

MEDIA WEEK

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MAGAZINES

Sports Titles In Rhubarb

'Sports Illustrated' design change has 'ESPN Magazine' claiming a heist of its prototype

PAGE 6

MAGAZINES

Taking Teens Beyond Beauty and Fashion

Time Inc. counts down to January launch of 'Teen People', general-interest bimonthly

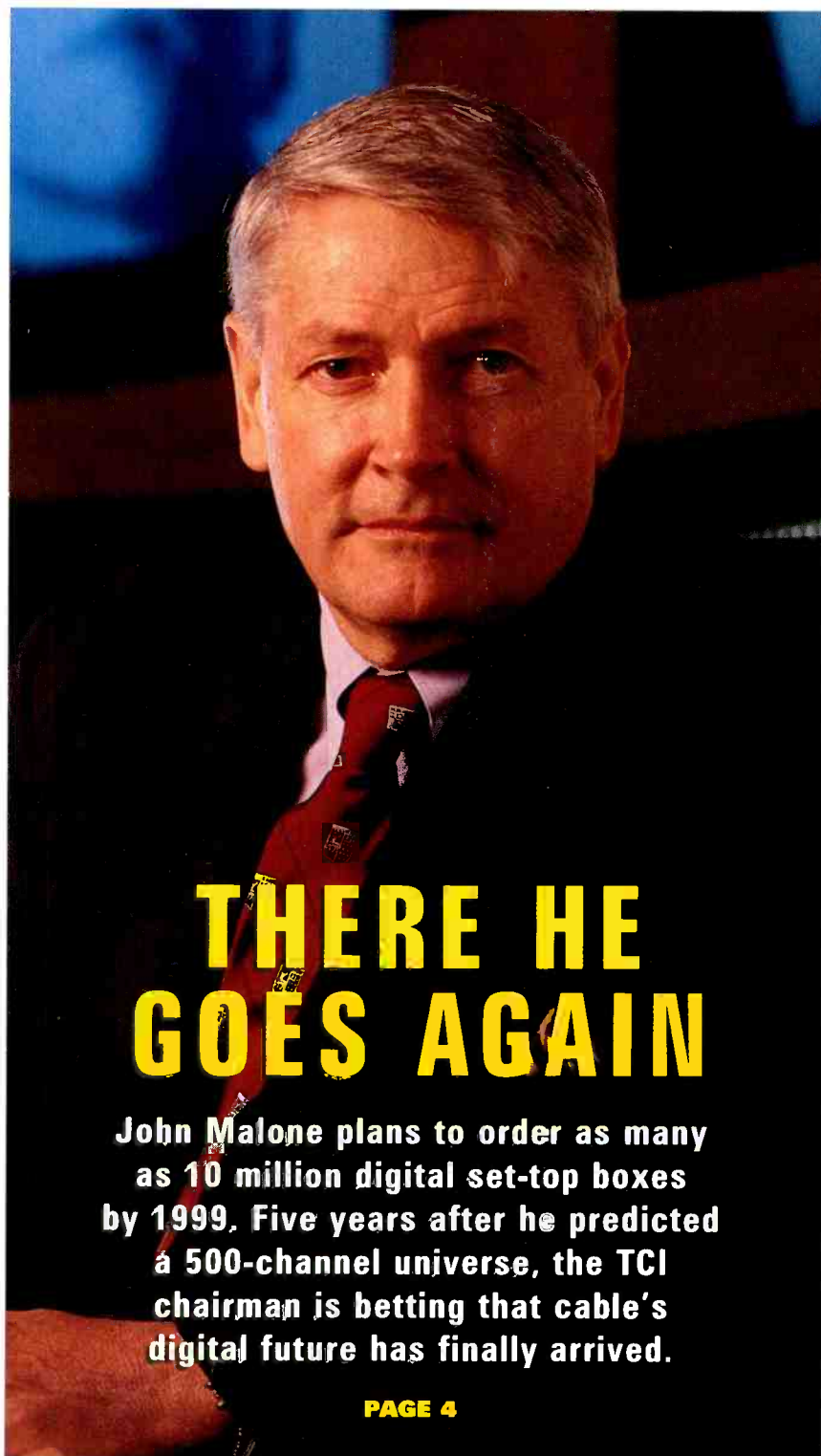
PAGE 6

NEWSPAPERS

A New Look For N.Y. 'Daily News'

'U.S. News' design chief to refresh tabloid with bolder presentation

PAGE 8



THERE HE GOES AGAIN

John Malone plans to order as many as 10 million digital set-top boxes by 1999. Five years after he predicted a 500-channel universe, the TCI chairman is betting that cable's digital future has finally arrived.

PAGE 4

MARKET INDICATORS

National TV: Slow

Money is still trickling in for first-quarter scatter. With CBS having sold most of its inventory in the upfront, buyers expect release of make-good inventory.

Net Cable: Heating

First quarter is picking up, with CPM increases hovering at 5-8 percent above upfront. Niche nets are moving fast; entertainment services seeing business too.

Spot TV: Busy

First-quarter has ignited, but it broke three weeks later than usual, buyers said. Fast-food, beer and mutual fund spots are raining down.

Radio: Stirring

Late Dec.-early Jan. is open, as buyers begin to see activity; telecom's the leader. L.A. in particular is wide open; flurry expected soon. Buyers say spot's on track with last year.

Magazines: Upbeat

MPA says drugs & remedies continued to see the most dynamic growth in ad spending through November. Automotive and publishing & media are also strong. Overall, it's the most dramatic spending surge since 1984.

PATRICK BARRY LEVY





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Laura K. Jones DEC 15 1997

AT DEADLINE

Fox Sports To Add Shows With News Edge

Fox Sports Net will launch two sports news shows early next year, sources said. *Goin' Deep*, a weekly sports newsmagazine series to air Sundays from 9-10 p.m., will examine current sports issues. The show is scheduled to begin in February. *The Last Word*, which will begin early next month, will debate the day's top sports stories. It will air Mondays through Saturdays at midnight.

Court Refuses to Hear UPN on Sinclair Raid

UPN's attempt to halt Sinclair Broadcasting's five-station defection to the WB network failed last week, with a Baltimore judge throwing out the case. The stations—WNUV in Baltimore, WPTT in Pittsburgh,WSTR in Cincinnati, KOCB in Oklahoma City and KRRT in San Antonio—will all switch to the WB from UPN next year. A network spokesperson declined to comment on whether UPN will appeal the decision.

CBS First Down for NFL Rights

The National Football League's television-rights negotiations are heating up. Meetings between the NFL and the incumbent network rightsholders are scheduled for this week, sources close to the talks said. In addition, CBS, which covets a return to NFL broadcasting, was scheduled to meet with the league last Friday, the sources said.

Springer Leapfrogs Oprah

The Jerry Springer Show has become the first talk show to beat *The Oprah Winfrey Show* in the gross aggregate average national ratings compiled by the Nielsen Syndication Service. Syndicated by Universal Television Enterprises, *Springer* for the week of Nov. 24-30 scored a 6.3 rating nationally, while King World Productions' *Oprah* slipped to a season-low 6.3 rating in the gross aggregate category. By using a gross-aggregate average, Universal and some other syndicators claim the ratings reflect duplicated viewing of original and rerun episodes which may be broadcast in multiple runs each day. On an unduplicated basis, *Oprah*'s 6.2 rating average was just ahead of *Springer*'s 6.0.

Small Business Computing to Curtco

The Malibu, Calif.-based Curtco Freedom Group has agreed to acquire New York-based Scholastic Corp.'s Soho Group, including *Home Office Computing* and *Small Business Computing* magazines, a small-business Web site and a custom-publishing operation. Terms were not disclosed.

Movie Trailers Part of *South Park* Concept

Comedy Central is beginning to test new media-buying programs for its animated hit *South Park*. Movie studios will be able to buy two-minute trailers, equal to an entire commercial break, within the network's highest-rated show. The concept is being shopped now. The net also will start selling "super packages" of category-exclusive advertising for a week, during which the show airs five times and would be tagged with the sponsorship.

Addenda: John Nuzzi has become vp, affiliate marketing and promotion, ABC Television Network, New York, from vp, affiliate promotion, Fox Broadcasting Network, Los Angeles... In an effort to be more readily associated with its parent company, Premier Advertiser Sales has been renamed Paramount Advertiser Services... The 22-station Fox Television Stations group has bought *V.I.P.*, a fall 1998 action-adventure series starring Pamela Lee and syndicated by Columbia TriStar Television Distribution... General Motors is close to signing what would be the biggest corporate sponsorship deal in NCAA history. The five-year, \$20 million pact would give NCAA rights to GM across all divisions and brands... Essence Communications' *Essence*, the lifestyle monthly for black women, has switched to perfect binding with its January issue, on stands now. The book's February issue will feature a major redesign and beefed-up fashion and new-products content... Jack Findley, 46, has been named publisher of MediaNews Group's *Press-Telegram* of Long Beach, Calif.

Corrections: An At Deadline item in last week's issue should have said that Nielsen Media Research does not include "bystanders" (people who are in the room, but not watching television) in its measurement system. In the same issue, an item in the Media Elite section identified The Macallan incorrectly. The company is an international producer of single-malt scotch. And an item in the Nov. 10 issue incorrectly noted the position held by Mary Beth Wright prior to her joining *FamilyFun* as associate publisher. She was

associate publisher of Wenner Media's *Us*.

Mediaweek Takes a Holiday

The next edition of *Mediaweek* will be published on Jan. 5. The staff would like to wish our readers the happiest of holidays and a most prosperous 1998.

INSIDE



ESPN's Walsh calls
SI a design copycat

6

TV SPORTS

10

LOCAL MEDIA

12

IQ NEWS

17

MEDIA PERSON

30

MEDIA WIRE

Spanish All-News Radio Launches in Los Angeles

Executives at Los Angeles' first all-news Spanish-language radio station, the reformatting KKHJ-AM, say they are off to a good start after their first three weeks on the air. Although no official ratings are out to prove them right just yet, station executive Andy Mars cited "amazing interest" from advertisers in the new format for the station, owned by Los Angeles' Liberman Broadcasting. L.A. advertisers including the Chevrolet Dealers of Southern California signed on when KKHJ switched from Spanish variety to all-news.

Company president José Liberman had been interested in reformatting for months, but it took research studies by two unnamed companies to persuade him to make the leap to the expensive all-news approach. "It takes a lot of personnel and a lot of money to do news," he noted, "but eventually it will work." In addition to reports by a staff of three reporters and six news writers, KKHJ also runs segments picked up from CNN's Radio Noticias division. —Rachel Fischer

Turner Turn: Numbers Show Broadcast Doesn't Get It

Delving deeper into prime-time reach and frequency issues, Turner Broadcasting Sales last week released a report which TBS says proves that cable is a more effective medium to reach the top demographic segments—traditionally considered the domain of broadcast networks.

Turner, hoping to persuade buyers to shift some \$1 billion in advertising from the broadcast networks to its own nets and other cable properties, presented its "Media at the Millennium II" to the press, a few weeks before the company meets with ad agencies. MATMII contends that cable achieves significant reach in urban and suburban homes, the top 50 DMAs and high-income homes. Using an identical mix of cable networks as in its first MATM last February, TBSI attempted to show that cable's reach improved 2 percent to 8 percent. The data is from a custom analysis of Nielsen Media Research numbers.

MATMII was spearheaded by Turner sales executives—led by Steven Heyer, president/worldwide sales, (continued on page 6)

Malone at the

TCI chief pushes ops to buy boxes, but how

CABLE TV / By Michael Freeman

The cable business just can't seem to help but make bold promises about the brave new world of digital cable. Tele-Communications Inc. chairman John Malone—cable's highest-profile and most powerful figure—delivered more of the same at last week's end-of-year industry confab, the Western Cable Show. Malone, confident that the long-awaited digital revolution is finally at hand, exhorted his fellow cable operators to commit to ordering up to 25 million new-generation digital set-top boxes to roll out to their subscribers in 1998, at a cost estimated at \$10 billion.

For Malone's vision to become a reality next year, though, TCI and other major cable operators will have to stop hedging and make some decisions on which digital set-top boxes will go into subscribers' homes. TCI has ordered about 500,000 units of Next Level System's DCT 1000 digital set-top box, the Model T of the new generation of

boxes. At the Western Show, held in Anaheim, Calif., Malone hinted that TCI might also order Scientific Atlanta's Explorer 2000 digital for a test in one unspecified market.

"All I know is that we will probably be out of [digital] boxes in March [1998], so my guess is that we will continue to make small orders from Next Level and SA, then we should make one big order to fill the gap" sometime in late 1998 or early 1999, Malone said. The company's total order could approach 10 million boxes, he said.



Fortune-tellers: (from left) Barry Diller, Hindery and Turner gauge the promise and pitfalls of digital cable.

DirecTV Vows to Get Past AT&T Hang-Up

SATELLITE TV / By Richard Katz

While the cable industry was patting itself on the back last week for finally launching digital products, DirecTV—which successfully premiered as a digital service three years ago—lost a key investor and marketing partner, AT&T. The telco's investment last year in the leading direct-broadcast satellite player was hailed as a coup. AT&T's marketing muscle was expected to attract hundreds of thousands of new subscribers to the high-flying DirecTV.

AT&T, which had options to acquire 30 percent of DirecTV, last week said it would sell its 2.5 percent stake back to General Motors subsidiary Hughes Electronics, which controls the service, for \$162 million. AT&T had paid \$138 million for its stake.

Jeff Torkelson, a DirecTV representative, acknowledged that "the relationship was pretty much not working" with AT&T. Torkelson said DirecTV will not seek a replacement equity partner.

While the DBS industry has not maintained the heady growth rates it started out with, some analysts view the departure of AT&T's marketing clout as a glancing, not crushing, blow. Michael Alpert, president of consulting firm Alpert & Associates, said that AT&T was the wrong marketing partner for DirecTV. "People buy a DBS system by walking into a store and looking at them," Alpert said. "AT&T was thinking they could sell DBS by telemarketing, and the business isn't mature enough for that."

Added Jimmy Schaeffler, DBS analyst for

Top

many will heed his call?

When Malone brashly predicted a 500-channel cable TV landscape at the Western Show in 1992, there were no digital set-top boxes in subscribers' homes. Now, a few thousand subs actually have the magic boxes, and a handful of programmers have announced programming that will fill some of the boxes' many slots.

The general optimism at the show was largely a result of operators and programmers being on the same page that 1998 and '99 will be pivotal in bringing digital technology and programming to homes. And while many of the major multiple-system operators have not fully committed to large-scale digital rollouts, TCI hopes to lead the industry by example.

"The world we're proposing for our customers is the seamless delivery of a thoughtful digital product to, over time, replace the analog product," Leo Hindery, TCI president/COO, said at the show. "Digital video came this winter. Next winter, digital data [Internet-based service] shows up in spades. And in late 1999, digital voice [telephony] shows up in spades."

TCI's Hindery and Malone estimated that 85 percent to 90 percent of TCI's households have been passed with coaxial/fiber wire and that the installation of digital set-top boxes in up to 15 percent of those homes can be done by

1999. But Malone added that when it comes to two-way interactive set-tops, it's a matter of developing easy-to-use "self-install" boxes. "It can't just happen in two years—the world is too big for that," the TCI chief said. "However, in three to four years, I can see mass deployment being possible."

Denton Kanouff, vp of marketing for Next Level, said his company has already shipped 600,000 of the DCT 1000 and DCT 1200 digital boxes to TCI, Cox Communications, GTE, Comcast and Bell Canada. While Next Level, a spinoff of General Instrument, is also introducing its advanced digital DCT 5000 unit to market, Kanouff said that the hesitancy by MSOs to do larger orders has less to do with developing technology than it does with getting their own houses in order. "Sure, there is a lot of tire-kicking going on, but it also has to do with the cable operators making sure they have laid down a footprint first," Kanouff said.

Once that footprint is established and digital boxes have rolled out, programmers will be called upon to proffer new services. That did not happen to any large degree at the show. In fact, the only cable company that announced new digital channels was TCI, which said it will offer 12 Spanish-language services next spring.

