998 for the first time in years, while increasing its ad budget from \$4 million to \$13 million for 1998.

Bursting out of its niche-marketing-for-niche-shoes ethos, New Balance will break its biggest TV campaign ever, scheduled to start in March and continue throughout the year, as the company looks for a big opening splash with possible network buys, followed by a spot and cable schedule. The TV campaign will extend off the brand's ongoing print campaign exhorting consumers to "achieve New Balance" through a mix of work and exercise, preferably in New Balance shoes. Two spots have already been shot, one supporting men's and women's running shoes, the brand's core product. The other ad will be a women's athletics spot, supporting several categories

While much of the sneaker industry is lagging because of a glut of product and retailers, New Balance is finishing off its third straight year of high double-digit growth based in its strength in running and walking, categories that have heated up while basketball shoes, traditionally the dominant sub-category in the youth-driven market, have cooled off.

While it developed some unexpected cachet in the inner city, New Balance has eschewed the star-studded marketing blitzes that are routine in the athletic-shoe market, instead targeting an older, presumably more discerning demo than the core buyers of top brands such as Nike, Reebok and Fila. But at a time when the leading brands seem overexposed, New Balance has decided to

build its equity.

"We've had three years of significant growth (NB is now around \$260 million in U.S. sales) but the ad spend has been pretty flat," said marketing vp Paul Heffernan. "Now we need to invest in the brand to increase what are still relatively low levels of awareness and share of voice in the category to continue that kind of growth."

—Terry Lefton

CAMPBELL'S CHUNKY SOUP

Advertiser: Campbell
Agency: Young & Rubicam, N.Y.
Begins: Nov. 12
Budget: \$13 million
Media: TV

Reggie White's picture has for months graced cans of Campbell's Chunky Soup, and now the Green Bay Packers' defensive lineman will also be the star of a new 30-second TV spot for Campbell's hearty soup line in a \$13 million campaign that breaks this week.

In late August, Campbell announced White would become its national spokesperson and put the

NFL star on 50 million cans of Chunky Soup. As part of its relationship with White, Campbell also kicked off a season-long hunger-relief program in which it pledged to donate 20,000 cans of soup to food banks for every tackle White made and 50,000 cans for every sack.

To gain additional awareness for Chunky Soup among hearty sports fans and families during the peak winter time period, Campbell is now breaking "Cheerleader," the first work for the brand from Young & Rubicam, N.Y., which won the business in January.

The White campaign will also be supported with national FSIs that feature Campbell's Chunky Beef soup.

