

MEDIA WEEK

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LAURA K JONES, ASSITANT MGR
WALDENBOOKS
42 MOUNT PLEASANT AVE
WHARTON NJ 07885-2120 147

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FCC Eyes Mergers

May seek to change market definitions to slow consolidation **PAGE 4**

MAGAZINES

Flynt Ignites 3 New Titles

Plans golf, men's style and snowboarding books

PAGE 6

SYNDICATION

SNTA Chief Targets Cable

Bodenmann wants buyers to take a new look at syndie's bigger numbers

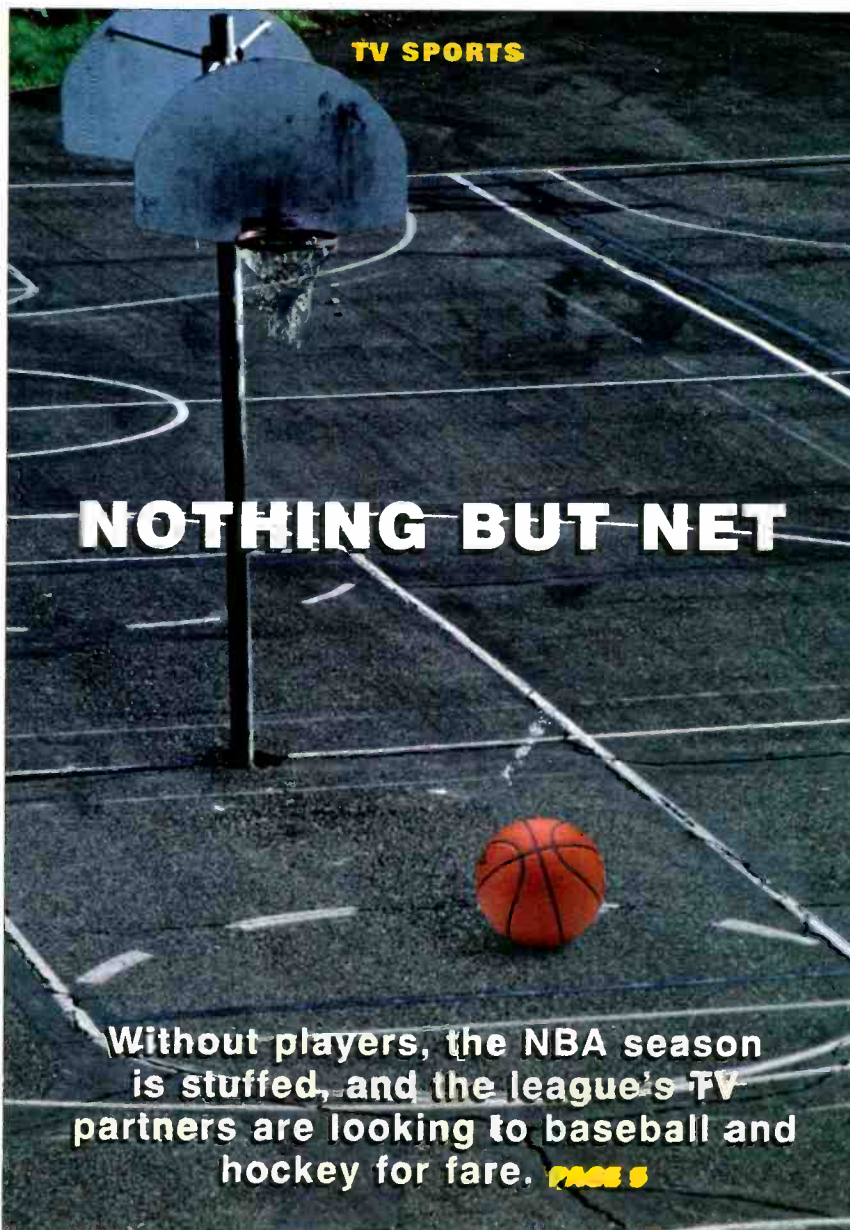
PAGE 6

NETWORK TV

Hispanic Nets Looking More Like Big 4

Broader fare and guarantees pay off

PAGE 9



Without players, the NBA season is stuffed, and the league's TV partners are looking to baseball and hockey for fare. **PAGE 5**

MARKET INDICATORS

National TV: Lulled
Buyers await networks' fall programming later this month before making further decisions on fourth-quarter scatter buys.

Net Cable: Heating
Fourth quarter is tight, even as some 20 percent of networks' usual budgets remain unregistered. Web TV is buying deep on cable in fourth for a new \$20 million campaign. PepsiOne is also eyeing a big cable buy via BBDO. Movie studios' Halloween money is heating up.

Spot TV: Stirring
With three weeks left in the quarter and the political window opening, spending has increased. West is tight with politicals, fast food, auto and movies.