Earlier in the week, two other digitally oriented services were announced. Disney introduced Toon Disney, an all-cartoon service that will be offered to MSOs that now carry the Disney Channel. Toon Disney will launch on April 18. And the BBC is moving forward—with domestic partner Discovery Communications—with its planned BBC America channel, which will program many BBC shows not yet seen in the U.S. Discovery will handle sales and distribution of

the channel, which will debut in early 1998.

The budding Internet side of the cable business also made some noise at the Western Show as Time Warner and U S West merged their respective Road Runner and MediaOne Express Internet-through-cable services. Again, while the promises are big, the actual number of homes purchasing these new products remains small at this early stage. Though the partnership will make for the largest ISP service in the cable industry, it counts only 45,000 subscribers out of the 17 million that the two big MSOs control. The deal leaves two companies in competition for online services; the other is the @Home service backed by TCI, Comcast, Cox and Cablevision Systems Corp. @Home currently counts about 7,000 subscribers. Malone said he might entertain the possibility of merging @Home with the new Time Warner-UMG online consortium.

What could crimp cable's long-awaited expansion into digital services is talk of a new wave of rate regulation from Congress and the FCC. Citing reports that cable rates are rising by up to 16 percent (more than 12 percent higher than the current rate of inflation), FCC commissioner Susan Ness warned Western Show attendees that "Congress is going to look very negatively [on the hikes] when consumers start to complain."

However, Ness added that the FCC is not in favor of cracking down on rates, and she suggested that cable operators discipline themselves. Under the 1996 Telecommunications Act, Congress will assume responsibility over rate regulation in March 1999—though Congress could extend or eliminate the sunset provision. "What Congress giveth, Congress can taketh away," Ness noted.

Ted Turner, vice chairman of Time Warner, said at the show that the "greatest threat to cable in the short term is some sort of rate regulation. All it takes is for one bad apple to spoil the barrel."

While digital's promise and fear of rate regulation have pulled together the cable industry, another uniting factor has been solidarity in dealing with Microsoft chairman Bill Gates. Palpable concern from the operator community was felt throughout the show over Microsoft's apparent attempt to establish a high-definition transmission standard and author an industry-wide set-top box software navigation platform similar to the computer industry standard Windows 95. "Beware of a closed environment," TCI's Hindery said, "because it's far from the open architecture that we and others in the cable industry have been promoting. We want to be Bill's partner. But we don't want to be Bill's download." —with Michael Birgi ■

The Carmel Group: "AT&T has done a poor job of marketing the project. AT&T is stepping back and concentrating on the wireline business, because that's where they can make the most money."

Cable operators, on the other hand, saw AT&T's split with DirecTV as a major victory for cable. "The sun has set," said Leo Hindery, president of Tele-Communications Inc., the country's largest MSO.

There was rampant speculation last week that AT&T might do a deal with TCI. However, TCI chairman John Malone dismissed one report that AT&T would invest \$1.5 billion toward TCI's online efforts as erroneous "analyst speculation."

DirecTV has passed the 3 million subscriber mark and is on track to finish the year with 3.3 million. The company has been concentrating on two initiatives to add subs. The first is to cut

deals with local wireless operators. When it places its dish on the roof of an apartment building, Torkelson said, DirecTV is allowed to integrate local broadcast stations into its programming package—something the company is forbidden to do with installations in homes. DirecTV has more than 200 wireless contracts.

For its second growth initiative, in an effort to further differentiate itself from chief competitors cable operators and satellite providers EchoStar and Primestar, DirecTV has begun to invest heavily in exclusive original programming. Last week, DirecTV ordered 48 half-hour episodes of a new weekly music variety show to be produced by Warner Bros. And last month, DirecTV formed a \$200 million original programming partnership, Action Adventure Network, to create big-budget series produced by talent including Francis Ford Coppola and John Landis. ■

MEDIA WIRE

marketing, distribution and international networks for Turner Broadcasting System, and Barry Fischer, executive vp/marketing and research at TBSI. —Michael Bürgi

Fewer Olympics Advertisers Still Spell Nagano Sellout

CBS last week said it has sold 97 percent of its ad inventory for the 1998 Winter Olympics. In 1994, CBS' Winter Olympics attracted more than 90 sponsors. With about 35 advertisers this time around, "advertisers are buying bigger, exclusive packages," said Jo Ann Ross, the network's vp/prime time, late night and Olympics sales. Ross, speaking at a press conference promoting CBS' Olympics marketing strategy, said that the network has reached near-sellout this year.

Major Olympics advertisers include Ford, Chrysler, Toyota, Nissan, IBM, Xerox, Johnson & Johnson, Anheuser-Busch and AT&T. CBS also announced that Minute Maid orange juice has formed an exclusive promotional partnership in support of the '98 Winter Games in Nagano, Japan. The sponsorship represents a \$60 million total investment—Minute Maid's biggest ever—said Jay Gould, senior vp and chief marketing officer for the Coca-Cola-owned juice maker.

CBS' Winter Olympics will begin on Feb. 6 and run for 17 days. George Schweitzer, executive vp/marketing & communications, CBS Television Network, said that CBS won in ratings every night during the 1994 Olympics. Those Games boosted the evening news in CBS' top 10 markets by 96 percent. Driven by Nagano, media buyers expect CBS to dominate the February sweeps. —Richard Katz

Irresistible *Beeline* Propels New Sacramento Publisher

The *Sacramento Bee* has named its first publisher in 140 years. Janis Heaphy, who became senior vp of advertising and marketing last year at the *Los Angeles Times*, will join the *Bee* on Jan. 26. Heaphy, 46, said she was not looking to leave the *Times*, which had a management change on Oct. 1 with Times Mirror CEO Mark Willes taking on the publisher's role. But, Heaphy said, the *Bee* was irresistible because of its (continued on page 8)

SI, ESPN: Gloves Are Off

Disney's coming sports title says Time Inc. poached design ideas

MAGAZINES / By Jeff Gremillion

Competition in the sports category is getting hotter, with the launch of Walt Disney Co.'s bimonthly *ESPN Magazine* just three months away. Time Inc.'s *Sports Illustrated*, the 3.3 million-circulation category leader, is planning major design changes and is mulling a monthly spinoff—moves that ESPN officials characterize as defensive reactions to their forthcoming title.

SI soon will "unveil a new design," a Time Inc. executive said last week. "They are changing everything, from the cover logo to the length of columns. It's quite an overhaul."

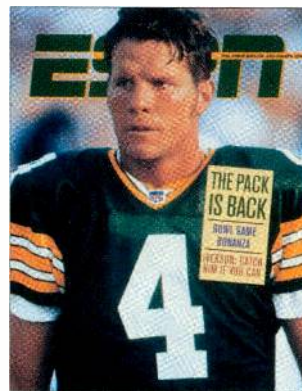
John Walsh, the senior vp and executive editor of ESPN who is overseeing the cable network's extension into print, called the *SI* design changes "reacting to our prototype." Walsh charged that *SI*'s makeover is styled after an *ESPN* sample issue that has been shown to advertisers.

"We're flabbergasted...that with all the resources and creative capabilities at Time Inc. and *SI*, they would rely upon the prototype of an unpublished competitor," Walsh said. "We'd like to think that they would have their own unique ideas."

Robin Shallow, an *SI* representative, denied that the launch of *ESPN* or the title's prototype are factors in *SI*'s new look. "We do have plans for some exciting changes, but not a major redesign," Shallow said. "If you follow *SI* over the

years, you see that there's always evolution." Shallow declined to discuss specifics of the changes or say when they will appear.

An *SI* source said the title is also considering launching an oversized monthly spinoff. The book would be "hipper than *SI*, for younger readers," the insider said. *ESPN*, which will launch in March with a rate base of 350,000, will



The *ESPN* prototype had no effect, an *SI* rep says.

be oversized and will strongly target young men. *SI*'s spinoff would be a "pre-emptive move," an effort to create a more direct monthly competitor to *ESPN* and protect the niche of the weekly *SI*, according to the source.

SI's Shallow would not confirm the spinoff discussions but said that *SI* has "five different projects" on the drawing board for 1998. "Our strategy, with or without *ESPN*, is to grow our franchise and create a better editorial product for our readers," she said.

Shallow also dismissed recent speculation that one ongoing spinoff project, *Sports Illustrated Women/Sport*, has been abandoned. "[SI president] Don Elliman is intellectually committed to this, but we're still trying to find a business model that works," Shallow said. The results of a recent direct-mail effort will help determine the fate of the book, which published two test issues this year, she added. ■

Up With *Teen People*

Media buyers expect strong launch for spinoff of popular weekly

MAGAZINES / By Jeff Gremillion

The premiere issue of Time Inc.'s celebrity-focused *Teen People*, expected to be one of the most significant launches of 1998, will hit newsstands on Jan. 9. The magazine, which will publish 10 times next year with a circulation rate base of 500,000, is getting positive buzz—and business—from advertisers.

"It's going to be a huge success," said Car-

ol McDonald, media manager of DDB Needham in Chicago. DDB client Helene Curtis, the cosmetics company, has signed on for six pages in the spinoff of the hugely profitable *People* weekly.

"It sounds like a perfectly targeted idea," said Roberta Garfinkle, senior vp of McCann-Erickson. "Nobody else does general-interest for teens." Added Fallon McElligott buyer

the movies have

THE OSCARS.

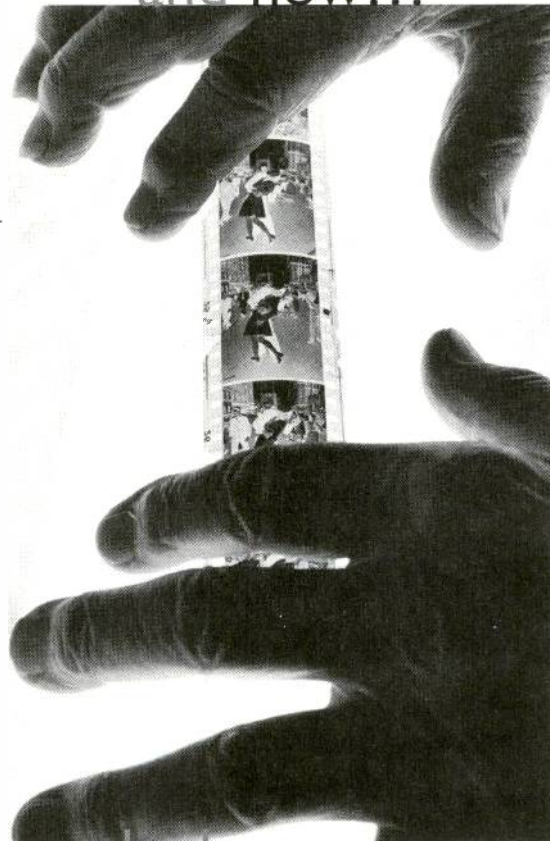
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reputation for quality journalism and "the opportunity to do lots of new things to cultivate new business" as the Northern California market shifts from a government- and agriculture-based economy to one increasingly driven by technology.

The *Bee's* circ stands at 285,762 daily, 353,556 on Sunday. At the *Times*, Heaphy, who joined the paper in 1986 as a senior account executive, oversaw retail and national advertising. Three years ago, she launched Vision 2001, organizing 17 sales teams to target clients in different business categories. The strategy helped boost the *Times'* annual ad revenue in 1997 to \$860 million from 1996's \$823 million, its best growth in eight years. —Dori Perrucci

Signal Fixed, Miami O&O Gets Higher News Ratings

WTVJ-TV in Miami reports that correction of its signal problems helped the station make strong gains in the November ratings book. The NBC O&O was hurt in the May sweeps ratings due to signal problems caused in part by an awkwardly aimed tower.

"We're now No. 1 in late news in adults 18 to 49 and adults 25 to 54 [Monday through Friday]," said Don Browne, vp and gm at WTVJ.

While WTVJ has rebounded, some troubling questions remain about overall ratings in the Miami market. "It's true that they've made significant gains," one buyer said of the NBC station. "But because of the way the market is metered, they could be back in the dumper in January." Media buyers' concerns center around Nielsen Media Research's "double dipping"—that is, placing extra meters in heavily Hispanic households in Miami, thus skewing ratings.

WTVJ's Browne agrees that Nielsen's measurement is still in need of adjustment, but he credits other factors for the station's improvement: aggressive promotion of the station's additional low-power channels for the last nine months; growth of cable in the market; and the attention that the Florida Marlins' appearance in the World Series brought to WTVJ and NBC.

On Nielsen, Brown said that the service "hasn't caught up with the Hispanic population in general and their move to the suburbs." —Claude Brodesser

Lisa Denzer: "Kids get their cues on fashion and beauty from movie stars and musicians, so it's a viable concept. It could be a common denominator for teens who aren't so much into fashion and alternative sports and music," which are the basic teen-magazine niches.

Buyers have seen a prototype of the new book, but few have seen the premiere issue. *Teen People* is keeping outsiders at arm's length until the launch. One staffer at *People* said that there is a female on the startup's first cover. "Everybody who has seen the boards has been sworn to secrecy," the staffer added.

Teen People managing editor Christina Ferrari declined to discuss specifics about the new book. As to the title's overall mission, Ferrari said: "We understand that teenage girls want much more than just fashion and beauty and guy tips. We're splitting the editorial into thirds—celebrities, real teens and issues, and beauty and fashion."

Media buyers say the book's prototype is something of a cross between *People* and another *People* spinoff, *InStyle*. The prelimi-

nary issue includes column titles lifted directly from the parent *People*, buyers said.

There are a couple of key question marks for the new title. For all *People's* brand power, the franchise is not noted for fashion, and buyers do not consider the title competitive in value-added merchandising for advertisers, a major factor in the young adult category. "The other teen books are more aggressive with merchandizing," one buyer said. "*Teen People* hasn't really stepped up to the plate in that area."

Teen People is entering a hot segment, led by Primedia's 2.5 million-circulation *Seventeen*, G+J's 2.1 million-circ *YM* and Petersen Publishing's 1.7 million-circ *Teen*, all of which marked solid readership growth in this year's first half. Two smaller teen titles—Bauer's *Twist* and Weider Publishing's *Jump*—have recently launched.

"I'm hard-pressed to think there's a void in the market," Lori Burgess, publisher of *Seventeen*, said of *Teen People's* arrival. "But the more emphasis on the category the better. Competition is great." ■

A New Look at *Daily News*

'U.S. News' design guru moves in to oversee a makeover

NEWSPAPERS / By Dori Perrucci

By early spring, expect to see a major redesign of the New York *Daily News*. Rob Covey, design director of *U.S. News & World Report*, is coordinating the effort—the latest in a series of aggressive moves by the tabloid to counter declining circulation.

This is the second redesign involving Covey for publications owned by Mortimer Zuckerman, who has taken a keener interest in his holdings with the appointment of former Random House publisher and president Harold Evans as editorial director, effective Jan. 1. Covey also helped oversee redesign efforts at Zuckerman's *U.S. News*.

Reporting to Debby Krenek, the *News'* new editor-in-chief, Covey said he is working on the redesign as part of his regular duties. "The big challenge in the redesign of the *Daily News* is not to lose the *Daily News*," Covey said. "The paper needs to be fresher and more direct in both makeup and layout." To improve clarity, Covey is focusing on typefaces and presentation—a bigger challenge, he said, because of the tabloid's size.

The design changes will impact the entire paper, Krenek said, adding that she expects a cleaner, brighter look. "We don't want readers

and advertisers to get confused and think they are reading a different newspaper," she said.

The changes, which will be in place by the first quarter of 1998, began within the last week. For example, a Dec. 8 story on the local transit agency's proposed fare cut on a page 3 story featured more graphics—including cutouts of a subway train and a bus. Such elements are examples of the "bold and bright" new graphic look readers can expect to see over the next six months, Krenek said.

The *News* has introduced color and slashed daily and Sunday prices to 25 cents and \$1, respectively, to combat a downward circ spiral. Daily circulation is 597,277, about 13,000 less than in 1996; Sunday circ is 721,256, down about 20,000, the Audit Bureau of Circulations said in its Sept. 30 report.