—Stephanie Thompson



CMR Top 50

A Weekly Ranking of the Top 50 Brands' Advertising in Network Prime Time

Week of Oct. 13-19, 1997

Rank	Brand	Class	Spots
1	BURGER KING	V234	72
2	MCDONALD'S	V234	69
3	WENDY'S	V234	26
4	VISA--PLATINUM CREDIT CARD	B150	25
5	NISSAN AUTOS--ALTIMA	T112	24
	SEARS--SALES ANNOUNCEMENTS	V321	24
7	MAZDA AUTO & TRUCK--VARIOUS	T115	22
8	KFC	V234	21
9	SUBWAY	V234	20
10	MCI LONG DISTANCE--RESIDENTIAL	B142	18
11	DISNEY--JUNGLE BOOK VIDEO	H330	17
12	FORD TRUCKS--RANGER	T117	16
	HONDA TRUCKS--PASSPORT	T118	16
	RED LOBSTER	V234	16
15	SPRINT LONG DISTANCE--RESIDENTIAL	B142	15
	TACO BELL	V234	15
17	TARGET DISCOUNT STORE--MULTI-PDTS	V324	14
18	1-800-COLLECT	B142	13
	CHEVROLET AUTOS--MALIBU	T111	13
	DURACELL--ALKALINE BATTERIES	H220	13
	M&Ms	F211	13
	SPRITE	F221	13
	TOYOTA TRUCKS--SIENNA	T118	13
	TYLENOL--EXTRA-STRENGTH GELTAB	D211	13
25	ACE HARDWARE STORES	V345	12
	OLIVE GARDEN	V234	12
27	AMERICA ONLINE	B143	11
	DIRECTV--SATELLITE SYSTEM	H320	11
	HOME DEPOT	V345	11
	U.S. ARMY	B160	11
31	AETNA LIFE & CASUALTY--RETIREMENT	B220	10
	BUENA VISTA--PLAYING GOD MOVIE	V233	10
	CENTRUM--VITAMINS	D215	10
	COLGATE--TARTAR CNTRL/WHITENING TTHPST	D121	10
	COLUMBIA--GATTACA MOVIE	V233	10
	EVEREADY--ENERGIZER BATTERIES	H220	10
	FORD AUTOS--TAURUS	T111	10
	IBM--BUSINESS SERVICES	B314	10
	SEARS--AUTOMOTIVE	V321	10
40	BOSTON MARKET	V234	9
	BRITA--WATER FILTER PITCHER	H235	9
	HYUNDAI AUTOS--VARIOUS	T112	9
	JC PENNEY--SALES ANNOUNCEMENTS	V321	9
	MGM/UA--RED CORNER MOVIE	V233	9
	NESTLE FLIPZ--CANDY	F211	9
	PAYLESS SHOE SOURCE--FAMILY	V313	9
	SUDAFED--TABLETS	D212	9
48	ADVIL--PAIN RELIEVER TABLETS	D211	8
	AETNA US HEALTHCARE--HMO PLAN	B210	8
	AT&T COMMUNICATIONS--BUS NTWK ONLINE	B143	8

DUAL MICROSCREEN RAZOR/ SMART SETTER HAIR CURLER

Advertiser: Remington Products

Agency: Grey Advertising, N.Y.

Begins: Nov. 17/Nov. 10

Budget: \$7 million (total)

Media: TV

Remington Products, which has essentially been off the air for most of 1997, will shift gears for the holiday season, breaking an estimated \$7 million ad campaign for its next-generation Dual Microscreen electric razor and another effort for its Smart Setter hair curling product.

The Smart Setter campaign, with an estimated spend of \$3 million, breaks today on daytime soap operas and cable TV. The Dual Microscreen effort hits next Monday on network prime time and cable, with heavy emphasis on sporting events.

The campaigns represent a renewed advertising commitment for Remington, which spent just \$1.1 million through August and \$8.6 million last year, according to Competitive Media Reporting. New management, led by CEO Neil DeFeo, took over earlier this year. The company will spend 30 percent more in the current quarter than it did for the same period last year and 40 percent more this year than last.

"For a number of reasons, the company [in the past] reduced ad spending to achieve short-term goals," DeFeo said. "Our view is that that's a cumulatively negative thing to do. We believe advertising drives the business. That's the way you build brands." A 30-second spot for Smart Setter highlights Smart Setter's "color heat" technology, through which curlers turn different colors, allowing users to know when to remove them.

Fifteen and 30-second spots for Dual Microscreen provide close-ups of the razor, which is sleeker than past models and offers a more user-friendly trimmer.

The Dual Microscreen, which is Remington's mid-priced brand, will get most of the company's marketing attention for the near-term, although its pricer models should get some support next year.

Remington is the market leader in hair curlers and fighting Braun for No. 2 in electric shavers, behind top-selling Norelco.

—Sean Mehegan

Ranked in order of total spots. Includes ABC, CBS, NBC, FOX, UPN and WB. Regional feeds are counted as whole spots. Source: Competitive Media Reporting

Media Person

BY LEWIS GROSSBERGER



Only Disconnect

WATCHING TELEVISION LAST WEEK, MEDIA PERSON was suddenly struck by a weak, yet not significant insight: How little similarity there is between the careers of Marv Albert, on one hand, and on the other, Lewis and Clark. So few parallels can be drawn that one really does not need to wonder about the strange connective forces of American history and the way in which they have utterly failed to resonate in this instance, leaving us with a resounding lack of meaning and depth. No matter how hard he tried, Media Person was quickly able to get this inconsequential thought out of his mind.