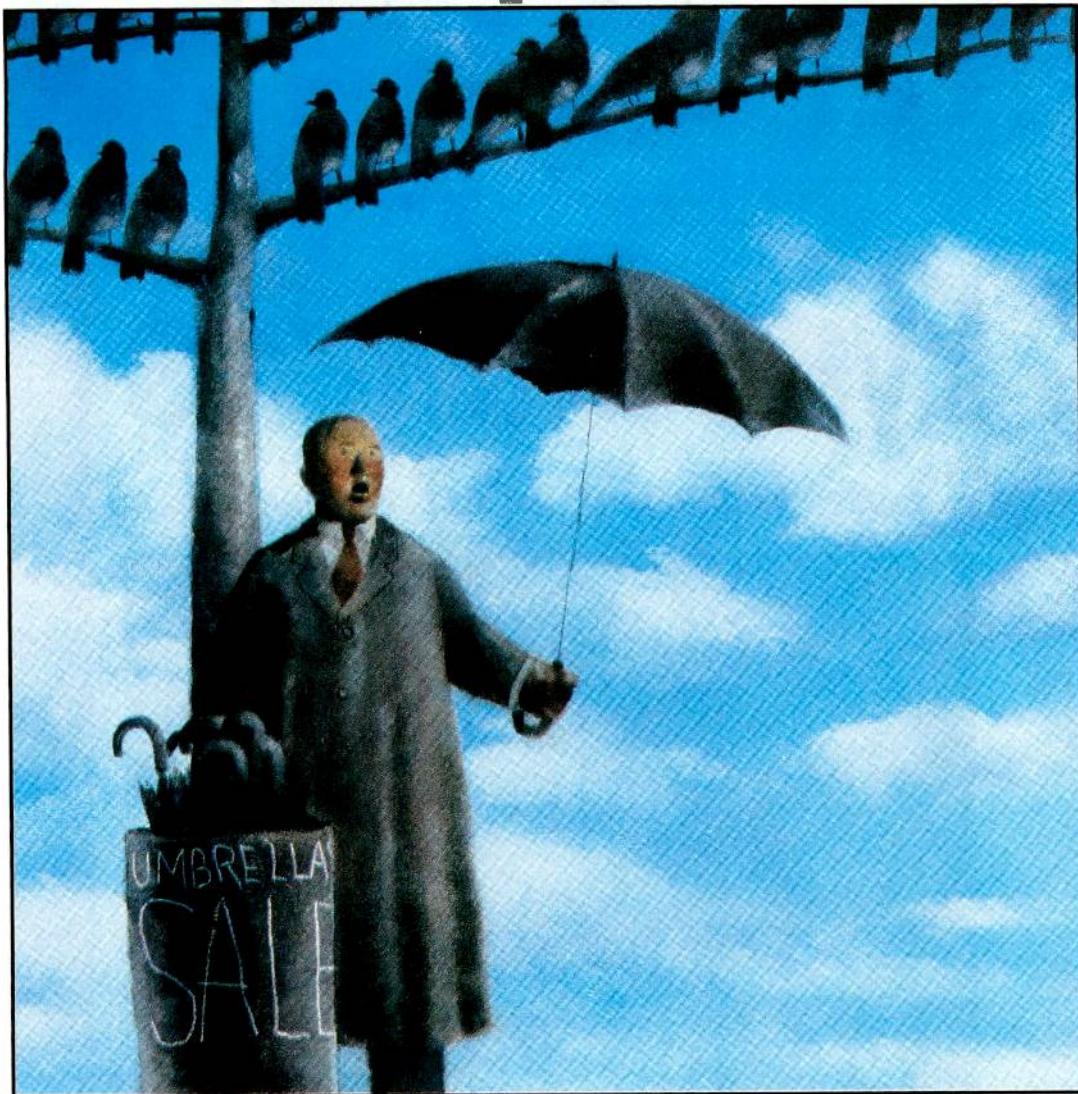
Radio: Tightening
Stations with young demographics are selling fast in top-10 markets. Plenty of time available on news/talk. Politicals beginning to escalate.

Magazines: Hot
Broadcast and cable ads are hitting mass titles. PCs and software are also active. Auto is beginning to heat up after a major lull.



PHOTODISC

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Laura K. Jones SEP 08 1998

AT DEADLINE

Fox Files Newsmag Ready for Prime-Time

Fox will replace *Hollyweird* with its newsmagazine *Fox Files* on its fall schedule. And if any of its new shows falter, Fox will bring back the successful summer replacement show, *Guinness Book of World Records*. *Fox Files* premiered in July in the Thursday 9-10 p.m. time period and will continue in that slot. *Hollyweird* had been scheduled for that slot, but was shelved by Fox due to creative differences with the show's producers. Despite its low household ratings (3.4/6 for the week ending Aug. 30), *Fox Files* has the strong younger demos that Fox covets. The median age of *Fox Files* is 36, compared to 46 for NBC's *Dateline*, 48 for ABC's *20/20* and 61 for CBS' *60 Minutes*. Fox also wants to develop a franchise newsmag for its broadcast net. Fox execs are also standing by *Holding the Baby*, despite a 2.8/10 household rating in each of its first two weeks.

Detroit Papers Balk at NLRB Order

It doesn't look promising that hundreds of former Detroit newspaper employees will regain their jobs in the near future, despite a unanimous vote by the National Labor Relations Board last week. The shortest timetable will be "at least a year" for rehiring to occur, said William Schaub, NLRB regional director. Schaub said he will send a letter to *The Detroit News* (owned by Gannett) and the *Detroit Free Press* (Knight Ridder), which are in a joint operating agreement. The letter, he said, will ask the papers to comply with the NLRB's ruling that they engaged in unfair labor practices. "Why not heal the wounds?" said Schaub, referring to the bitter 19-month strike that ended last year. If the papers don't agree, he said, he will take legal action. But the papers don't plan to budge. Tim Kelleher, the *News'* senior vp for labor relations, said the papers plan to appeal the NLRB ruling. To date, more than half of the workers who lost their jobs—1,300 of 2,500—have not returned.

Cheatwood Leaves NBC for CBS

Officials at CBS O&O KYW-TV in Philadelphia are hoping to capitalize on Joel Cheatwood's track record for resurrecting flagging newscasts—despite his recruitment last year of Jerry Springer for a short-lived stint as a commentator at Chicago's WMAQ-TV. Cheatwood has been hired as KYW's new station manager. Most recently he was vp of daytime for the NBC Station Group. He has a history of building news operations at stations including Fox affiliate WSVN-TV in Miami and NBC affil WHDH-TV in Boston. At KYW, he will oversee news, broadcast operations and engineering.

Revamp: 'Modern and Clean'

Miller Publishing is working on a redesign of its monthly *Tennis*, set to make its debut with the December issue. Sporting a new, spare-looking cover layout, with its formerly lower-case logo now capitalized and colored, the front of *Tennis* looks something like a mix of *Life* from the '50s and what editor Mark Woodruff calls "modern and clean." Woodruff said *Tennis'* new look will feature more photography, with

an emphasis on portraiture. The overhaul follows similar makeovers at Miller sports titles including *Cruising World* and *Mountain Sports and Living* (formerly *Snow Country*),



A prototype of the new cover design

USA's Open Telecasts Flat

Early ratings returns for this year's U.S. Open tennis tournament have been mixed for USA Network, which is carrying 92 hours of coverage of the two-week event. For the first three days of the tournament (Aug. 31-Sept. 2), USA delivered a 0.9 rating, flat with its first days coverage last year, though total household delivery inched up from 623,000 to 665,000. USA's prime-time ratings this year were down to a 1.1/834,000 homes from a 1.3/939,000 homes at this point last year. A USA representative attributed the dip to a Whitney Houston appearance at the opening ceremonies last year and one rained-out prime-time session this year. USA's daytime Open ratings were up slightly, from a 0.6/398,000 homes in 1997 to a 0.7/545,000 homes so far this year.