Further, the paper has been hindered by its inability to fully use its new Goss Newsliner presses. (The *News* has filed a lawsuit against Goss seeking unspecified punitive and compensatory damages. A trial is expected next year.) Krenek said that readers will continue to see color photographs on the front and back covers, "but not color boxes or heads," and eventually twice the amount of live color, up to 32 pages. ■

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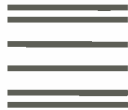
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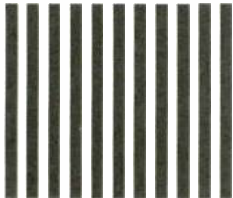
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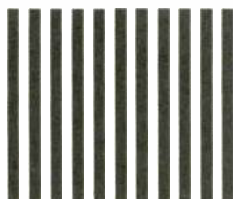
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For Big 3, Flat Can Be Good

Hammered in prime, nets have better story to tell in other dayparts

NETWORK TV / By Richard Katz

While prime-time ratings are down 6 percent for the major broadcast networks this season, the news in other dayparts isn't as bad—and in some cases, it's actually pretty good. Of the three networks that program all the non-prime-time weekday dayparts, CBS and NBC have growth stories to tell. ABC, however, has lost ground in morning news, daytime, evening news and late night.

Even with ABC's struggles, ad agency executives note that the broadcast networks are generally holding on to their audiences in morning, daytime, news and late night. Media buyers said the nets' performance in non-prime dayparts so far this season is generally positive. "There's not been much erosion outside of prime time," said Julie Friedlander, senior partner and director of national TV for Ogilvy & Mather. "In the buying community, we celebrate when things are flat."

While advertisers spend the bulk of their money in prime time, the other dayparts add up to big dollars as well. According to Competitive Media Reporting, of the \$15 billion spent on network TV in 1996, prime time garnered \$9 billion; daytime took in \$1.6 billion; nightly news landed \$750 million; late fringe generated \$672 million; and early morning/morning reaped almost \$1 billion.

According to an analysis of Nielsen Media Research data by Whitey Chapin, vp/manager, broadcast research for TN Media, the Big Three networks combined are down 3 percent in households in the morning, down 3 percent among women 18-49 in daytime, up 3 percent in households during the nightly news broadcasts and flat in homes in late night.

Even though the non-prime dayparts have been more stable than prime, basic cable—the factor most responsible for broadcast's prime-time plunge—has started to make equally strong gains during the day. Season-to-date, the total cable household rating has grown a whopping 17 percent, from a 7.2 to an 8.4 (national U.S. numbers, *not* cable coverage figures) Monday-Friday, 9 a.m.-6 p.m.

Chapin said cable's jump came primarily from new networks signing on to Nielsen for the first time. Cable's per-network daytime average actually has slipped this season to a 0.24 (in all TV households) from a 0.25 last year.

CBS' rebound comes in part from *CBS This Morning*, which has grown from a 2.2 household rating last year to a 2.4 season-to-date, and *The Evening News With Dan Rather*, which is up 7 percent in adults 25-54, to a 3.1 from a 2.9. "CBS is seeing a little halo effect [from prime time] in other dayparts," said

HOLDING THEIR OWN			
The Big Three broadcast networks' ratings this season in some non-prime dayparts:			
Network	Early a.m. (households)	Daytime (women 18-49)	News (25-54)
ABC	3.5 (-12%)	2.7 (-7%)	3.6 (-5%)
CBS	2.4 (+9%)	2.6 (flat)	3.1 (+7%)
NBC	5.1 (+9%)	2.3 (-4%)	3.9 (+5%)
3-Network Avg.	3.8 (-3%)	3.8 (-3%)	3.5 (+3%)

Source: TN Media analysis of Nielsen Media Research data. Ratings are for season-to-date through Nov. 30. Percentage changes vs. the comparable period in 1996.

O&M's Friedlander.

Friedlander added that CBS' gains in non-prime dayparts indicate the network is on the road to recovery. "When networks start to turn, we tend to see it in more than one daypart," she said. "Is CBS going to take [its household ratings gains] to the bank? No, but it means they're going in the right direction."

ABC is clearly heading in the wrong direction. The network still leads the daytime pack in women 18-49 but is down 7 percent from last year. *Good Morning America* has sunk 12 percent in households; *World News Tonight* has declined 5 percent in adults 25-54; and *Nightline* has dropped 9 percent in homes. "It points to a problem at ABC News," said TN's Chapin. One bright spot is late night's *Politically Incorrect*, which has averaged a 2.5 rating. ABC did not program the time period last year.

Other major changes in non-prime dayparts: NBC's *Today* is up 9 percent to a 5.1 rating in households, and CBS' *The Late Show With David Letterman* has continued its decline, losing 8 percent to average a 3.3 this year. "Now that CBS is showing some stability in prime, Letterman can't blame his problems on prime time anymore," said Chapin. ■

CABLE TV

ESPN is finally jumping into the regional sports network business. As expected, ESPN last week said it will launch ESPN West, a regional serving Southern California, Hawaii and Nevada. The service will launch in October 1998. ESPN parent Walt Disney Co. is marshaling its two teams in the Los Angeles area—the NHL's Anaheim Mighty Ducks and baseball's Anaheim Angels—to commit local coverage of their games to ESPN West after the teams' current contracts with Fox Sports West expire. Mighty Ducks coverage on ESPN West will begin next season, and Angels games will join the net in 1999. The regional will also carry ESPNNews programming, as well as Mexican League baseball, soccer and lifestyle sports. ESPN said it plans to launch sports nets in other markets to compete against Fox, the dominant player in regionals.

NBC and Dow Jones last week announced a long-expected alliance of Dow Jones' business news resources with NBC's domestic and international business news services. In the U.S., Dow Jones and CNBC will team on news-gathering and programming, giving CNBC worldwide rights to all Dow Jones editorial material and resources. The cable net will be rebranded a service of NBC and Dow Jones. Overseas—where the two entities have competed with business news services—Dow Jones' Asia Business News will merge with CNBC Asia early next year. CNBC Europe and Dow Jones' European Business News also will combine.

Nickelodeon last week staged its annual kids planning guide presentation for media buyers. Nick officials reiterated that the network is tops in reaching kids, noting that the channel this season has accounted for 58 percent of all kids 2-11 gross ratings points. The execs also took a few shots at competitors, pointing out that Fox Kids Network's ratings have declined this season and noting that Fox Kids' reliance on non-cable homes will make it difficult to cross-promote the Fox Family Channel cable net. Nick expects to stay on top by "not being an imitator but being an originator," said John Popkowski, executive vp of ad sales for Nick parent MTV Networks. "The barometer for us is the ratings." —Michael Bürgi

TV SPORTS

By Langdon Brockinton

Rebounding in Bosnia

Secretary of State plays point guard in new NBA international deal

Move over, John Stockton: U.S. Secretary of State Madeleine Albright has recorded her first NBA assist. As part of an effort to help support war-torn Bosnia and Herzegovina, Albright approached the NBA in November, asking if the league would be interested in supplying programming to the Balkan state.

"We were delighted to comply," said Heidi Ueberroth, vp of international television at NBA Entertainment, the league's TV production and programming arm. A couple of weeks ago, NBA Entertainment finalized an agreement with OBN, an over-the-air network in Bosnia and Herzegovina that reaches about 80 percent of the population. Under the deal, OBN this season will air two NBA games per week as well as *NBA Action*, a weekly half-hour highlights and news show. The first game is expected to air before the end of the month.

The NBA, which already delivers programming to television networks in neighboring Croatia, Serbia and Montenegro, is highly popular in the region, particularly among teenagers. "It's a hotbed of [basketball] interest," said Ueberroth, citing the international success of the Croatian and Yugoslavian national teams as a contributing factor. With the new OBN TV deal, the NBA now distributes programming to 195 countries.

Also on the international front, the NBA continues to seek opportunities to create TV shows targeted at kids. NBA Entertainment is moving ahead with plans to produce a weekly animated TV series that would air on a broadcast or cable network in the U.S. That new show, in turn, would likely be distributed to other countries, where it would be voiced-over in local languages.

The animated series may feature cartoon likenesses of NBA stars. NBA Entertainment would produce the series either by itself or in conjunction with a network television partner. The league has not said when the new series will launch.



In other NBA doings, NBC is said to have sold about 90 percent of its advertising time for this season. A 30-second spot on a regular-season telecast averages nearly \$100,000 this season. For its Feb. 8 broadcast of the All-Star Game, NBC has sold all but about three or four :30s, sources said. For each of those remaining units, the network is said to be asking a cool \$450,000.

With this season's sales in good shape, NBC is getting ready to pitch new four-year NBA sponsorship packages (covering the seasons 1998-99 through 2001-02) to incumbent automotive advertisers. The auto sponsors expect the network, which spent \$1.75 billion to acquire its new four-year NBA TV contract, to come a-callin' before Christmas.

Under NBC's existing NBA contract, which expires after this season, a one-eighth automotive sponsorship (four spots airing every other telecast) cost a reported \$55-\$60 million over the four years. The new four-year price tag likely will climb considerably—a result of rate hikes and additional telecasts in NBC's new NBA package. During each regular season, the number of NBC telecasts will increase from 25 to 32. For the playoffs each season, the number of guaranteed telecasts will rise from 23 to 31.

For its part, Turner Sports, the NBA's cable carrier, is said to have moved about 90 percent of its regular-season ad inventory and 85 percent of its postseason commercial load.

CBS has sold more than 85 percent of the ad time for its broadcasts of the upcoming Orange and Fiesta bowls, sources said last week. Remaining 30-second spots on the Jan. 2 Orange Bowl, which will pit second-ranked Nebraska and No. 3 Tennessee, can be had for a bit less than \$400,000 each. The price tag for a :30 on the Fiesta, which offers the less-than-scintillating matchup of Kansas State and Syracuse, is said to be about \$120,000; that rate may drop, however, if avails still remain close to the Dec. 31 game.

Viewers in the hoops-happy republic will get two games and a highlights show per week.

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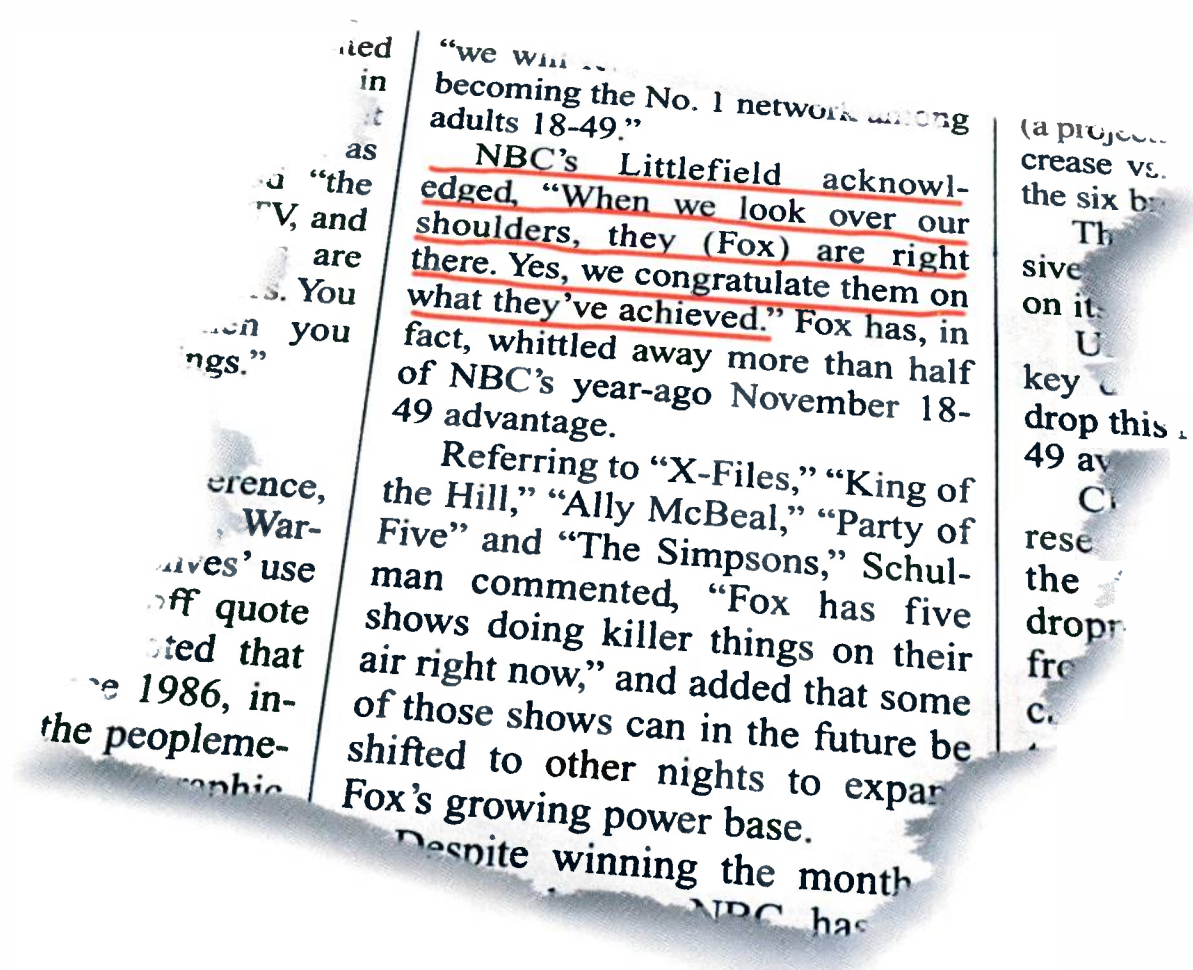
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Langdon Brockinton

RADIO

Rachel Fischer

NEWSPAPERS

Dori Perrucci

TV STATIONS/CABLE TV

Claude Brodesser

CLEVELAND/NEWSPAPERS

Acquisition Not a Growing Pain

• CLEVELAND-AREA NEWSPAPER ADVERTISERS can likely expect more, not fewer, services and new programs pending regulatory approval in late January of Advance Publications' acquisition of SunMedia Corp. Contrary to initial fears, buyers said they don't expect the scene to change much now that Advance—which owns the Cleveland *Plain-Dealer*—is acquiring 23 suburban weeklies in northeast Ohio. "We use *The Plain-Dealer* and the Sun papers for different reasons," said Rob Young, media supervisor at Wyse Advertising. The agency's clients, ranging from Applebee's restaurants to the East Ohio Gas Co. to the Rock and Roll Hall of Fame, are in the Sun papers because they offer "the flexibility to target. *The Plain-Dealer* doesn't allow us as much targeting," Young said.

Scott Millhorn, vp and director of media planning at Marcus Advertising, agreed: "The competition factor is not all that great to begin with." For clients such as Meridia Health Systems and the Cleveland Browns Trust, "we use *The Plain-Dealer* as a broader-reach vehicle but the Sun papers for zoning," Millhorn said.

The purchase of SunMedia, the Sun papers parent company, is expected to close by the end of January after federal regulatory approval. And considering that *The Plain-Dealer* and the Sun Newspapers are now sister publications, Millhorn asked, echoing others: "Does that mean we'll be getting volume discounts for running ads in both papers?"

The answer is no. "*The Plain-Dealer* and the Sun papers will remain separate operations," said Sun Newspapers' chief executive officer, Gerald Gordon. "We're going to compete as vigorously as we can with *The Plain-Dealer*, which we always have," said Gordon, adding that SunMedia will renew plans to

expand into four or five other growing areas of northeast Ohio. In fact, said Gordon, *The Plain-Dealer* is not the Sun papers' only, or even primary, competition.

"We compete with 27 weeklies, five daily/Sunday papers, one daily, four to five monthly magazines, Advo, TV and radio. We compete by offering advertisers discount buys and any combination of buys they want, as we follow upscale readers out of downtown Cleveland and into the exurbs."

Terrell Hebert, advertising director for *The Plain-Dealer*, called the acquisition "almost a nonevent" but added that the daily is "currently fine-tuning plans for 1998. We're very covetous of any dollars that come out of the media pie. We want to give advertisers good reason to buy us."

Total paid circulation for the Sun, at nearly 191,819, takes a bite out of that pie. As of Sept. 30, *The Plain-Dealer's* Monday-Saturday circulation stood at 383,586; Sunday circ was 508,787, according to the Audit Bureau of Circulations.