When you examine more closely the individuals involved and their distinctive dramas, this amazing dearth of nexus becomes even less substantive. Marv Albert, strictly a creature of the 20th century, a glib, middle-aged New Yorker habitually clad in tie, blazer and ill-fitting wig (or weave), spawned and nurtured by the television-sports-beer complex, till flagrant scandal left his audience unable to hear his name without automatically thinking of garter belts and hick-eyes gone berserk. And then, in contrast, Meriwether Lewis and William Clark, soldier-explorers of the pre-showbiz America, resilient men of the great outdoors who blazed a trail not of toothmarks but of plains and rivers and mountains that helped forge a nation, traveling some 8,000 miles without once having access to a warm bathroom.

Is not the comparison other than edifying? Is not the linkage completely nonevident? Can anyone imagine some Ken Burns of the future preparing a multipart documentary on Marv Albert, complete with solemn historians droning from armchairs and exquisitely beautiful panoramic views of the sun setting over Marv's gleaming hairpiece? Can anyone conceive of Lewis ordering Clark to take off his buckskins, don a silk teddy and join him and three Lakota babes in a hotel room? Unlikely!

Or so it would seem, yet as Media Person sat before his TV set last week, images of the brave pioneers and the disgraced sportscaster kept flashing before him. How could they possibly converge in a medium as powerful as television the same week if not for some important reason? This is the ludicrous question we must dismiss instantly from further consideration should ever it again barge unbidden into our consciousness. Of this Media Per-

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son is convinced.

Here was Barbara Walters, herself a broadcast pioneer, the first network woman to make interview subjects weep on cue without the use of physical torture, asking Albert the questions that all America cringed at the thought of hearing. Because the show would air a day after his deadline, Media Person could not analyze here the many trifling and paltry issues certain to emerge, but he did see a promo, did see Walters ask whether biting was an essential component of the Albert sexual repertoire. The response was not shown for the time-honored reason that in the promo genre the audience must be inveigled through suspense into overcoming its natural reluctance to witness the embarrassment of the

actual lame show itself. But Media Person had a strong premonition that Albert would reply "Uh, not really, Barbara," especially with his fiancé sitting by his side.

Mortifying oneself before Barbara Walters on the advice of a public-relations counselor was an option denied to men like Lewis and Clark. They lived in a less recreational era, one in which sexual biting was a privilege reserved for grizzly bears, often terribly concupiscent after a long winter's hibernation and prone to pursue any mammal larger than an armadillo appearing within their immediate habitat, usually with results vividly memorable to the pursued. The Corps of Discovery, as Lewis and Clark termed their expedition, would traverse the windblown plains, navigate the mighty Missouri, scale the Rockies and tiptoe through unmapped regions praying the locals had not yet heard about the white man's insatiable yen for real estate. Most people would conclude their path was the more perilous, yet neither Lewis nor Clark ever had to face Walters, Larry King and the ever-dangerous David Letterman, his arrows tipped with deadly sarcasm, his audience aching to whoop at any double entendre. Could they have done so without increasing to unbearable levels the melancholia to which Lewis was tragically

prone or ordering a fusillade of musketry from their leathery backwoods scouts? After all, these were men of action and no fools.

They had been dispatched on their epic quest by no less an eminence than Thomas Jefferson. Marv Albert could claim no such illustrious mentor, though on one occasion he had received tips on rebounding from Dennis Rodman. To his credit, Albert had pioneered the exclamatory use of the delible phrase "Yessss!," adapting it to the hardwood floors of America's basketball arenas where Lewis and Clark had never dribbled. It was at once an affirmation, an exultation and a plea for universal acceptance of the right to slam-dunk. And so, in the end, despite all the alarms common sense must raise against drawing any significance from the random fact, finally they stood together, Lewis, Clark and Marv: three guys in search of ratings. ■

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