Into Troubled Waters, Here's More

After two prototypes, the first regular issue of *More*, the magazine for women 40-plus, launches this week, and with it another great experiment into whether a magazine can finally attract wealthy, female baby boomers. With its carefully attenuated look (no model is supposed to be younger than 40) and smart editorial, *More*, published by Meredith Corp., hopes to spark a relationship where others like *Mirabella* and the defunct *Lear's* failed to make a profitable connection. In addition to the requisite articles on health and fashion, *More's* first issue (circ 320,000) features an interview with middle-aged cover girl Cybill Shepherd, a tell-all by the divorced wife of *Bridges of Madison County* author Robert James Waller and a review of hormonal treatments for menopause.

INSIDE



Flynt strikes: 3 new titles into mainstream 6

LOCAL MEDIA 14

WASHINGTON 17

MAGAZINES 22

IQ NEWS 33

MEDIA WIRE

Fox Expected to See Boost From Homer, Playoff Chases

Fox Sports' broadcast and cable networks may be big winners in Major League Baseball's dispute with ESPN. Fox will likely translate expected ratings momentum into more dollars from advertisers, with Fox's cable sports nets picking up games that likely will figure into playoff-spot races for the last three Sundays of the season, media buyers said.

If either St. Louis Cardinal slugger Mark McGwire or Sammy Sosa of the Chicago Cubs are still shy of hitting the record-setting 62nd homer, Fox broadcast is set to preempt its prime-time lineup on Tuesday (including the season premiere of *King of the Hill*) to carry the Cubs-Cards matchup. Fox Sports executive producer Ed Goren also has a deal with MLB to air any of the Sept. 11-13 games in which either McGwire or Sosa figure in the homer race.

Last month, ESPN proposed moving its Sunday night baseball games over to its sister ESPN2 cable network to make room for NFL games. But MLB balked at that move and yanked the last three Sunday games from ESPN's schedule, saying its contract with ESPN did not allow for carriage on the lower-subscriber ESPN2.

An ESPN representative said that advertisers originally booked for three Sunday baseball telecasts are "moving into mutually agreeable programming alternatives." The representative would not say whether some of those clients were being placed in ESPN's Sunday night NFL telecasts. —Michael Freeman

Understanding 'Class Mass,' Seymour to Helm *Redbook*

After weeks of will-she-or-won't-she, *YM's* Lesley Jane Seymour has become the new editor of Hearst's *Redbook*, and marks the fourth editor to depart the Gruner + Jahr USA Publishing teen book in five years. "Lesley understands class mass, and that's really what *Redbook* is all about," said Cathleen Black, Hearst president. "It's a very strong niche book that can really lay claim to the whole young married mom category."

In a game of magazine musical chairs that has spread (continued on page 6)

FCC Reviews Radio Rules

May use DMAs to determine ownership limits

By Alicia Mundy and Mira Schwirtz

The Federal Communications Commission, stripped of much of its purview over consolidation in the radio business by the Telecommunications Reform Act of 1996, is preparing to take back its turf. Spurred in part by vociferous complaints from two commissioners about the impact of consolidation, the agency is considering new rules that could change how radio mergers are evaluated. New guidelines could radically alter the way in which markets are determined and how stations are counted.

A staffer at the FCC who would not speak for attribution said late last week that the rules "have not been hammered out yet." But the staffer said the FCC is considering several options, among them a plan that could change the definition of a market by switching from the Area of Dominant Influence (ADI) standard to Designated Market Area (DMA). The FCC is also considering a plan to allow companies to own stations with a combined market share of up to 50 percent. (The Department of Justice, which has been the primary review body for radio mergers since the Telecom Act was passed, now uses 40 percent as the threshold.)

The net effect of these proposals, in many if not most markets, would be that companies could own up to eight stations in a given market that control half or less of total radio advertising revenue, but the markets themselves would be smaller.

Just the talk of the FCC making new rules that could increase its oversight of radio mergers is certain to cause controversy. When

Congress passed the Telecom Act in 1996, it effectively gutted the Federal Communication Commission's role in overseeing mergers in the radio industry. Since then, the FCC has had to sit by and watch while more than a thousand mergers have taken place. And it had to let the Justice Department take the lead by applying the narrowly construed antitrust laws where they can.

The FCC staffer cautioned that none of these proposals was about to be acted upon.



Reclaiming turf? FCC chair William Kennard (right) and commissioners Susan Ness and Michael Powell

But commissioners Gloria Tristani and Susan Ness have complained about recent FCC staff decisions on several mergers where, under existing guidelines, one owner ended up controlling more than 80 percent of its market. In the El Dorado, Arkansas, decision regarding Noalmark's purchase of KBYB-FM last May, they noted in a joint statement that "Under our rules, it is entirely possible that one entity could own all of the radio stations that serve a particular community." They added, "The end result is that there can be no meaningful assessment of market concentration because there is no consistent definition

of the relevant market." They suggested, "A logical starting point would be to apply the same market definition both to the number of stations in the market and to the number of stations a particular entity actually owns within that market."

On Sept. 3, in a speech before the Texas Broadcasters' Association, Tristani decried the increasing consolidation of radio ownership, which, she stated, threatens community broadcasting and localism. She cited outsourcing of news content and national play lists. "The FCC has to get its house in order," she said. "I think we need to fix our rules. We have a proceeding going at the FCC asking whether and how our rules should be changed, so stay tuned."

That proceeding is partly taking place through the biennial ownership rules review, and also via an announcement asking for comment on a proposed FCC review of three deals in Little Rock, Virginia and Cincinnati. The FCC took the unusual step in this announcement dated Aug. 12 of noting that "based on our initial analysis...the commission intends to conduct additional analysis of the ownership concentration in the relevant market."

Susan Fox, assistant to FCC chairman William Kennard, said, "The chairman has expressed his growing concerns about consolidation and its effects...We are flagging these cases, so people will know this is an important issue for us." Sources at the FCC indicated that Kennard supports efforts by Tristani and Ness to review how markets are defined.

Radio owners and industry representatives are likely to oppose increased involvement by the FCC in reviewing mergers. "We think every single radio station in the world will object to their posture," said Houston Lane, vp of acquisitions at Clear Channel Communications, the country's fourth largest radio company in terms of advertising revenue, according to BIA, which tracks the radio industry. "We're obviously in opposition to them taking that stance."