A competing publisher, Ken Douthit at the Chagrin Valley Publishing Co., said that advertisers "who don't need the full range of advertising they can get in *The Plain-Dealer* or the Sun papers" use his chain of five non-dailies totaling 50,000 circulation. "We're even more targeted than the Sun papers." —DP

CLEVELAND/TV STATIONS

Lifestyle Changes Push 4-Way Duel at Dawn

• CLEVELANDERS AREN'T HITTING THE SNOOZE button nearly as much anymore, buyers suggest. Lifestyle changes have brought two more early-morning newscasts into the weekday fray,

bringing to four the number of news departments on weekday dawn patrol. "The baby boomers are getting older; they are not staying up as late, and they're not sleeping in as much," said Susan Katz, vp and director of broadcast media at Wyse Advertising in Cleveland.

While some observers debate whether early-morning viewers are inclined to also watch newscasts in other dayparts, station execs say that things look rosy at dawn. "Those who watch at 5:30 a.m. are likely not the 11 p.m.

viewers, but early-morning viewing is way up, so it's probably a lifestyle change rather than something that will hurt late news," said Brooke Spector, vp and gm at WKYC, the Gannett-owned NBC affiliate that programs local news from 5:30-7 a.m. Fox O&O WJW also puts on a local newscast from 5:30-9 a.m. Added Jane Crowder, broadcast supervisor at Western International Media in Cleveland: "[People] work late, they get home too late for the 5 p.m. or 6 p.m. news, and they're too damn tired to stay up at 11."

While buyers caution that it's too early to tell just who is watching, they say that a truer picture will emerge in three or four ratings periods as dawn newscasts try to woo families with commuters.

Joining the sunrise set in October with



Anchors Kevin Cokely and Denise Dufala on WOIO-TV's new set

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5:30 a.m. newscasts are Malrite Communications' WOIO-TV, a CBS affiliate, and Scripps Howard's WEWS-TV, an ABC affiliate. "We absolutely use it to promote our other newscasts, too," explained Greg Easterly, WJW's news director. WEWS also has added an early newscast on weekends—from 7-8 a.m., prior to *Good Morning America*.

At WOIO, which began airing 5:30 a.m. newscasts on Oct. 20, news execs believe that the market for early news has always been around. "It used to be the domain of the networks, but that changed. We sort of thought, 'Maybe if we put it on, they'll watch,'" said Lee Foley, assistant news director at WOIO. The station has built a new "Today-esque" studio in downtown Cleveland, with a view to passersby. —CB

CLEVELAND/TV SPORTS

No Brownout on the Air As Many Keep the Faith

• **ALTHOUGH THE RESURRECTION OF THE CLEVELAND Browns team isn't scheduled to occur until the National Football League's 1999-2000 season, a weekly Browns TV and radio show, *Countdown to '99*, is up and running. Airing Sunday mornings on Cleveland's ABC affiliate, WEWS-TV, and on WKNR-AM, a local sports radio stick, *Countdown* commenced this season as a joint venture between the Browns organization and the two stations.**

Of course, local radio rights to Browns games (and local TV rights to preseason matchups) won't become available until the organization gets an owner. And that's not likely to happen until late 1998 or early 1999, depending on whether Cleveland secures an expansion team or a relocated franchise. (Either way, the team will be called the Browns.) Moreover, those rights will likely elicit keen interest among several stations.

When the previous incarnation of the Browns left Cleveland for Baltimore after the 1995-96 season, WOIO-TV, Cleveland's CBS affiliate, was carrying the preseason games and a weekly half-hour *Browns Insider* show. WKNR had the radio rights. Executives at WOIO and Jacor Communications (WKNR's future owner) say that their respective stations will likely be in the hunt when new rights are offered.

However, at least one radio executive is cautious about a rights deal. Said Walter Tiburski, vp and general manager for Clear Channel's stations in Cleveland: "We would only consider it if it meets our strict return-on-investment criteria." Indeed, a few previ-

ous Browns radio deals have turned into loss leaders for stations because of hefty rights fees, according to some industry sources.

Meantime, as pro football-mad Cleveland awaits the rebirth of its beloved Browns, the NFL-sanctioned Browns organization this season has put together a local/state radio and television network that airs *Countdown*. This season, the TV network has WEWS and stations in Columbus, Lima and Mansfield, Ohio. The radio network has the flagship WKNR, which will soon become the property of Jacor Communications, and 19 other radio stations scattered statewide.

Next season's goal is to add TV stations in Toledo and Youngstown, Ohio, and perhaps in Wheeling and Parkersburg, W. Va., said Bill Futterer, the Browns president. —LB

CLEVELAND/RADIO

Jacor Makeover Has Some Awaiting a Change

• **MONTHS BEFORE JACOR COMMUNICATIONS will assume control of its three most recent acquisitions, the radio giant has made its presence felt in Cleveland's adult contemporary category. But some observers are not swayed by the company's move into the city.**

Soon after Jacor bought WLTF-FM and WTAM-AM from Secret Communications,

the FM station's call letters were changed. Enter Jacor's new AC-mix outlet, WMVX-FM, replacing the low-rated WLTF. WMVX also had its format flopped, from soft AC to deejay-less Fleetwood Mac. "We'll cleanse the palate" of Cleveland's radio listeners, contends Randy James, WMVX's programming director.

Jacor, based in Covington, Ky., recently bought WGAR-FM, WMJI-FM and WMMS-FM as part of its \$620 million buy from Nationwide Mutual Insurance Co. The deal, if it passes federal regulatory muster next year, will bring to five the number of Cleveland stations.

In a market with two strong AC stations, (Fairfield Communications' WQAL-FM and WDOK-FM, owned by Tom Embrescia Independent Group L.P.), WMVX's representatives said only that considerable dollars are being spent on their AC battle plan.

But media buyers and radio execs expressed less confidence. "LTF has been going through so many changes, it's like, 'Here we go again,'" said Cathryn Garcia, a Cleveland radio buyer with New York's Media Edge. "We've got to wait and see what they're going to do," added Tom Howe, director of sales for D&R Radio in Chicago. WDOK's general manager, Chris Maduri, also seemed unfazed by Jacor's deep pockets. Jacor "could come in and spend a million dollars in promotion," added Maduri. "But we've seen people coming and going, and we stay the course." —RF

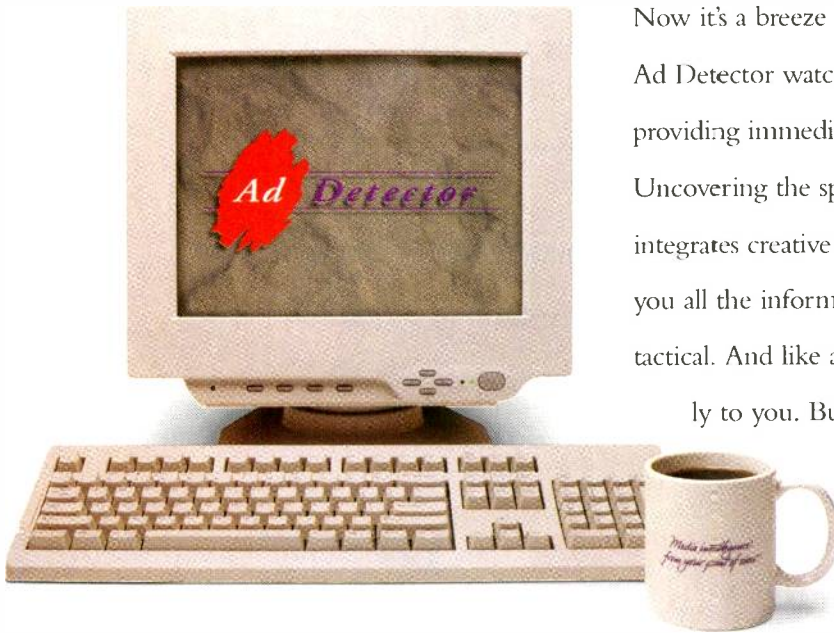
SCARBOROUGH MEDIA PROFILE: CLEVELAND

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

	Top 50 Markets %	Cleveland Market %	Cleveland Market Index (100=average)
MEDIA USAGE			
Read any daily newspaper (average issue)	58.8	67.3	114
Read any Sunday newspaper (average issue)	68.5	79.1	115
Total radio average morning drive M-F	25.5	25.1	98
Total radio average evening drive M-F	18.2	18.4	101
Watched A&E past 30 days	40.6	42.0	103
Watched BET past 30 days	8.0	7.7	96
Watched ESPN past 30 days	38.4	42.9	112
Watched Lifetime past 30 days	36.0	37.3	104
Watched Nickelodeon past 30 days	27.0	28.9	107
Watched TNT past 30 days	42.2	44.5	106
Watched The Weather Channel past 30 days	42.5	47.1	111
DEMOGRAPHICS			
Age 18-34	34.1	30.9	91
Age 35-54	38.9	38.6	99
Age 55+	27.0	30.5	113
Blue-collar	23.8	26.5	111
HOME TECHNOLOGY			
Connected to cable	75.4	74.6	99
Connected to satellite/microwave dish	3.7	2.8	76

Source: 1996 Scarborough Research—Top 50 Market Report

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 ...The label will also produce rapper Lej...

TOP ONLINE MUSIC STORE

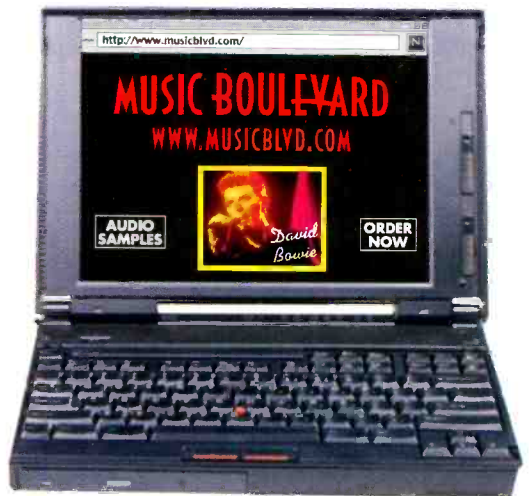
#1	"BEST ONLINE MUSIC STORE" ****	YAHOO! INTERNET LIFE	MAR. 1997
#1	"BEST MUSIC SITE"	MONEY MAGAZINE	SEPT. 1997
#1	"INTERNET SHOPPER BEST"	INTERNET SHOPPER	JULY 1997
#1	"BEST OF THE WORLD WIDE MALL"	SMART MONEY	NOV. 1997
#1	MUSIC TELEVISION PARTNER	MTV NETWORKS	MAR. 1997
#1	ONLINE SERVICE PARTNER	AMERICA ONLINE	OCT. 1997
#1	WEB BROWSER PARTNER	NETSCAPE	DEC. 1997
#1	ENTERTAINMENT CHANNEL PARTNER	EXCITE!	NOV. 1997
#1	INTERNET SERVICE PARTNER	AT&T WORLDNET	NOV. 1997
#1	INTERNET BROADCAST PARTNER	POINTCAST	SEPT. 1997
#1	ENHANCED TELEVISION PARTNER	WEB TV NETWORKS	SEPT. 1997
#1	HIGH SPEED INTERNET PARTNER	@HOME NETWORK	NOV. 1997
#1	JAPANESE TELECOM PARTNER	NTT JAPAN	JULY 1997
#1	LATIN AMERICAN ONLINE PARTNER	STARMEDIA	NOV. 1997
#1	FRENCH ONLINE SERVICE PARTNER	CLUB INTERNET	OCT. 1997

...or malice whatsoever. I pray for her just as I
 ...to file a response to the complaint. But, according
 ...attorney for Edwards, the

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To everything there is a season, including ad spending. While the third quarter is usually the slowest in traditional media, the sunny-side-up Internet business may take the news that spending increased by only 6 percent last quarter with some degree of hand-wringing. Is there reason for concern? Perhaps, but people are no more inclined to spend time in front of their PCs during the summer months than they are to watch TV. Then again, on the Internet there are no reruns.—Catharine P. Taylor

@deadline

Incentives From Yahoo

Today, **Yahoo** will launch a section on its **Visa Shopping Guide** for consumers participating in ClickRewards, an incentive program by **Netcentives**, San Francisco. At the site, shoppers can redeem ClickPoints for frequent flier miles or merchandise. ClickPoints can be earned through transactions on the sites of **Macy's**, **Microsoft Network** and **Broderbund**.

IAB Grows Abroad

At last week's biannual meeting of the **Internet Advertising Bureau**, the organization announced details of its international expansion plans, including the opening of offices in Germany and Canada. The German branch now has 100 members, including 30 advertisers.

Cable Cos. Wink at ITV

Wink Communications has added several cable programming partners to its interactive TV service. They include: **Turner Broadcasting System's** CNN, CNN Headline News, TBS Superstation and TNT; **Disney's** ESPN and ESPN2; and **MTV Networks'** Nickelodeon and VH-1.

MCI Wants Its WebTV

MCI has aligned with **WebTV Networks** to provide unlimited Internet access for \$14.95 per month. Under the "**WebTV from MCI Internet**" service plan, WebTV customers will pay \$14.95 per month for Net access as long as they subscribe to MCI long distance.

Online Ad Growth Slows, According to IAB Report

By Laura Rich and Bernhard Warner

The latest report on Internet ad spending from Coopers & Lybrand and the Internet Advertising Bureau shows the industry's first significant slowdown: a mere 6 percent increase in spending by advertisers in the third quarter over the second quarter this year. While previous quarters had seen increases in the high double digits to even triple digits, spending in the third quarter reached only \$227.1 million, just barely surpassing the second quarter's \$214.4 million in online ad revenue.

Furthermore, the figure indicates that the year's total will likely fall short of some industry predictions. Jupiter Communications, for instance, predicted that 1997 online spending would reach \$940 million. Year-to-date spending is \$571 million.

"We're seeing a seasonality consistent with traditional media," said IAB chairman Rich LeFurgy, vice president of ESPN Internet Ventures and ABC News. Typically, the months of July, August and September are the weakest ad revenue months across all major media. The IAB is optimistic that the fourth quarter will be the biggest ever for online ad spending.

Though the trend toward robustly increased spending is slowing down, in the past, growth has been impressive: Revenues reported by publishers in the third quarter of

1996 were just \$75.6 million, making this year's quarterly figure slightly more than triple what it was a year ago.

As part of the survey, which is conducted by anonymously querying online publishers about their ad revenue, each company was asked to predict future growth. Three-quarters of those

who participated expected the market to increase, while fewer than 10 percent anticipated a slow-down.

One encouraging sign is the continued increase in online spending by consumer goods advertisers. Those marketers now account for more spending than any other category, totaling 32 percent of the third quarter figure. Technology advertisers rank second, followed closely by financial services at 22

percent and 20 percent, respectively.

A new element of the Coopers/IAB survey breaks out ad revenue by particular segments within the industry. Search engines accounted for some 55 percent of ad revenue, trailed by technology publishers' 21 percent and news and information sites' 8 percent. Sports sites brought in 5 percent of the total, while entertainment publishers garnered 3 percent.

Separately, the IAB last week also identified standards for the "next generation" of online advertising forms. Such creative wouldn't be limited to banners, said LeFurgy. ■



PATRICK BARTHE

IAB chairman Rich LeFurgy: Online ad slowdown seasonal?

Search

News

Features

Reviews

People

Events

[AT&T ROLLS OUT COLLEGE PROMO](#) p. 18 | [INTERNET AD FIRM'S SEC WOES](#) p. 18 |

[REAL MEDIA'S REFOCUS](#) p. 21 | [CARLIN IN TOYLAND](#) p. 21 | [GOING FOR THE GOLD](#) p. 22 |

bits

▶ **Market researcher Harris Black International** has signed a deal with ad management firm **MatchLogic**, Louisville, Colo., to begin conducting polls and surveys online.

▶ **Blue Dingo Digital**, the New York-based new media spinoff of **Grybauskas Beatrice Advertising**, has won the assignment to redesign the Web site for **Six Flags Theme Park**. The new site, expected to launch Feb. 1, is meant to reflect the company's repositioning as a destination for thrill-seekers. There was no review for the account.