National Association of Broadcasters spokesman John Earnhardt said the industry has been up in arms about the agency's interest in controlling market share of revenue since the FCC started discussing it several months ago. "That's for DOJ to do, not the FCC," Earnhardt said. "For them to duplicate what another government agency is doing is not a smart allocation of funds."

The advertising industry is likely to support any move by the FCC that would slow the pace of mergers in the radio business (see *Washington column*, page 17). ■

Chalk-Talking a Plan B

NBA rightsholders prepare programming, advertising alternatives

TV SPORTS / By Jim Cooper

With the National Basketball Association's player lockout now in its third month, the several national, regional and local rightsholders face a jigsaw puzzle of contingency

plans should the season not start Nov. 4. But some of the regional sports networks already have moved to secure other sports programming while the national carriers have slated movies. Almost all have offered advertisers the option of moving into the alternate programs or take their money back.

Media buyers said they expect all rightsholders to come up with alternative packages if the balls don't start bouncing in November

but there's not much enthusiasm to go along with those plans. "We'll probably just take our money back," said one sports buyer who requested anonymity and who is convinced the lockout will run into the season.

Nationally, Time Warner's TBS and TNT will be the first to feel the pinch of a delayed season. Media buyers said Turner, NBC and the handful of regional networks might try to temporarily move advertisers into other programming or to sister networks like CNN, or will provide makegood arrangements until the NBA settles its deadlock.

Programming shifts for the Turner networks are somewhat easier. Turner runs about 10 hours of NBA programming a week during the 7 month season. For Tuesday and Friday night games on TNT and Wednesday night games on TBS, Turner's extensive movie library can fill the gap.

"We've got a library of over 10,000 films," said Kevin O'Malley, senior vp, Turner Sports, who noted that the average 2.4 rating for regular season and play-off games is comparable to movie ratings on both nets. "We'd be replacing prime time with prime time."

NBC, which doesn't kick off its pro hoops season until Christmas Day with its weekly games starting January 16, is not talking pos-

sible contingency plans, said a representative.

Regional NBA rightsholders on broadcast and cable have a more urgent need to get their replacement programming and ad sales strategies in place. Fox Sports Net's regional services last week started to release their local

hoops schedules, but have plan B's waiting in the wings. In a deal with the NBA, FSN will run classic games on some of its regionals and other sports product on the others if the lockout stalls the 1998-99 season.

"We'd love nothing more than for the NBA to settle the strike, but because of the way we are set up we have a lot of great options," says Arthur Smith, executive producer, Fox Sports Net.

For example, Fox Sports West will carry classic Lakers games. But Philadelphia-based Comcast Sports

Net is pulling together a backup schedule of college basketball, boxing and the Phantoms American Hockey League team, to replace its 76ers package if necessary. If the season is killed, CSN will have to fill almost 30 prime-time hours in November alone.

Local TV station rightsholders for the most part will run regular movies or syndicated product in place of games. "If there is a lockout we'll just go back to our normal programming," said Richard Sullivan, station manager for WUAB-TV, the UPN affiliate in Cleveland which carries 20 Cavaliers games.

"There's really nothing we can do. If the games aren't played, they aren't available," said Bob Ramsey, director of programming for WGN-TV in Chicago. "It would certainly be a great year for us if we could roll from this Cubs season into the Bulls season." But the Bulls squad this year could look drastically different (Michael Jordan might not return and coach Phil Jackson has left). Contract negotiations are on hold until the lockout is resolved.

Many expect the lockout will continue until the Oct. 6 start of training camps and that the owners and players have to come to terms by early to mid October to save the start of the season. To date, the NBA has never lost a game to labor wrangling. ■



Like Rodman vs. Malone, players and owners are locked up.

JEFF HAYNES/EP PHOTO

MEDIA WIRE

from women's fashion/service titles to the teen category, *Glamour's* Ruth Whitney retired and was succeeded by *Cosmopolitan's* Bonnie Fuller. Hearst then shifted *Redbook's* Kate White over to *Cosmo*.

Looking to *Redbook*, Seymour said she is "psyched about getting the chance to act like an adult for once.... To be an adult, think about my life, think about what my friends do—this is going to be great."

Redbook's paid circulation held steady at 2.9 million through June, according to the Audit Bureau of Circulations; *YM* was up 1.2 percent to 2.2 million.

Seymour, who edited *YM* for 18 months, leaves G+J president John Heins with having to find yet another *YM* editor. "I've done this before," said Heins. "There are always these great candidates because it's a dynamic magazine, and an exciting market where the reader responsiveness is incredible."

Other chief editors to depart *YM* over the past five years are Fuller (now with *Glamour*), who left to launch *Marie Claire*; Sally Lee, who shifted over to G+J's *Fitness*; and Christina Ferrare, who left to launch *Teen People*. There was no word last Friday on who *YM's* next editor will be. Seymour begins editing *Redbook* at the end of September. —Lisa Granatstein

Fields Out at Wenner Media; Burstein Becomes *Us* Pub

Wenner Media vp/group publisher Dana Fields will not be returning from maternity leave. Though no official reason was given for her departure, Kent Brownridge, senior vp/general manager, denied rumors of a fallout between Fields and himself.

There are no current plans to fill the position. Fields' career at Wenner spanned 17 years, as she rose through the ranks of the company's ad sales department to become vp/group publisher in 1991.

Separately, Larry Burstein, the former executive vp of Ziff-Davis Publishing, has been named publisher of Wenner's *Us*. He replaces Andrew Amill, who has shifted over to *Men's Journal* as associate publisher.

With Burstein in place and *Us* editor Charles Leerhsen on board for the past four months, the stars are now aligned for Wenner to move the entertainment book up to the weekly (continued on page 8)

Flynt Courts New Readers

'Hustler' publisher readies golf, style, snowboarding titles for '99

MAGAZINES / By Lisa Granatstein

Larry Flynt, the flamboyant publisher of *Hustler*, is pushing further into the mainstream. Flynt plans to expand his publishing empire next year with the launches of *Backspin*, an irreverent golf lifestyle magazine; an African-American men's style monthly called *Code*; and a general-interest snowboarding title, *On Board*.

Flynt said he will spend \$2 million to \$5 million to launch each title. "For publishing companies our size, niche publishing is the best way to go," said Flynt, publisher of Los-Angeles based LFP.

The publisher's stable of 24 magazines, which tends to focus on young male readers, includes *Hot Boat*, hip-hop magazine *Rap Pages* and the skateboard title *Big Brother*. *Blunt*, a snowboard title, closed down earlier this year. It will be replaced by *On Board* in fall 1999.

Lonn Friend, executive editor of another defunct Flynt magazine, music title *Rip*, and most recently a vp for Arista Records, conceived *Backspin* and will be its editor-in-chief. Though a slew of golf titles exist for nearly every market segment, including women, seniors and travelers, Friend insists *Backspin* will be like no other. "Golf has been moving toward a lower demographic and has a much cooler appeal," Friend said.

"We want to put out a magazine to try to reach the Tiger Woods' of the world," Flynt added. "We want it to be irreverent, have something of an attitude and hopefully not be as boring as those that are out there."

The magazine, which will target 18-to-35-year-olds, will launch on newsstands in March

with a 350,000 circulation and publish nine times in 1999. "We will incorporate a little bit of what *Cigar Aficionado* and *InStyle* have done by bringing celebrity into the niche world, and cover artists, sports figures, celebrities and professional golfers and mix the cultures," Friend said. *Backspin* will also have the usual gear and instruction. So far, rocker Alice Cooper has



Go ask Alice: Cooper will write for Flynt's golf book.

signed on to do an advice column called "Hit the Ball Alice," as has Dweezil Zappa as a contributing editor. Friend is also in talks to start a syndicated radio talk show that would have celebrities and golfers calling in.

Overseeing ad sales and marketing for all three launches will be Perry Grayson, LFP vp of advertising. Distribution director Jeff Hawkins and subscription director R.J. Swircz will handle newsstand and subscriptions, respectively.

Perhaps Flynt's most upscale launch ever will be *Code* magazine, which will be distributed on newsstands beginning next May with a 500,000 circulation and will start as a monthly. A.G. Britton, *Mode* magazine's former editor in chief (who also helped launch *Mirabella* and the U.S. edition of *Marie Claire*), is spearheading the launch of *Code*. "This is a tremendous market that has not been addressed in a sophisticated unapologetic way," said Britton. "What we want this to be is an *Esquire*/*J. Crew* for men of color." The monthly will target men 25 years-old and up. ■

Syndication's Next Move

Group's members want anti-cable pitch as new chief maps data

SYNDICATION / By Michael Freeman

Allison Bodenmann, president of the new Syndicated Network Television Association, will soon be waging what some expect to be a campaign to steer advertisers' dollars away from cable and into syndication. Specifically, Bodenmann is

expected to develop research pointing to syndicated programming's broader national reach and strong overall ratings.

Bodenmann, a syndication buying veteran who most recently served as senior vp and broadcast director of Jordan, McGrath, Case

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frequency it has been mulling over for some time. "The world is such a place right now where people get their information very, very quickly," said Burstein. "And by going weekly, we'll be able to offer that to our readers."

For *Us* to increase its frequency, which is expected to occur by mid-1999, Wenner is seeking investors willing to buy up to a 50 percent stake in the title. —LG

1 Into 3 Won't Go: Primedia View Pushes Warner to Exit

Primedia's move to restructure its magazine group into three parts led to the ouster last week of president James Warner. The former CBS exec, who filled the power vacuum left by former COO Harry McQuillen, left the company after only seven months at the helm. Primedia "felt that the magazine group structure that existed was unwieldy," explained Warner. "Hopefully this new organization will allow them to put more focus on each of these individual businesses, which I think it will."

Warner added that there was also a "fundamental philosophical difference" between himself and William Reilly, Primedia president/CEO. "I was more marketing-oriented and [Reilly] was more financially oriented," Warner explained. "The issue wasn't so much spending, as the overall approach to business."

Primedia's new world order has M. David Tanzer, formerly president/CEO of the Channel One school TV network, now overseeing Primedia Consumer Magazines—23 titles including *Seventeen*, *New York* and *Modern Bride*. Kevin McAiley, CEO of Films for the Humanities & Sciences, adds Channel One to his responsibilities. Reilly will take on the additional duties of acting president of the new Special Interest Group, including McMullen Argus, Primedia Special Interest titles and Primedia Enthusiast Publications (formerly Cowles Enthusiast Media).

In addition, Curtis Thompson, Primedia controller, has been named to the new position of group president of the Primedia Information Group. Thompson will oversee the transfer of the company's technical and trade titles to the business-to-business group. —LG

& Partners (where she spent 19 years), said in an interview last week that her immediate priority as head of SNTA is to meet with the member syndicators to "discuss their expectations, then to lay out a blueprint of what research points we want to tackle with buyers." Bodenmann started her new job last week at the organization's New York headquarters.

Several barter syndication sales executives suggested that Bodenmann will be putting together research material that specifically focuses on the perceived lack of effectiveness of national cable buys.

"I'm not sure where all of this comes from, because I just want to really focus on the merits of syndication and not spend our time bashing the other guys," said Bodenmann. "We want to... just talk to some buyers who think that some syndicated programs are



Bodenmann: No bashing, just data

rated too low, yet will buy some blocks of inventory with a cable channel that does a 0.2 rating with most of its programs."

Most daytime talk shows fall within 3-7 rating averages in syndication, and off-network sitcoms post upwards of a 10 rating, noted Julie Kantrowitz, vp/media sales for Warner Bros. Domestic Television Distri-

bution, one of the seven major Hollywood studios that are funding SNTA. Kantrowitz hopes that Bodenmann will use such data to approach what the Cabletelevision Advertising Bureau has accomplished on Madison Avenue.

"The CAB and the cable networks have been able to effectively target their medium to different advertisers who are looking for tailored, niche-oriented buys to complement their [broadcast] network buys," Kantrowitz said. "Allison's goal will be to target all advertisers and, in doing so, it will lead to increased demand and CPMs." ■

Universal Closes In on B-G

Hot production company's successes have raised its asking price

TV PRODUCTION / By Betsy Sharkey

Should Universal Studios complete a deal to acquire full ownership of Brillstein-Grey Entertainment, the price tag is expected to be well above the \$100 million that Universal paid two years ago for its initial 50 percent stake in the company. Industry sources last week said the final price could go as high as \$150 million. Universal and Brillstein executives would not comment on the talks.

Brillstein-Grey's value has risen sharply in the past year with the success of two key projects: *Just Shoot Me*, the NBC sitcom that is produced by the company and stars David Spade, a B-G management client; and the surprise box-office hit, *The Wedding Singer*, produced by B-G and starring client Adam Sandler.