▶ **Intel** said last week it intends to offer agencies and advertisers its technology to produce animated banner ads. Early participants include **AT&T**, **Citibank**, **Levi Strauss & Co.**, **Reebok** and **Delta Air Lines**. The banners were developed by **Modem Media**, Westport, Conn., using technologies provided by **Intel**, **Ligos Technology**, **RealNetworks** and **Narrative Communications**.

▶ **CondéNet** has signed a deal with the **Discovery Channel** to develop content for an on-air show with the working title of "Epicurious TV." It will be based on the CondéNet site Epicurious Food (www.epicurious.com). The first of 18 planned episodes will air in the fourth quarter of next year.

▶ **E-Trade**, Palo Alto, Calif., announced it will begin to sell space on www.etrade.com to advertisers. The company offers financial transactions starting at \$8.95.

▶ **PointCast** is looking to tap into subscription revenue through the launch of **Companies Premier**, a subscriber-based version of the **Companies** channel on the **PointCast Business Network**. Subscribers can access additional business news, company information and financial analysis through partners **First Call**, **Hoover's**, **Media General** and **Reuters Securities News**.

▶ **Laura Rich**, *IQ* senior reporter, has relocated to the San Francisco bureau of **Adweek Magazine**. The office is located at 50 Francisco St., Suite 130, San Francisco, Calif., 94133. Phone: (415) 986-1800, ext. 101. Fax: (415) 986-1165. Ms. Rich's email address remains lrich@adweek.com.

▶ **Clarification:** The Nov. 17 Interactive Quarterly incorrectly identified **Blue Marble**, New York, as the interactive agency that handled the launch of **Microsoft Internet Explorer 4.0**. **Blue Marble** was responsible for **IE 3.0**; **Ikonic**, San Francisco, launched **IE 4.0**.

AT&T and Rolling Stone Dial Up College Student Promo

BY BERNHARD WARNER—AT&T hits the road next month with a 20-campus tour that teams the telecommunications giant with *Rolling Stone* and the Rock and Roll Hall of Fame and Museum to pitch a variety of telecom products to college students.

To make the tour national in scope, AT&T is also launching a major Web component, which will allow college students to register for a sweepstakes and sign up online for a suite of AT&T products, from long-distance service to AT&T WorldNet Internet access.

The tour will spend a few days on 20 of the largest 4-year college campuses, including Penn State, New York University and UCLA. The Web component, located at www.att.com and designed by Dugan Valva Contess Interactive, Morristown, N.J., will enable students elsewhere to view the exhibit and register to win one of three prizes, including a party for a winner and friends at the Rock and Roll Hall of Fame and Museum in Cleveland. AT&T is dangling the trip to amass a database of 18-24-year-olds for future marketing purposes.

The U.S. college market represents a \$10 billion business, said Earl Quenzel, vice president of educational markets at AT&T. "This is a very important time when stu-

dents are forming brand loyalties," he said. "It's critical for us to be a contemporary brand for this generation of emerging communicators."

Specifically, AT&T will promote a new product offering dubbed the "students essential bundle," that includes a calling card, WorldNet Internet access, long distance, the AT&T Universal Card and a membership in the Student Advantage

program that is good for product discounts. In addition, AT&T is trying to recruit more colleges to use its campus card—a school identification

card that also functions as an AT&T telephone account and debit card.

The tour will feature an exhibit of *Rolling Stone* magazine covers, AT&T's technological contributions to recorded music, and, in some instances, a free CD-ROM that includes AT&T WorldNet software, music of featured bands and *Rolling Stone* art.

For *Rolling Stone*, the six-month tour is in celebration of the magazine's 30th anniversary and a chance to bring "a moving chronicle of our times" to college students, said Dana Fields, vice president, group publisher of Wenner Media, New York. ■



Adbot Says It's Business As Usual, Despite Legal Tangle

BY LAURA RICH—Despite the woes of its parent company, Web advertising auctioneer Adbot is still in business and functioning as usual.

However, the Securities & Exchange Commission temporarily froze the assets of Adbot and its parent, the Chicago Partnership Board last week, after CPB owner James Frith, was cited in a civil suit brought by the federal agency.

The suit alleges that Frith diverted \$3.4 million in funds away from CPB customers for personal and professional uses, including Adbot, which launched this year. A hearing scheduled for today will determine what will happen to Adbot's assets in the short term.

"We're still taking orders. We're still serving ads. We're still doing business," said Margaret Raye, manager of writing, research and production at Adbot. The

company's scheduled ad auction in January is still on track, as well as its plan to seek venture capital next year.

As long as the company can continue to serve ads to sites, advertisers will not find themselves in situations in which they have paid for ads that never run. In addition, media buyers typically wait to pay media until after a schedule has run.

Publishers could potentially lose added revenue if Adbot had to stop service, because Adbot sells sites' extra ad inventory. However, there are other players in the online ad auction category, such as San Francisco-based Flycast Communications.

Some customers of Adbot include Amazon.com, which has participated in previous auctions. Quote.com is a publisher that has sought the services of Adbot to auction off its unclaimed ad inventory.

—with Bernhard Warner



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The ability to build one-to-one relationships on the Internet was always clear. However, new ad models challenged early adopters to develop Internet standards. DoubleClick responded by creating the first Internet advertising Network. The DoubleClick Network, a collection of 70 premium sites, allows advertisers to customize an ad buy throughout the entire Network, in user-interest categories or on specific sites.

FULL SERVICE AD MANAGEMENT

The success of the DoubleClick Network proved that advertising on the Internet works. However, it was clear that DoubleClick DART, the proprietary ad delivery, targeting and reporting technology behind the Network, could also be a powerful service for sites that wished to maintain their own sales responsibilities. Today, publishers can rely upon DoubleClick DART as a total ad management solution, with instant access to the latest innovations and upgrades.

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As the DoubleClick Network proved itself a valuable branding tool, DoubleClick also saw an opportunity for direct marketers to take advantage of the Web's

ability to generate leads and sales. DoubleClick created DoubleClick Direct, a response-oriented Web advertising solution. Based on a cost-per-action pricing model, DoubleClick Direct has enabled direct marketing to reach the next level in its evolution.

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New Software To Rock the Web

BY ANYA SACHAROW—Music site publishers will lead in implementing the latest version of RealNetworks' streaming video and audio software, the dominant product in this category used on the Web. The firm's newly launched RealSystem 5.0 multimedia player includes near-CD quality audio that can be delivered over 28.8 modems.

SonicNet, America Online's Entertainment Asylum, Rolling Stone Online and JamTV are among those that will announce plans to incorporate RealNetworks' upgrade in Web content going live early next year.

"All the music sites move fast on our technology," said Matt Hulett, group product manager for consumer products at RealNetworks. "Music fans are Internet enthusiasts. They go to the Net to find out about bands they can't hear anywhere else."



SonicNet's Streamland plays music video on demand.

Entertainment Asylum (www.asylum.com) on the Web and on AOL will launch a music area in January to broadcast live interviews and performances. It will also offer them on-demand after they have been Webcast. Entertainment Asylum already uses RealAudio and RealVideo to Webcast its Hollywood interviews.

Columbia House will be one charter advertiser for the launch of Entertainment Asylum's online music venue. "There was so much interest in it we went and found music producers to put it together," said Scott Zakarin, president of programming at Entertainment Asylum.

Rolling Stone Online (www.rollingstone.com) and JamTV (www.jamtv.com), a Web site that archives concerts and artist information, are merging to form The Rolling Stone Network, which will broadcast concerts, video news Web casts and a nightly show. JamTV includes Intel, Microsoft, BackWeb and RealNetworks as strategic partners for advertising and technology.

Paradigm Music Entertainment's SonicNet, together with digital music video TV channel The Box, in November launched an on-demand music video site called Streamland (www.streamland.com), sponsored by Levi's. SonicNet also plans to relaunch its site to incorporate more multimedia into the news.

MTV is planning to deliver more live music to its audience with a forthcoming online concert broadcast series. The music network has not yet committed to a technology partner for the project. ■

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Real Media Shifts Strategy

Internet ad sales firm Real Media is repositioning itself to move away from selling ad banners, the primary advertising form online.

"It's a high-cost, low-margin business," explained David Morgan, chief executive of New York-based Real Media. Instead, the company, founded last year to sell banner space on the Web sites of strong local brands—primarily newspapers—will instead focus on creating sponsorship packages, which Morgan believes the company will be able to sell at a premium. In so doing, it may be the first ad sales firm to concentrate on online sponsorships, which have become an increasingly popular form of Net advertising. Real Media hopes to have a number of different pre-packaged sponsorship opportunities available, which can then be tweaked to fit individual sponsors' needs.

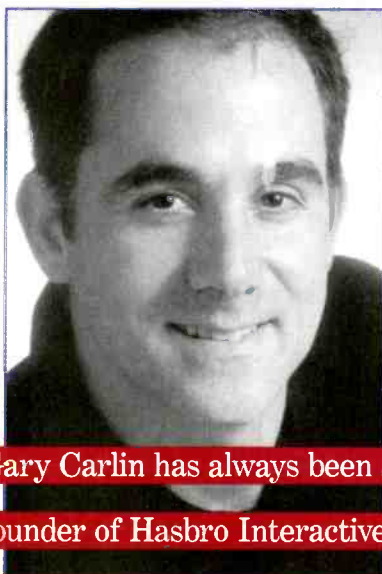
Morgan cites sports events as ideal online sponsorship packages, since the events themselves typically have sponsors already committed and because marketers' messages in these instances often transcend geographical borders.

For example, Real Media recently launched a package called World Cup Dream League that is affiliated with the upcoming soccer championship. An online fantasy soccer competition, the Dream League is being sold to advertisers around the world. Real Media plans to stock up on such packages.

Real Media will continue to recruit sites as "affiliates," but its properties will be encouraged to turn their banner inventory over to New Century Network, the association of newspaper companies that manages some 140 local news sites. —LR

IQ movers

CNET, San Francisco, has named **Douglas Woodrum** chief financial officer. He was executive vice president, CFO at Heritage Media, Dallas . . . **Ellen Gold**, former interactive sales director at Venture Communications, has joined Interactive Imaginations, both New York, as senior sales executive . . . **Beth Ifcher** has been named vp, consumer marketing, at Disney Online, Burbank, Calif. She had been marketing director at Disney Magazine Publishing . . . **Headbone Interactive**, Seattle, has named **Christy Raedeke** marketing manager from the same post at Mountainzone . . . **Vito Salvaggio** has joined Acerue Software, Sunnyvale, Calif., as product marketing director from the same post at Apple, Cupertino, Calif.



Gary Carlin has always been something of an innovator. As co-founder of Hasbro Interactive Worldwide, Carlin helped transform old reliables such as Monopoly and Scrabble into CD-ROM and

multiplayer Internet games. He also introduced promotional Web environments for the *Star Wars* action figures Luke Skywalker and Han Solo. Along the way, Carlin has become intimately familiar with prepping companies for the interactive age.

After helping Hasbro Interactive develop its Christmas marketing plan this year, the 7-year Hasbro vet decided to say goodbye to Mr. Potato Head and G.I. Joe and follow his heart. So Carlin, 39, left the stability and security of the No. 2 U.S. toymaker to start Inventor's Greenhouse, a Boston-based startup that specializes in incubating new toys and games—everything from CD-ROMs to action figures—and bringing them to market.

It's no secret that the toy industry traditionally has relied on inventors and even garage tinkerers for toy and game ideas. Given the increasing household penetration of PCs, the creative toy minds of today have been joined by engineers and computer programmers, Carlin says, who now will straddle both worlds.

Over the past three years, the toy industry has become more cognizant of the personal computer and the Internet as PC game sales first surpassed \$5 billion. And with traditional games a primary feature on such sites as labattblue.com and Nabisco's candy stand.com, the demand for such enter-

tainment has come from some unlikely places.

Advertisers, like toy marketers, have realized "that games are the killer app of the Internet," says Carlin. "Good games."

At Hasbro Interactive, Carlin oversaw site design for Parker Brothers and Milton Bradley board games such as *Trivial Pursuit* and *Scrabble*. Owners of the games' CD-ROM versions of those games could choose to play over the Internet. Other potential gamers could use the sites to sample the games.

Now, the Internet is proving to be an important part of a toy marketers' arsenal for reaching consumers year-round, marking a whole new era in a category in which most of the marketing dollars are devoted to the Christmas season.

"I think that there is a tendency in the toy industry [for marketers] to be formulaic because the major [advertising campaigns] happen at Christmas time," Carlin says.

Toy sites, by contrast, expand the category's marketing possibilities by enabling gamers to interact. "And what are toys and games all about but interacting?" Carlin asks.

But even as toymakers discover the Internet's power, Carlin believes using it will get harder as the luster of technology wears off. "I think what will happen is the interactive industry as a whole will have to be more marketing-driven." ■



INSIDER

TOYING AROUND

By Bernhard Warner



The Envelope, Please

Interactive agencies are joining the ad awards show circuit. **By Laura Rich**

The corner office and the high-profile client. These have always been status symbols in the advertising industry. But most advertising creatives would add to that list: the pencil, the lion and a Greek muse named Clio, as long as each is rendered in gold and can fit comfortably, and prominently, on a desktop. These totems, the statuettes for the One Show,

the International Advertising Festival in Cannes and the Clio Awards, respectively, foster fierce competitiveness amid ad types looking for the luster that bur-nishes careers.

Their counterparts in interactive advertising may be equally ambitious, but the frenzy for statuettes hasn't yet materialized. While the reasons fall on both sides of the award show divide—both givers and receivers have been slow to realize each other's existence—that could soon change. Award show executives and

some interactive advertising players believe that the same hunger for recognition that has long seized the ad industry will soon mean just as much to those who create Web sites and ad banners.

"Creative people need to hear the applause; they need to be recognized," explains Mary Warlick, executive director of the One Club. The organization, which produces the One Show, is betting the most on the new medium. In April, it will hold its first One Show Interactive, an entire evening devoted to the best advertising in the

interactive field.

"There are some people who kill for these awards," notes Tom Roberts, vice president and creative director at Rubin Postaer Interactive, the Santa Monica, Calif.-based new media agency that boasts both a Clio and a One Show pencil for Honda's Web site. Roberts is no neophyte when it comes to advertising awards. The executive never won such prestigious awards in traditional advertising, although he did receive nominations.

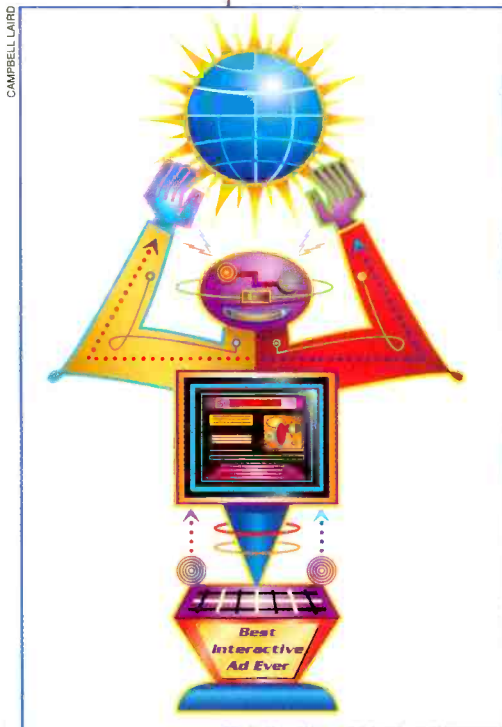
Even in this nascent stage, Roberts believes that such awards already prove the vitality of the interactive advertising industry. The shop's awards success "sort of make [Larry Postaer and Gerry Rubin's decision to launch rp.i] correct," he says.

Of course, for those in advertising well-acquainted with the customary signs of acknowledgment, it is an easy leap to apply those same standards to interactive. However, this new industry, populated by both advertising and technology veterans, may have challenges to face before there is any real awards itch within the new media agency field as a whole.