A Universal exec said the talks are driven in part by the studio's desire to free B-G chief Brad Grey up to concentrate on the creative side of the business and give Universal a stronger hand in the company's financial management. Since its acquisition by Seagram, virtually all Universal units have undergone financial restructuring.

An indication that Grey was considering a major change came in July with the hiring of veteran entertainment attorney Jonathan Liebman as executive vp. The choice, Grey said, was in part due to Liebman's "ability to envi-

sion the future and then make it happen." While Liebman's role became public in July, the attorney has been working with Grey for months, mapping out possible future acquisitions and alliances.

Grey and Liebman have crossed paths over the years as the client list at the attorney's firm grew to include Sony Pictures and BMG. In a recent interview, Liebman said he was intrigued with having a role in shaping the fast-morphing Brillstein-Grey, which has expanded well beyond its original roots as a talent-management firm. The company's client list includes Dennis Miller, Jon Lovitz (who this fall joins the B-G-produced *NewsRadio* on NBC) and Bill Maher (host of the B-G-produced *Politically Incorrect* for ABC).

Leaving control of the company in the hands of the core executives at Brillstein-Grey would be part of any new deal with Universal, say executives familiar with the talks. "What [Frank] Biondi [Universal Studios chairman/CEO] is looking to do with Brillstein-Grey is what Disney did when it bought Miramax—get a company that already knows how to mesh talent and profit," said one network TV executive. "Brad and his crew are only getting better at it, and with Universal they'll have a lot deeper pockets to work with." ■

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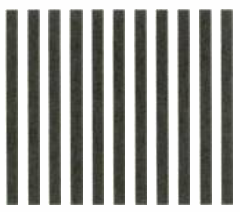
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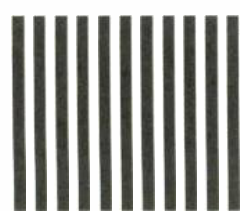


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Hispanic Nets' Pitch Scores

Univision, Telemundo say switch to Big 4 sales strategies is working

NETWORK TV / By John Consoli

The recent shift by Hispanic TV networks Univision and Telemundo to advertising sales strategies similar to the major broadcast networks' is generating some positive results. Univision last week announced that it has increased its 1998-99 upfront ad sales 49 percent over last season, to \$297 million. The total includes deals with 21 new advertisers since the network kicked off its upfront selling in May. Telemundo, which began its upfront effort in June, reports that making its new-season shows more mainstream has attracted several new ad categories and helped boost its sales.

Tom McGarrity, co-president of network sales for Univision, credited Ron Furman, Carlos Deschappelles and Judy Kenny "and the team they assembled" for the success of the network's upfront. While Deschappelles is a Univision veteran, Furman and Kenny are among a group of ad sales executives recruited this year from general-audience networks to bring their expertise and contacts to the Hispanic network's revised sales strategy. Furman, Univision executive vp of sales and marketing, spent the past decade at ABC, most recently as vp of prime-time sales. Kenny, an eight-year ABC vet, is vp in charge of East Coast sales.

While Furman would not comment on Univision's upfront efforts, a network insider said that the sales chief and network president/COO Henry Cisneros recently completed a two-month "road show" during which 75 major advertisers or agencies were visited in person. "We took our story to the highest level," the Univision executive said. "We shared proprietary information on our market. We offered

ratings guarantees and levels of flexibility. This is something that had never been done before."

Univision reports that it made upfront deals with 30 advertisers that previously had purchased time on the network only in scatter. First-time advertisers this fall will include Continental Airlines and Southwest Airlines, along with several major movie studios. Other strong ad categories for Univision were health care, auto, telecommunications, beverages and retail.

Over at Telemundo, telecommunications and financial services have been particularly strong, according to Peter Tortorici, the network's new president. Tortorici spent 14 years at CBS, including a stint as president of entertainment, before joining Telemundo in August.

Telemundo, acquired this year by Sony Pictures Entertainment and Liberty Media, has shaken up its prime-time schedule for this season, replacing many of its traditional *novellas* with shows based on Big Four network hits. Tortorici believes that for Telemundo to increase its meager 15 per cent share of the Hispanic TV market, it must offer programming that's clearly alternative to dominant Univision. "It's important for us to show we have a distinct brand," he said.

While their business units are going more mainstream, the two networks' programming departments, headed by Mario Rodriguez at Univision and Nely Gallan at Telemundo, continue to have strong ties to the Hispanic community. Joe Zubi, executive vp of Hispanic agency Zubi Advertising in Miami, said the nets' programming decisions are still what matters most to buyers. "Media buying is a science," Zubi said. "Programming is an art." ■

Howard Gets a Tweaking

Stern show to add more celeb interviews after 2d-week ratings dip

SYNDICATION / By Michael Freeman

Despite strong opening-week ratings, Howard Stern's new syndicated TV show will undergo some changes in coming weeks, according to its executive producer. In its first two airings, *The Howard Stern Radio Show* improved its stations' time periods 57 percent in share (compared to August 1997) and finished a strong

second to NBC's *Saturday Night Live*. But in Stern's second outing, ratings tumbled 22 percent, to a 3.8 rating/10 share from a 4.9/12 for the premiere in Nielsen's overnight ratings. Distributor Eyemark Entertainment and the show's producers plan to use more "outside-the-studio" hijinks to bolster viewership.

According to station reps, Eyemark re-

CABLE TV

The Cabletelevision Advertising

Bureau last week reported that basic cable beat the Big Four broadcast networks in prime-time household delivery for August. Based on its analysis of Nielsen data, CAB said ad-supported cable's numbers represent the first time that cable's monthly household delivery bested ABC, CBS, NBC and Fox. Cable also tied the networks in rating and share for the month, typically a time period with low HUT (homes using TV) levels. Basic cable drew an average prime-time audience of 23.9 million homes from July 27 to Aug. 30, up 3.3 million or 15 percent from August 1997. The Big Four networks attracted an average prime-time household audience of 23.9 million. That figure was down 5.3 percent, or 1.3 million, from August '97.

CNN, CNBC and Fox News Channel

followed Wall Street's bulls and bears to impressive ratings surges last week. As the Dow Jones Industrial Average dropped 512 points last Monday, CNBC nabbed 1.02 million households, its highest viewership ever, between 4 and 4:15 p.m. during the network's *Market Wrap* show. CNN and Fox News Channel also experienced ratings pops as the market faltered. Fox News Channel's *The Cavuto Business Report* jumped from its usual 28,000 viewers for its 11 p.m. run to 175,000 last Monday. On Tuesday, FNC's rating at the close of the market was 0.3, (105,000 homes), up from a normal 0.1 (24,000 homes). CNNfn tripled its ratings and delivery last Monday, to an average 0.9 (648,000 homes). A special edition of *Moneyline News Hour With Lou Dobbs* preempted CNN's regular coverage at 10 p.m. last Monday and registered a 1.2 (930,000 homes), a 50 percent increase from the same time period last year.

Discovery Communications' Travel Channel and *Condé Nast Traveler* have formed an alliance to produce travel-based programming. The two will jointly produce *Condé Nast Traveler Presents Amazing Destinations*, a prime-time series premiering on Travel Channel on Sept. 28. Thomas Wallace, *Condé Nast Traveler* editor-in-chief, will host the show. The series will run Monday through Friday from 10-11 p.m. —Jim Cooper

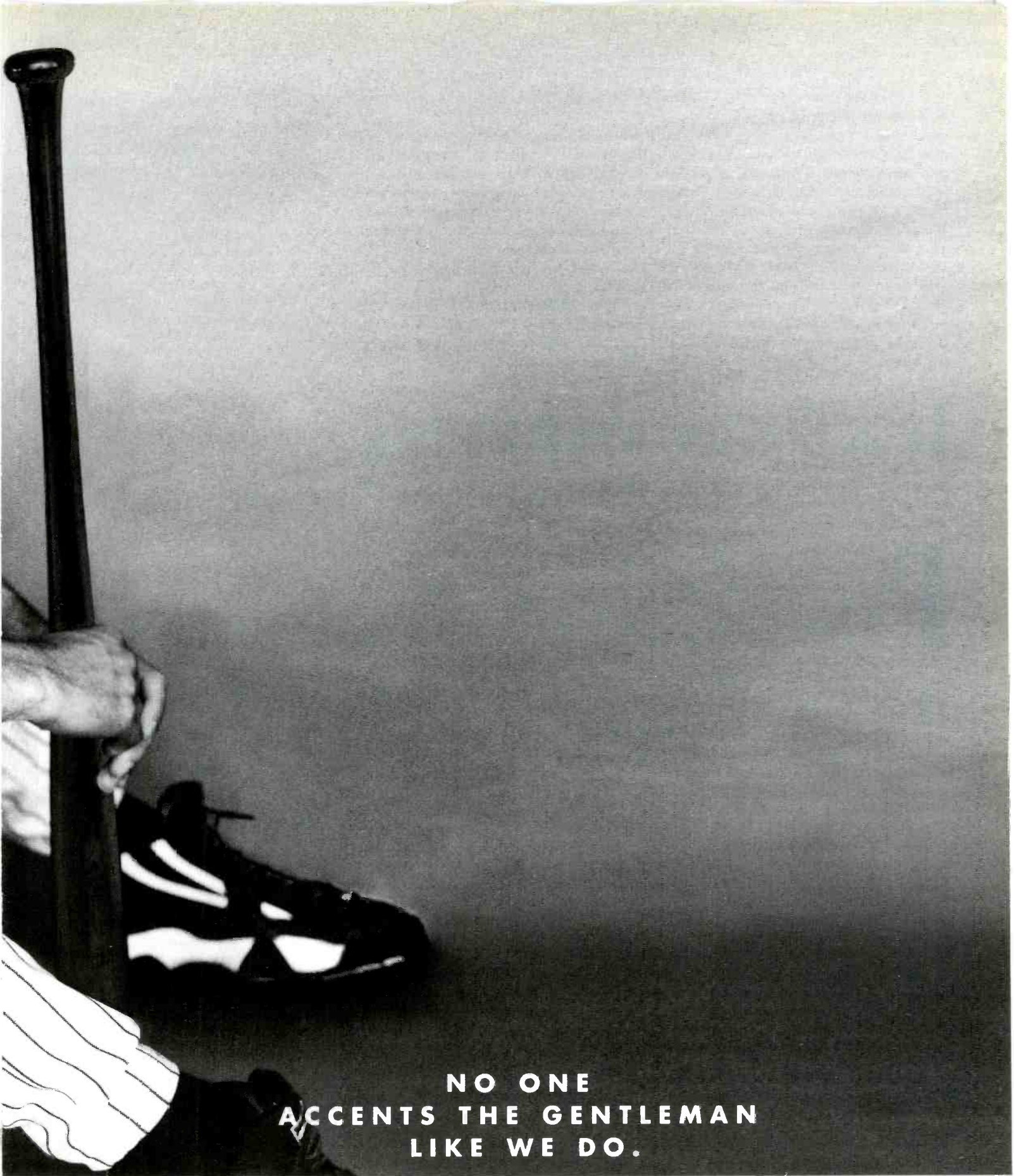
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search found that viewers have "responded more favorably to outside-produced elements" than Stern's in-studio segments, a package which already runs nightly on cable's E! Entertainment TV. Eyemark also noted that quarter-hour ratings during the first episode spiked during a taped interview with O.J. Simpson. Jim Biederman, executive producer of *The Howard Stern Radio Show*, said that the Simpson bit "drew a great response from the viewers."

"What we will be doing is showing more of the classic Stuttering John [Melendez] celebrity interviews as well as...other correspon-

dents providing new celebrity segments," said Biederman. The producer noted that other new sketch-comedy bits and animated shorts will be added in coming weeks. "On any given morning, listeners [to Stern's radio show] get a strong sense of Howard's full comedic range and sensibilities," Biederman said. "We always said we were going to provide that kind of balance in the TV show."

Meanwhile, two stations—KTVK, an independent in Phoenix, and Fox affiliate KJTV in Lubbock, Texas—dropped the show last week due to content concerns. ■

Less Clutter, More Dollars

With help from their first rep firm, PBS stations draw new sponsors

PUBLIC TELEVISION / By Megan Larson

Public television, best associated with quality programming and an affluent and well-educated audience in small increments, has quietly crept onto the radars of local media buyers across the country. A few recent factors—namely, the rise of clutter elsewhere on TV and a year-old rep firm—have helped grow its local ad revenue (its proponents call it underwriting) to an estimated \$75.4 million in 1997, averaging about 7 percent annually. It's been a wake-up call for agencies that aren't necessarily targeting the Princeton-spawned CEO with the 50-ft. yacht out back.