Only sporadic instances of award ambition have surfaced among more dedicated new media shops. For instance, a gold Clio was handed out to Proxicom, McLean, Va., two years ago for its work on the L'eggs Web site. But, the supposed prestige of the award didn't lead to an avalanche of viable entries in 1997. Ultimately last year, no gold Clio was awarded in the category.

"There's an example of a prestigious [contest] that no one entered," asserts David Centner, chief executive of K2 Design, a stalwart of New York's Silicon Alley advertising community.

One awards accolade that has received notice in the interactive community is the Casie Award. Casie, the Coalition for Advertising-Supported Information and Entertainment, is a joint venture between two organizations that don't exactly have a reputation when it comes to giving out



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prestigious awards for advertising creativity: the American Association of Advertising Agencies and the Association of National Advertisers.

However, winners of Casie awards this year included Modem Media, for a site constructed for John Hancock, and Kirshenbaum Bond & Partners, for the Rockport Web site. Casie gives out awards based on the entire online ad's concept, not just its creativity.

The status of Casie in the awards show universe may have to do with the fact that the organization, which promotes the cause of advertising in new media, has, since its inception, reached out to the interactive community. However, it speaks to the state of interactive advertising awards that some don't consider recognition from Casie to be in the same class as, say, a One Show gold pencil. "I call them 'case studies,'" says Norm Lehoullier, managing director of Grey Interactive and a Casie judge.

Others contend that even the Casie award has yet to make an impression on most of the interactive community. "I'm still wondering how many [Web site creators] are entering work," says Roberts of the shows in general.

He suggests that smaller developers may be unaware of awards that are naturally a part of traditional advertising, shrinking the potential number of competitors to beat and lessening the triumphant ecstasy of the win.

Which makes next year all the more significant, since the One Club, Cannes and the Clios, recently bought by *Adweek* parent BPI Communications, all say they will beef up their interactive awards. In addition to April's One Show Interactive, Cannes plans a category in 1998 for Web sites, according to Romain Hatchwell, managing director of the show. A separate show altogether will be discussed in strategy meetings set for next month, he reports. The Clio organization has yet to decide exactly how the show will expand its interactive awards.

Fortunately, hard-core interactive executives may bite when these shows gear up. There are signs that the community is ready to embrace

awards given out by advertising's traditional shows, rather than those doled out by broad-based new media shows that recognize everything from technology to design. "I just think [new media-only awards] are making my office a mess," says David Burk, president of Clear Ink, a small Web development agency based in Walnut Creek, Calif., that counts Apple and Sun Microsystems among its clients. Burk says he hopes his agency wins "several" awards this year, but specifically, he says, "I'd love a Clio award."

The One Club's Warlick says that the organization's new media show was launched to help turn the tide back toward advertising and away from Internet-centric competitions. "There's loads of stuff out there . . . We're trying to raise and maintain creative standards of excellence," she explains.

Some aspects of the competition will mirror the One Show, such as the planned publication of a book featuring top site design and a judging panel that is truly a jury of interactive advertising peers. Plus, the show will award trophies in a number of categories: "Banner," "Beyond the Banner" which will cover interstitials and other non-banner ad forms), two "Corporate Images" categories cover-

ing consumer and business-to-business advertising, "Direct Marketing," "Self-Promotion," and "Non-Profit Organizations."

There will be differences, however. The first One Show Interactive will be held at downtown New York club Webster Hall, home of the funky "Cool Site of the Year" awards, as opposed to the more staid Lincoln Center, where the One Show takes place. Ticket prices will be lower, too, as Warlick intends to seek corporate sponsors.

Aside from these concrete changes, however, One Show Interactive will simply be looking to forge new ground in an industry that has not settled into anything approaching standards just yet.

"I'm out on a limb with this one," Warlick says of the Club's plans. "I'm asking [the new media industry] to bear with me." It may be a sturdier limb than Warlick realizes. ■

"Creative people need to hear the applause; they need to be recognized," explains the One Club's Mary Warlick.

EASTERN

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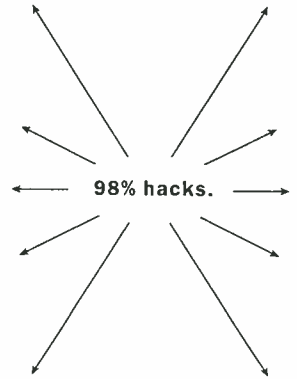
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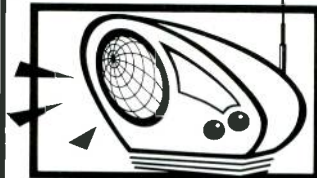


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Prudential Insurance Company
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www.prudential.com**



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**MARKETING
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SAP's dedication to superior technology has made us one of the largest, most successful, fastest growing software companies in the world. We have an incredible opportunity for a creative, well-organized and proactive marketing communications professional.

In this role, you will develop and implement programs on a tactical and strategic level to ultimately increase the visibility of our Complementary Software Program. This includes identifying opportunities for enhancing initiatives with partners and managing interaction with internal and external customers as related to press releases, brochures, advertising and other communication channels. Qualifications include 5 years of marketing communications and public relations experience in information technology and a bachelor's degree in a related field. Travel will be required

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No phone calls please. An equal opportunity employer, M/F/D/V.

www.sap.com/usa

**FCB Atlanta needs three
media professionals.**

Foote, Cone & Belding needs three highly skilled media professionals to work on its high-profile Taco Bell Account in Atlanta. You'll plan Taco Bell's media for 20+ markets, including Atlanta, Miami and Charlotte. **Supervisor** candidates need at least 6 years local market fast food planning experience. **Planners** need at least one year local market planning experience, fast food a plus. Both must have strong spot TV and radio experience, and strong presentation skills. **Entry-level Planners** must be bright and highly motivated college grads with strong communication, interpersonal and analytical skills. Please rush resume and persuasive cover letter to Denise Duvall-Neid, Foote, Cone & Belding, 733 Front St, San Francisco, CA 94111-1909. FAX (415) 820-8087. No calls please. Visit our website at www.fcbsf.com.



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TO GET NATIONAL EXPOSURE**

**MEDIA RESEARCH
MANAGER**

Established and rapidly growing national business publication seeks a Media Research Manager with at least 5 years experience of print research. Midtown Manhattan location. Salary open. Please submit resume to:

**ADWEEK Classified, Box 4045
1515 Broadway, 12th fl.
New York, NY 10036**

**ACCOUNTING
ASSISTANT**

Small theatrical ad agency, midtown location, seeks biller/payer with 1+ years of agency experience for two-person dept. Basic accounting knowledge, familiarity with Adman and Excel helpful. Diversified duties, paid medical and 401-K. Salary Mid 20's. Fax resume:

(212) 391-6480

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We're looking for an art director to come join us in the City of Brotherly Love.

We're ex-New Yorkers with great business.

And the only thing driving us is our own creativity.

Send letter, resume and best campaign to: Creative Director

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SALES AND CLIENT SERVICE PERSONNEL

FocusVision Network, the worldwide leader in videoconferencing for focus group research, seeks sales/client service personnel to handle both existing and prospective clients.

Duties include sales calls to senior research executives and project managers of major companies and ad agencies. Presentations and demos are a key part of the job. Duties also include developing business for both U.S. and our expanding international network of focus facilities. Candidates should have 1-5 experience in focus facilities. Candidates should have 1-5 years experience in focus facility management or market research sales. Background should also include college degree. The ideal candidate should also be outgoing, have high energy and be team player. Some travel is required. FVN offers a competitive salary, team bonuses, a liberal vacation policy and a pleasant office environment in Stamford, CT.

Fax resume to Karen Dysart (203) 961-0193

MARKETING MANAGER

O'Sullivan Menu Publishing, the industry leader in airline menu publishing, seeks an experienced marketing professional to implement and execute sales and marketing strategy for its new menu and destination guide.

Candidates must have strong skills and experience in consumer focused marketing. In addition, he or she should possess skills in the following areas: management, negotiation, communication, presentations, public relations, and promotions. Agency and client side marketing experience is helpful. Experience with a controlled circulation magazine is plus.

Please send resume and salary requirements in confidence to:

O'Sullivan Menu Publishing

Attn.: Human Resources, Dept. MM-AW
110 Triangle Boulevard, Carlstadt, NJ 07072

Marketing

Promotion Manager

Meredith Corporation's Midwest Living Magazine seeks a creative Promotion Manager. Successful candidate will have a college degree in marketing or journalism with 3-5 years experience developing added-value programs and proposals as well as event and in-store promotions. Superior communication and presentation skills and the ability to prioritize projects essential.

Location: New York City



Send resume and cover letter with salary history in confidence to:

Ms. J. Langer-McNeil
Supervisor, Corporate
Staffing Services/Dept. 336
Meredith Corporation
1716 Locust Street
Des Moines, IA 50309-3023
Fax: (515) 284-2958
jlanger@mdp.com

Equal Opportunity Employer

COPY EDITOR

Adweek Magazines is looking for a full-time copy editor accustomed to working in a fast-paced weekly newsroom environment. Candidate must also be able to handle proofing and copy editing of feature/analysis pieces and should be familiar with Quark CopyDesk. Familiarity with technology and Internet issues preferred. Salary to low 30s. Send resume to: Department CT, Adweek Magazines, 1515 Broadway, 12th Fl., NY, NY 10036.

EOE

ADVERTISING SALES REP

Time Out New York has expanded its Advertising sales force and is seeking aggressive, high energy individual to join stellar team. Working for the city's leading weekly entertainment guide you will manage a diverse group of accounts in fast-paced environment. Categories to be covered will include national and vanity retail, broadcast and financial services. Category assignments will depend on successful candidate's experience and skill. Must have previous magazine or newspaper sales experience. Will consider individuals with broadcast or media planning backgrounds.

Please fax resume with salary requirements to:

M. Aleman
212.673-8382

SCREEN ACTORS GUILD SEEKS

Experienced executive to enact affirmative action and projects addressing employment of women, seniors, minorities and performers with disabilities in film, tv and ad industry with emphasis on advertising. Demonstrated capability to work effectively with diverse interest groups and generate consensus, policy/plan implementation. Qualified applicants only. Salary range \$55-61,750 + excellent benefit package. EOE Emp.

Cover letter & res to:

Bill Weiner
SAG
1515 Broadway, 44th Floor
NYC, NY 10036
No Phone Calls.

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Need Information about a subscription to ADWEEK, BRANDWEEK, or MEDIWEEK? For fast service, call our subscriber hotline TOLL FREE:

1-800-722-6658.

INTERACTIVE MEDIA MANAGER

K2 Design, Inc., a Full Service Interactive Agency, seeks individuals with 4-5 years traditional media planning/buying and 1 year Interactive media experience. Responsibilities include interactive planning/negotiating/buying, media research, analysis, and a healthy amount of client service. Knowledge of Excel, PPT, Word, e-mail, and other online utilities a must. Fax resume & salary requirements to:

Attn: "IMM" @ 212-968-0067.

EOE



HEADHUNTER WANTED

One of New York's most prestigious and successful account management recruiting firms is looking for a recruiter. If you are in either general or direct advertising or an HR person who knows and loves advertising but who wants to recruit, please contact us. Candidates must be passionate about the business and committed to recruiting. We are growing rapidly and have many opportunities for the right person. Please send resume in confidence to:

ADWEEK Classified, Box 4046
1515 Broadway, 12th fl.
New York, NY 10036

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

Experienced desktop mechanical person.

Must be detail oriented, work well under pressure, able to prepare files for vendors and trouble shoot as needed. Should have a minimum of 3 years experience in Quark. Knowledge of Photoshop and Illustrator a plus.

Send resume, cover letter, salary requirements to Art Department, Shepardson Stern & Kaminsky, 568 Broadway, New York, NY 10017 or fax to 212-274-9598

No phone calls please

Classified Advertising
1-800-7-ADWEEK

HELP WANTED

Who's Got People Talking ?

Heard the latest? Dictaphone, an innovative world leader in integrated voice and data management, has the following opportunity available:

Manager, Corporate Trade Shows & Exhibits

In this position, you will be responsible for all administrative aspects of trade shows/exhibits including: exhibit inventory, registering, set-up, show management, promotional materials, publicity, dismantling and lead retrieval. You will also be responsible for managing exhibits to time and budget constraints. Travel will be required to ensure that logistically all necessary arrangements are coordinated with key personnel. Travel varies depending on the show schedule. Requirements include a Bachelor's degree and 5+ years' trade show experience in areas described above. A technical background is preferred.

Dictaphone provides a competitive salary and comprehensive benefits package. For consideration, please send your resume with salary requirements to:

Dictaphone Corporation, Attn: Dept. AW1215, 3191 Broadbridge Avenue, Stratford, CT 06497. Fax: (203) 386-8566. E-mail: hr@dictaphone.com

For more information regarding Dictaphone, please see our homepage at: <http://www.dictaphone.com>

We proudly value workforce diversity.



ADVERTISING MANAGER

Time Out New York seeks high-energy, assertive individual to manage the day to day operations of its exceptional Advertising Sales team. Manager will have heavy interaction with all the departments in the magazine. As such, the manager will be responsible for the team's performance; meeting monthly targets; promoting superior client relations and reporting on the team's successes. Successful candidate will have at least 3-5 years sales and management experience in a magazine environment. Must be a clear and effective communicator; have strong negotiation skills and be able to work in a fast-paced environment. Excellent opportunity for anyone looking to grow with a successful and energetic company.

Please fax cover letter, resume, salary history and requirements to:

**M. Aleman
212 673-8382**

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The Asian American market is the fastest growing market segment in the country today -- and we're the leading agency targeting this prime consumer group. Currently we're seeking an Account Director to join our highly energized, committed staff. If you're a leader and a team player, if you're a good teacher and a good student, if you have 5+ years' experience on either the agency or client side, and if you're fluent in an Asian language, preferably Chinese -- here's a great opportunity. Join a dynamic team whose goal is to link corporate America with 10 million Asians nationwide.

Fax resume to 212-889-5628
Attn: Eliot Kang
or e-mail Eliot@kanglee.com
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As a worldwide professional services firm, only we can offer the excitement of an agency environment backed by the resources of a global leader. We have exceptional opportunities for innovative individuals eager to bring their creativity to determining the look, tone and standard of a wide variety marketing and advertising materials.

Associate Creative Directors - Copy & Design Northern New Jersey

As part of this National team, working primarily with printed pieces, you will work on product branding, strategic planning, as well as concept development and execution. To successfully lead in this fast-paced, deadline-oriented environment, we require 8+ years of previous experience, some background with an in-house agency would be ideal. Strong management, communication and organizational skills are critical. Those interested in the Design position, should demonstrate both computer graphics and conceptual talents. Previous exposure to the financial industry is an asset for both openings.

If you're ready to challenge yourself creatively and reap the rewards of working for an industry leader, you've found the best of both worlds. Forward your resume to: **BHA, Box 434, 555 Madison Avenue, New York, NY 10022. E-mail: jennifer_williams@ny.hodes.com**
We are an equal opportunity employer.

TELEVISION NATIONAL SALES MANAGER

GET
Gay Entertainment Television

*Launch Date: 1st Quarter 1998
Initial Clearance: 20 Major Markets*

**New Cable Network
Seeks National Sales Manager
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Resumes to:
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MAIL: 7 East 17th Street New York, NY 10003

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J. WALTER THOMPSON/WEST, #4 EMBARCADERO CENTER, SUITE 900, SAN FRANCISCO, CA 94111. ATTN: HUMAN RESOURCES DEPARTMENT/BN



EOE

M/F/H/V

ACCOUNT SUPERVISOR

C-E Communications, Campbell-Ewald's Marketing Communications division, has been producing innovative, award-winning creative for Diversified accounts for 39 years! Come be a part of our awesome team! We have immediate openings for Account Supervisors who will be responsible for developing unique and original marketing communications plans for IBM and Continental Airlines. Ideal candidates will have 5+ years of agency experience, preferably on a diversified account; strong presentation and communication skills, and a self-motivating attitude. We offer a competitive salary and comprehensive benefits package. Please send or FAX (810) 558-5891 your resume and salary requirements to our Detroit office:

Campbell-Ewald Advertising

Attn: CJB/AS
30400 Van Dyke
Warren, MI 48093
EOE

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We're looking for a 2-3 year commitment, brand marketing and/or automotive account management experience, and very strong client relationship-building skills. If you have 6+ years experience in advertising, and are ready to "go global" we're waiting to talk to you.

Send letter of interest with resume to:

ATT: DUBAI
Fax #: (248) 458-8727

SALES PROMOTION Acct. Exec/Acct. Supv

Upstate N.Y. agency continues to grow its national retail and consumer promotion capabilities. We need a minimum of two professionals in strategy development, conceptual and execution. Should have key account experience and working knowledge of the various tactical promotional program solutions.

For consideration, please fax resume and salary requirements.

Attn: Human Resources
Wolf Group (716) 853-1214
E.O.E.

DATA ENTRY/ RESEARCH

Seeking full-time data entry/research position in directories department of trade magazine publisher. Good keyboard skills required. Experience with database entry helpful. Hourly rate with benefits. Send/fax resume to:

Dept. MT
ADWEEK Directories
1515 Broadway, 12th fl.
New York, NY 10036
FAX: (212) 536-8801

RADIO PROMOTION COORDINATOR

National rep firm's NYC based Promotion Division looking for smart, creative, organized, personable computer literate, juggler with strong verbal and writing skills. Ability to prioritize, strong sense of humor.

Fax resume to: 212-916-0797

E-mail: hal_sass@interep.com
or mail to: Promotion Marketing
100 Park Avenue, 6th Floor
New York, NY 10017
Attn: Hal Sass

TV/RADIO RESEARCH

CBS/Boston TV and Radio has opening for a Research Analyst. The ideal candidate will have a minimum of 6 months experience in TV or Radio research. Strong computer skills, word-processing, spreadsheets, page layout and/or presentation software are a must. Must have strong mathematics, verbal and written communication skills. Please send resume and salary history to: **WBZ Research Dept., 1170 Soldiers Field Rd., Boston, MA 02134. NO PHONE CALLS PLEASE.**

CBS is an equal opportunity employer. M/F/H/V

COPYWRITER

Ad Agency near Albany, NY. Need experienced writer to work on business-to-business, high tech, industrial, consumer, national and international accounts. Must have five years agency experience. See www.blasscom.com.

Resume and samples to:
Blass Communications
Drowne Road
Old Chatham, NY 12136
or fax: 518-766-2445

MEDIA PLANNER

Small, fast-paced Norwalk, 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

Sales

ADVERTISING SALES MANAGER

European Car, Truckin', Street Rodder, Super Chevy, Splash, Surfing and Sport Compact Car are some of the key titles from McMullen Argus Publishing, Inc., a leader in exciting, enthusiast magazines. As we continue to drive ad space sales in the NYC/Tristate area, we have a challenging opportunity for a dynamic Sales professional in that area to provide National Accounts coverage.

Ideal candidate will have sound sales skills; experience in the NYC/Tristate marketplace; and a background of exceeding revenue targets. You'll work closely with Editorial, Production and Accounting departments; attend key trade shows; and build and maintain a hot prospect list. Must have a Bachelor's degree; PC proficiency (MS Word/Excel 97 and e-mail); and excellent written and verbal communication skills. Experience in publishing/magazine sales required or related agency experience. Automotive industry knowledge desirable.

McMullen Argus offers a motivated, team-oriented environment with continued growth and opportunities for advancement. Please send your resume with cover letter listing salary history/requirements to:

MCT-AWK, P.O. Box 669,
Placentia, CA 92871 or e-mail
MichelleT@mcullenargus.com
or fax: 714/572-1864.

An equal opportunity employer



McMullen Argus PUBLISHING, INC.
A PRIMEDIA Company

AGENCY CONTROLLER

Experienced individual needed for established NJ advertising agency. The individual we seek will be responsible for all agency accounting/bookkeeping, collections and internal reports. Degree in accounting required; prior agency experience and knowledge of Adman and Excel programs a MUST. Send references, resume and salary requirement (salary requirement MUST be included) to:

G.R.B.
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Westfield, NJ 07090

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 We're looking for Account Directors & Account Executives who know *how, why* and *when* to say "no" —someone who isn't just happy being the voice of the client. If you want to be a part of the New School of Hispanic Advertising and want to revolutionize the industry, send us your *résumé* along with a short essay on how you would change things. Minimum of 2 years experience. Bilingual a plus. If you have the *ganas* we are the agency for you.
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 resumes@thecartel.com

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 O'Neal & Prella
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 Hartford, CT 06143-1139
 Attn: Creative Department

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ACCOUNT PLANNER
 Looking for smart team player with split personality--research and creative--to help guide strategy and creative for our clients' products. If you have 2 to 5 years of broad marketing experience, understand research and can inspire confidence of creative and account teams, we want to hear from you.
 Send resume and cover letter, along with salary requirements to:
Goldberg.Marchesano.Partners, Attn: Pat Nordine
 1700 Wisconsin Avenue, NW, Washington, DC 20007
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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 12/1/97

Artist/Group: **Space Monkeys**
Song/Video: **"Sugar Cane"**
Director: **David LaChapelle**

Space Monkeys played their first gig at the famous Hacienda in Manchester, England in November of 1995. A week later they were signed to a six album deal with Interscope's Factory label. In May of 1996 while everyone was scrambling to find the next Oasis, they released *Keep On Tripping On*, a classic house record littered with guitars. Although the music press ignored it, the DJs didn't - it entered the U.K. club charts at number ten. Now, they - like so many of their fellow countrymen before them - have crossed over the pond to show us Yanks how it's really done.

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: **Eric Sermon, Keith Murray & Redman**
Song/Video: **"Rapper's Delight"**
Director: **Steve Carr**

Priority Records has taken the early days of rap to the next level by creating the most highly anticipated hip hop album ever, *In The Beginning...There Was Rap*. For the first time in rap history, the biggest names in contemporary hip hop dug in the crates and picked their all time personal favorite tracks to record. The first single to hit the street is a phat new school version of "Rapper's Delight," executed by the Def Squad (a.k.a. Eric Sermon, Keith Murray & Redman). *In the Beginning...There Was Rap* will be in stores on Nov 25th.

© 1997 MTV

The Hollywood Reporter's Box Office

For 3-Day Weekend ending December 8, 1997

This Week	Last Week	Days in Rel.	Picture	3-Day Weekend Gross	Total Gross Sale
1	1	12	Flubber	11,292,933	50,015,818
2	12	12	Alien Resurrection	6,660,086	36,247,479
3	4	17	The Rainmaker	5,656,333	34,452,097
4	3	24	Anastasia	5,093,749	37,915,876
5	5	24	The Jackal	4,006,115	46,221,860
6	7	17	Midnight in the Garden...	2,946,639	17,803,033
7	6	17	Mortal Kombat Annihilation	2,609,157	31,362,809
8	11	52	I Know What You Did Last Summer	1,346,415	68,762,319
9	9	52	Bean	1,308,701	43,695,108
10	10	31	Starship Troopers	1,265,132	52,925,082
11	15	52	The Devil's Advocate	986,809	57,347,928
12	12	24	The Man Who Knew Too Little	925,485	12,413,817
13	13	31	Eve's Bayou	865,532	12,360,950
14	14	31	The Wings of the Dove	865,124	5,930,296
15	16	57	Boogie Nights	657,961	22,705,852
16	17	117	The Full Monty	602,179	33,373,613
17	18	73	The Ice Storm	507,095	6,122,679
18	19	80	L.A. Confidential	329,120	35,372,356
19	New	3	Good Will Hunting	272,912	272,912
20	21	66	Kiss the Girls	263,775	59,295,707
21	23	38	Red Corner	224,458	21,776,339
22	22	73	Soul Food	196,509	42,713,920
23	29	24	One Night Stand	166,650	2,514,663
24	20	145	George of the Jungle	160,544	104,973,362
25	32	24	Kiss or Kill	160,454	588,821
26	27	159	Men In Black	160,025	249,002,783
27	26	61	Seven Years in Tibet	150,778	37,416,715
28	34	73	The Edge	113,283	27,589,656
29	24	45	Fairytale: A True Story	112,274	13,444,079
30	--	73	The Peacemaker	105,836	41,103,850
31	25	129	Air Bud	105,477	23,125,940
32	30	31	Mad City	100,536	10,117,012
33	33	108	G.I. Jane	88,013	48,036,209
34	48	54	Snowriders 2	85,798	2,195,826
35	28	164	Hercules	84,921	98,922,290

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ADWEEK

DIRECTORIES '98 Editions Available Now

Are you using up-to-date data? The new 1998 editions of **Adweek's Agency Directory** (publishes August), **Major Media Directory** (publishes October) and **Client/Brand Directory** (publishes November) are coming off the press. Containing over 20,000 Advertising, Marketing and Media Companies and more than 90,000 personnel.

If you've been using that "other reference," you'll be pleasantly surprised by how much more user-friendly we are. Listings are arranged so you can find all the data you need the first time. You can search by brand, by agency, by company name. And there are indexes to help you search by geographical location, by category, by type of business or type of media. Backed by the resources of **ADWEEK, BRANDWEEK** and **MEDIAWEEK**.

Also, if you're a client looking for someone to build a Web site, an agency with a multi-media need, or a developer in search of digital alliances, you'll find all the answers you need in **ADWEEK's Directory of Interactive Marketing**. Listing over 3,000 interactive companies, this invaluable reference can save you hours of research.

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CALL 1-800-468-2395



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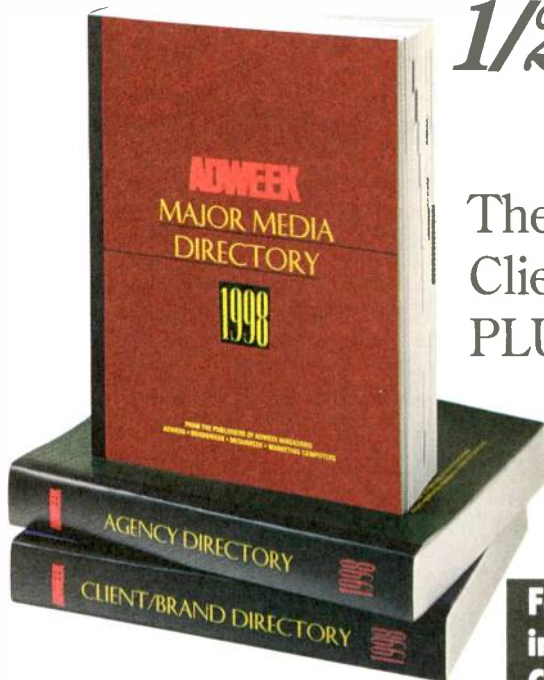
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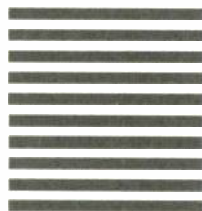
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CALENDAR

The International Radio & Television Society Foundation presents its annual Christmas benefit Dec. 17 at the Waldorf-Astoria in New York. Contact: 212-867-6650.

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 Goodman at 301-493-5500.

The Cabletelevision Advertising Bureau will present CAB's Cable Sales Management School 1998 Jan. 15-17 at Greeneleaf Conference Center in Orlando, Fla. Contact: 212-508-1229.

The National Association of Television Program Executives presents its annual conference and exhibition Jan. 19-22 at the Ernest Morial Convention Center in New Orleans. Contact: 310-453-4440.

Advertising Women of New York will present "Career Cocktails" with Carolyn Ellison, brand manager for Tanqueray Sterling Vodka, Jan. 20 at the New York offices of USA Today, 535 Madison Ave., 32nd floor. Contact Cordelia Perren at 212-593-1950.

The Graphic Communications Association will present Primex '98, the Print Media Executive Conference, Feb. 11-14 at the Biltmore Hotel in Coral Gables, Fla. Keynote speakers will include Efrem Zimbalist III, president, Times Mirror Magazines; and John Heins, president, Gruner+Jahr USA Publishing. Contact: 703-519-8167.

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

ABC, CBS Shuffle Schedules

ABC and CBS announced several schedule changes last week. On Jan. 5, ABC's legal drama *The Practice* will shift from Saturday to Monday at 10 p.m. At 8p.m. on Mondays, ABC will lead with *America's Funniest Home Videos*; *20/20* will follow at 9. On Thursdays, beginning Jan. 15, a new sci-fi drama called *Prey* will air at 8 p.m., followed by a movie from 9 to 11. ABC's ratings-challenged Thursday-night dramas, *Nothing Sacred* and *Cracker*, will move to Saturday night starting Jan. 17; the shows will air from 8 to 10 p.m. and will be followed by a new one-hour newsmagazine. ABC has canceled *Total Security* and *C16*, both of which ran on Saturday night. CBS last week said that new series *Style and Substance* will begin airing on Mondays at 9:30 p.m. as of Jan. 5. *Style and Substance*, a comedy about a Martha Stewart-type character, stars Jean Smart and Nancy McKeon. On Jan. 5, *George & Leo* will move up a half hour to run at 9 p.m. on Mondays. The sitcom will replace *Cybill*, which is set to return to CBS' schedule in late February after the Winter Olympics.

Satellite Subs Hit 8 Million

Thanks to growth in the small-dish DBS market, the total number of satellite TV subscribers in the U.S. has reached 8 million, according to the Satellite Broadcasting and Communications Association. More than 1.5 million customers have been added so far this year, bringing the total to 8,113,016. DirecTV has 3,120,000; EchoStar has 965,000; PrimeStar has 1,906,000; and C-Band counts 2,122,016. The SBCA said that the rate of DBS sales continues

at approximately 7,500 new subscribers daily.

State Farm, Life Join for Holiday

State Farm Insurance will be the exclusive sponsor of *Life's Greatest Holiday Stories*, a one-hour special to air Dec. 22 at 10 p.m. on CBS. The telecast is the latest in a series of "Images of Life" specials produced in association with *Life* magazine. The partnership between State Farm and *Life* began in April 1997.

Miami's WYHS Taps Singer

Silver King Broadcasting continues to staff up at its Miami station, WYHS-TV. Richard Singer has been named director of sales and marketing for the CityVision station, which will begin broadcasting a hyper-local format next

spring. Singer was vp/general sales manager at Telerep.

Weider Appoints Execs

At Weider Publishing, Ronald Novak has been appointed COO; he formerly was the company's CFO. Lee Wilcox, former director of strategic sales and marketing at *Los Angeles Magazine*, has joined Weider as vp of marketing. Novak will be based in the company's Woodland Hills, Calif., headquarters, and Wilcox will work out of the New York office.

Allen to Revive China Smith

Allen Entertainment, an independent New York-based distributor, has begun marketing a planned fall 1998 revival of the action-adventure series *The Adventures*

Brimming *Bride's*

Pity the poor mailman. Condé Nast's *Bride's* will soon distribute its huge February/March 1998 issue—a hefty, 1,160-page tome that already has earned an entry in the *Guinness Book of World Records* as the thickest single issue of a consumer magazine. Only two copies of the issue, which weighs more than 4 lbs. and includes 939 ad pages, will fit in the slots at checkout lines. This edition is

15 percent fatter than the February/March '97 issue, says publisher Debi Fine, who adds that there are 48 pages of new business in the book, spanning 10 ad categories, including automotive, beauty and drugs & remedies. The issue will be on stands by Dec. 23 to capitalize on the traditional Christmastime rush on bridal books.

At 1,160 pages, this one goes into the Guinness book.



AMY GOLDBERG

Media Notes

CONTINUED

of China Smith. Richard Duryea (son of Dan Duryea, who starred in the original series, in syndication 1952-55), has made a coproduction agreement with Allen Entertainment. Allen is headed by its founder and president, Bob Cohen. The original series centered around a con artist and sometime private eye based out of a bar in Singapore. Cohen says the new series will be set in locales in the South China Sea, with production set to begin next May.

FCC Chief on NATPE Agenda

William Kennard, the new chairman of the Federal Communications Commission, has been confirmed to participate in National Association of Television Program Executives' 35th Annual Program Conference and Exhibition, set for Jan. 19-22 in New Orleans. A panel session on Jan. 19 entitled "Washington: Review with Bill Kennard" will include brief remarks by Kennard followed by a Q&A session with Brian Williams, the anchor and correspondent for NBC News and MSNBC.

Posner Pulls *Inside* Job

Larry Posner, an investigative news producer for Fox-owned WNYW-TV in New York and CNBC, has joined King World Productions' syndicated news-magazine, *Inside Edition*, as a producer. Posner began his career as a field producer for WNYW's 10-11 p.m. newscast and later became a field producer for CNBC's *Steals & Deals*, where he wrote and produced investigative and business-related segments.

RealTV Hits Ratings High

Real TV, the reality-based home video/newsreel magazine syndicated by Paramount Domestic

Television, recently earned its highest-ever rating, a 3.9 nationally (NSS, Nov. 17-23). The score represents a 39 percent year-to-year boost. For the four-week November-sweeps period, *Real TV*'s 3.6 rating in households marked a 29 percent increase over November 1996.

Rush to NAB Hall of Fame

Rush Limbaugh will be the 1998 radio inductee into the National Association of Broadcasters' Broadcasting Hall of Fame. Limbaugh, whose syndicated radio talk show airs on more than 600 stations, will be honored at the NAB98 convention's radio luncheon April 7 in Las Vegas. Limbaugh is a two-time recipient of the NAB Marconi Radio Award for Syndicated Radio Personality of the Year.

Cox Adds 2 in San Antonio

Atlanta-based Cox Radio has expanded its superduopoly in San Antonio: Cox will add two stations, KONO-FM and KONO-AM, purchased for \$23 million from Radio KONO. Cox also bought the right to purchase another San Antonio station, KRJO-FM, from a subsidiary of Radio KONO for an unspecified price. Cox, which now will operate five FMs and three AM stations in San Antonio, will likely sell or swap its KRJO option in 1998, the company said last week. Pending regulatory approval, Cox Radio will own 55 radio stations in 12 markets.

College Bowl Preview to Air

TransWorld International (TWI), the TV production and syndication arm of International Management Group (IMG), is set to distribute its 16th annual *College Bowl Preview*. As the company's longest-running fran-



A how-to helps new subs read the Chicago daily.

paper's special services. The guide also includes a four-color map of the metropolitan Chicago area. The goal of the free guide is to make the paper more accessible, says *Tribune* editor Howard Tyner. The paper celebrated its 150th anniversary in 1997.

chise, the special has been sold to 170 TV stations representing more than 90 percent U.S. coverage. The broadcast window is the last two weeks of this month. *Preview* hosts will be CBS Sports announcer Bob McAtee and University of Southern California head football coach John Robinson.

Brisco Upped at L.A. Times

At *The Los Angeles Times*, Robert Brisco has been named senior vp of advertising and marketing and new business development. Previously the paper's senior vp of classified ad sales and marketing, new business development and production operations, Brisco replaces Janice Heaphy, who is joining *The Sacramento Bee* as publisher. Brisco, 34, who joined the *Times* in 1993, worked previously for the management consulting firm of McKinsey & Co., where he specialized in the media and consumer products/services industries.

Foxworthy to Host CRB Show

The Nashville-based Country Radio Broadcasters has tapped comic Jeff Foxworthy to host its *New Faces* show, a Feb. 25-28 event at the Nashville Convention Center showcasing country music's most talented up-and-

The Trib Guides Readers

The Chicago Tribune has begun distributing a user guide to help new subscribers get the most out of the paper. The pamphlet-like guide features pullouts listing various daily sections and provides instructions for using some of the paper's special services. The guide also includes a four-color map of the metropolitan Chicago area. The goal of the free guide is to make the paper more accessible, says *Tribune* editor Howard Tyner. The paper celebrated its 150th anniversary in 1997.

comers. CRB is a not-for-profit organization that promotes the broadcasting industry through workshops, seminars and scholarship programs. Call (615) 327-4487 for registration information, or try the CRB Web site at www.crb.org.

WBZ to Retool *Morning Show*

A reformatted version of WBZ-TV's *News 4 This Morning* show will begin airing on Jan. 5. The Boston CBS O&O's show will change from its newsdesk format to be more like a network morning show, themed around the interests of "parents and working people." Produced locally, the program will continue to deliver national news updates from CBS News from 7 to 8 a.m.

BEA to Publish Radio Report

The Broadcast Education Association is handling publishing duties for the *Journal of Radio Studies*, to come out in February 1998. The journal will cover such topics as the future of programming and the history of the medium. The journal's adoption by the Washington, D.C.-based BEA is the result of a successful corporate fund-raising campaign headed up last year by Westwood One founder and chairman Norman Pattiz.

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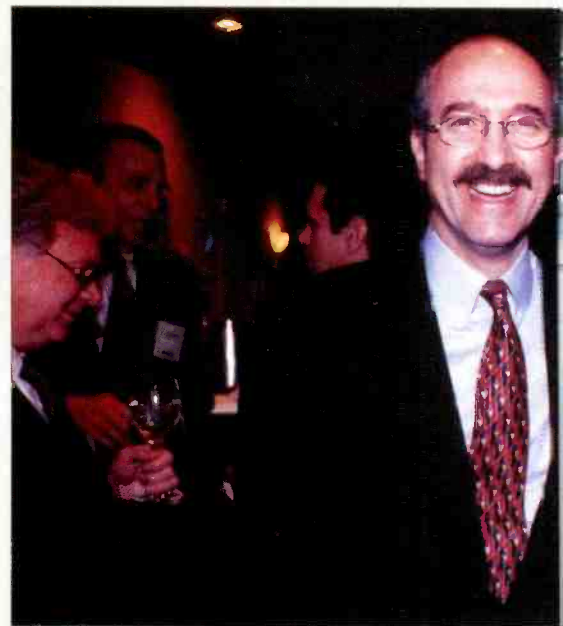
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MEDIA DISH SPECIAL

Media All-Stars Take Center Stage on Broadway

Nearly 600 media and advertising-industry executives gathered at New York's Marriott Marquis on Broadway last Wednesday for the 1997 *Mediaweek* All-Stars luncheon honoring high achievers in the media planning/buying community. Winners in 11 categories received their awards from guest presenter John Hockenberry, veteran TV and radio newsman who is now a correspondent on *Dateline NBC*. 1997 marks the 12th year for the annual All-Stars event, which this year was co-sponsored by NBC, Nickelodeon and *The New York Times*.

PHOTOS BY ROBERT SIKKUT



▲ MEDIA ALL-STAR for MAGAZINES
Jeanne Tassaro, svp/director of print services, The Media Edge

▶ Harvey Ganot, evp/sales and promotion, MTV (I), with MEDIA ALL-STAR for RESEARCH David Marans, director of media research, J. Walter Thompson



▲ MEDIA ALL-STAR for SPOT TV
Annette Mendola, executive vp/director of spot broadcast, SFM Media Corp.

▶ MEDIA ALL-STAR for NATIONAL OR CABLE TV
Marcie Hill, senior vp/director of national broadcast, Pentacom



◀ (From left) **MEDIA DIRECTOR OF THE YEAR** Page Thompson, U.S. media director/president, Optimum Media, DDB Needham Worldwide; Neil Braun, president, NBC Television Network; Craig Reiss, executive vp/ editor-in-chief, Adweek Magazines; Michael Parker, executive vp/ group publisher, Adweek Magazines; and Mark Dacey, president, Adweek Magazines



▲ **PRESIDENT'S AWARD** winner Irwin Gotlieb, president and CEO, TeleVest Inc.



► **MEDIA ALL-STAR** for **RADIO** Roby Wiener, senior media manager, Warner Lambert Co.



▲ **MEDIA ALL-STAR** for **PLANNING** Karen Ellis, vp/director of media planning, The Martin Agency

► (From left) Scott Crystal, *National Geographic*; and Linda Sheeran, Dick Tushingham, Don Melanson and Bob Czufin, all of *The New York Times*

◀ Master of ceremonies John Hockenberry (l.) congratulates **MEDIA ALL-STAR** for **NEWSPAPERS** Paul Bankert, print negotiator, Zenith Media



Media Person

BY LEWIS GROSSBERGER



Don't Toy With Me

ONE OF THE GHASTLIEST ASPECTS OF THE SUPPOSEDLY joyous holiday season is the brutal exposure of

Media Person to more news than he needs about toys. As an information addict, MP is helpless before the onslaught. He does not care that the average American girl possesses eight Barbie dolls. He does not care that Barbie is being retooled at the factory to give her smaller breasts, a wider waist and thinner hips so she will look good in pants. And yet these idiotic factoids are permanently graffitied on MP's cranial walls as a result of encountering too many network Barbie bulletins

and earnest op-ed pieces contending that the inane pygmy has warped the psychosexual development of an entire generation of American womanhood. Meanwhile, he can't seem to keep in his head why Asia's financial system is collapsing.

Neither does Media Person give a fig for the hottest toy of the season, Sing & Snore Ernie, despite the fact that it was obviously modeled after him and not one royalty check has arrived at the MP hovel. This pajama-clad homunculus yawns and says, "I'm so sleepy" when his hand is squeezed and, when placed on his back, immediately falls into a snoring, stomach-heaving stupor. Or would if you could find one, which you can't because the hottest toy of the season is never available. All this Media Person knows and more. He even knows about Gus Gutz (\$42 from Rumpus Toys), a doll that enables, nay, *encourages*, your toddler to reach into its mouth and yank out its intestines! What ever became of shielding our children from life's grim realities? Now we force them to wallow in it, the poor, demented little bastards.

But Media Person doesn't care because children all grow up to be defective adults no matter how we raise them. That's just the way life works, so get used to it. What Media Person cares about is not toys for children but

gifts for Media Person. How many of you, for instance, have seriously considered a holiday present for MP? Think of all he has done for you, the laughs, the tears, the mutual-fund tips, the many startling aperçus he has provided into the inner meaning of *Ally McBeal*. Suddenly, you are guilt-stricken and sweating, but no problem; Media Person has culled through the 683 catalogues in his apartment and come up with a few thoughtful gifts to

Media Person has culled through the 683 catalogues in his apartment and come up with a few thoughtful gifts to choose.

choose from.

If you are well-heeled, consider Alfred the Butler, which you can order from The Sharper Image catalogue for \$7,900. Alfred, just under 6 feet tall, impeccably dressed in formal cutaway and white gloves and in the act of proffering a goblet of claret on a silver tray, is a limited-edition sculpture so lifelike that you can even see the "fine hairs hidden in his nostrils and ears," according to the catalogue. Isn't this just the kind of whimsical yet expensive gewgaw that would be perfect for MP? Of course it would.

Just a bit pricier at \$62,900 (plus \$500 for shipping and handling) is Hammacher Schlemmer's 24-volt-battery-powered, two-person, Fibreglas submarine. Media Person

lives only one block away from the beautiful Hudson River and would find cruising its bottom in a submersible, occasionally surfacing to terrify tourists aboard Circle Line sightseeing boats, an amusing way to while away hot summer afternoons.

But you low-paid schleppers needn't feel left out; MP has gifts priced well within your budgets. If you can find the 1,800 Pro Team catalogue and turn to page 71, where the adult replica NBA player jerseys reside, you'll be able to order Media Person, for only \$42, the No. 15 Golden State Warriors shirt worn by America's newest symbol of restraint, Latrell Sprewell.

Whenever Media Person feels himself getting angry, he will don the jersey to remind himself of Latrell, who has learned, as he assured us at his recent news conference, that he needs to control his temper better when the impulse to strangle people arises. (Size L, please.)

From the Healthy Home catalogue, MP would appreciate a super-soft, polystretch, interlock fabric, dust mite-barrier pillow cover (\$18.95) to protect him from the terrifying army of microscopic dust mites that invade our bedding, depositing their invisible-yet-toxic fecal matter that can penetrate our nasal cavities, turning us into wheezing, asthmatic wrecks overnight! (The sooner the better on this one, please; Media Person is already sniffing, just thinking about those grotesque monsters.)

And from the Lifestyle Fascination catalogue, Media Person simply must have the Kwick Pick (only \$29.95). You want to act quickly here too, since starting with its next issue, Fascination is discontinuing this cleverly designed 3-in-one tool invented by a professional locksmith, due to reader complaints that it "could potentially be used for illegal purposes." Why does MP need a Kwick Pick? Hey, the media-writing racket may not last forever. One never knows when one might need to contemplate a new career, especially the way things are going in Asia. This handy gadget could open the door to many exciting new opportunities. ■



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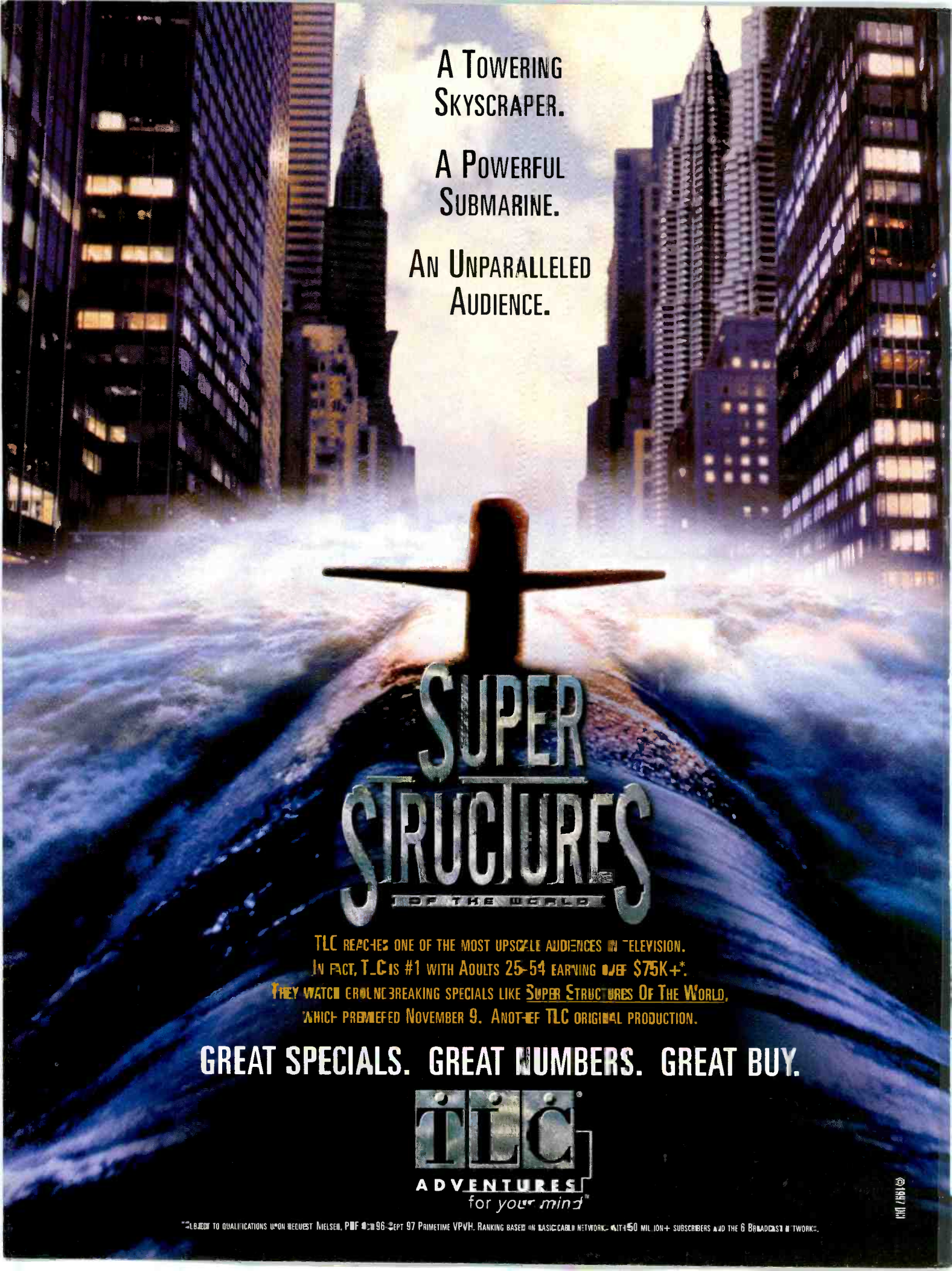
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