"The biggest attraction is the non-cluttered environment," said Maggie Ross, senior vp/director of local broadcast for Young & Rubicam, who has negotiated sponsorships for clients Charles Schwab and Lincoln Mercury. Clutter has risen steadily on commercial TV stations in recent years, but public TV's non-programming time is kept at a minimum—two minutes tops and only between shows. Ross explains that it's to her clients' advantage to be one of the only sponsors in a program. "It gives a heightened awareness of your client's brand," she said.

Seizing on the interest from agencies, Bob Williams, a veteran of the cable rep firm business, last September formed National Public Television, a rep firm that handles public TV stations. Williams, NPTV president/CEO, estimates that by next year, the firm will have brought in some \$15 million in new local revenue to the firm's 75 client stations.

For example, Kmart, retail haven of the everyman, is close to signing a deal with NPTV. "It's an advantage to brand the Kmart brand with the PBS brand," said a representative for Kmart agency Campbell Mithun Esty. "There is no concluded deal yet, but we plan to become involved with public television one way or another."

Advertising on public TV long consisted of an on-screen company logo and a voiceover. In 1986, the FCC let stations expand on-air "spots" to 15 and 30 seconds, but few stations took advantage. Stations such as New York's WNET-TV and L.A.'s KCET-TV saw revenue rise since adapting to 30s in the last two years. Audrey Kuda, WNET director of marketing, said revenue rose 73 percent to \$4.1 mil-

lion in 1997 over '96.

Agencies still have restrictions to contend with. FCC guidelines dictate that corporate underwriters omit any comparative or qualitative statements from their announcements. In other words, no hard sell. Bob Mauro, executive vp/COO of WTTW-TV in Chicago, would like to see the rules abolished. "We'd grow from \$3 million to \$15 million overnight," he said.

Skeptics fear public TV eventually could become indistinguishable from commercial TV. No way, believes Mauro. "Most stations would impose rules on themselves to avoid becoming commercial prostitutes," he said. ■

PUBLIC TV'S RISING TIDE

YEAR	REVENUE
1997	\$75.4*
1996	70.9
1995	66.5
1994	61.0

*Estimate. Due to public broadcasting's accounting practices, final 1997 revenue has not been reported. Figures are from local sponsorships and underwriting only. Source: PBS.

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SEATTLE/TV STATIONS

Tribune's Tale of Two Stations

• SEATTLE-BASED FOX AFFILIATE KCPQ-TV IS on a roll that will likely continue under its new owner, Tribune Broadcasting, media buyers said. Benefitting from the fifth largest media company's deeper pockets and programming muscle, fourth-ranked KCPQ "could turn out to be a front-runner," said Meghan Davie, media buyer for Bozell Worldwide in Seattle.

Uncertain, however, is the fate of Tribune's other station in Seattle—WB affiliate KTTZ-TV. Tribune may sacrifice it in an attempt to comply with federal regulations prohibiting multiple station ownership in the same market, insiders said.

But that's the minority view. Most buyers are betting on a local marketing agreement between the two stations, leaving Tribune in control of KTTZ, the market's No. 6 station.

An LMA is a viable option, but the exchange of KTTZ for another major market WB affiliate is also a possibility, said Dennis FitzSimons, Tribune Broadcasting president.

Either way, Tribune will won't snub the WB, he said. Tribune holds a 25 percent stake in the network. "Whatever option we select will be totally supportive of the WB and its national delivery," FitzSimons said.

That option would be disappointing, said Bill Gingerich, creative services director for KTTZ, "but we're entering the waiting mode now and aren't sure what's going to happen."

Clearly, KCPQ is a more valuable franchise as well as a potent competitor. According to Nielsen Media Research, KCPQ won a 6 percent share in July 1998, fourth behind Big Three affiliates KING-TV (NBC), KOMO-TV (ABC) and KIRO-TV (CBS).

KTTZ garnered a 4 percent share. (The UPN O&O, KSTW-TV, ranks fifth.)

However, KCPQ has a few extra bonuses. It completed construction on a new digital stu-

dio six months ago, launched a 10 p.m. newscast last year that is steadily gaining ground and benefits from Fox's NFL package.

Meredith Corporation, based in Des Moines, Iowa, initially purchased KCPQ from Sacramento, Calif.-based Kelly Broadcasting for \$370 million; in turn, Meredith traded the station to Tribune in exchange for WGNX-TV, the CBS affiliate in Atlanta, and \$10 million.

"It's a huge acquisition that definitely raises the level of KCPQ," said Gordy Bryson, president of KSL Media West.

"With so much consolidation going on, you have to be a part of a big broadcast group to survive," added Roger Ottenbach, KCPQ's vp/gm. Kelly, a small family-owned company, had too few station holdings to interest major syndicators, Ottenbach and buyers agreed.

But with Tribune on board, Ottenbach said KCPQ is "in a strong position to acquire the best syndicated programming coming down the line."

Bryson concurred on the importance of top-rated syndicated programming. "It doesn't matter where you are in prime if your lead-in is too light," he said. —ML

WASHINGTON/NEWSPAPERS

New Keeper of Flame At Post Heralds Integrity

• THE WASHINGTON POST'S NEW OMBUDSMAN believes it's time to reexamine journalism's most basic premise: honesty. "In the last few months, it's really come home to us that there's

a need for monitoring," said E. R. Shipp, who joins the *Post* on Oct. 1. "Newspaper reporters have a certain commitment to honesty. We don't need fact-checkers; by our definition, we are offering the facts."

But honest truth-telling, that most basic principal of journalistic principles, has been savaged in recent months, she said, citing a flurry of "most embarrassing moments." Those missteps include the \$10 million settlement paid by *The Cincinnati Enquirer* after an investigative article was published using purported stolen voice-mail messages and unsubstantiated columns at *The Boston Globe*.

"Somehow," Shipp continued, "we've gotten away from our mission. It may be that mar-

ket pressures have changed, and perhaps reporters feel that now."

Shipp, 43, takes a leave of absence from Columbia University, where she is an assistant professor of journalism. She has also given up writing her twice-weekly column at the *New York Daily News*, where she won a



Shipp-shape: Getting back to reporting mission is critical.

1996 Pulitzer Prize for her commentary and opinion. Shipp replaces Geneva Overholser, who starts a twice-weekly column for The Washington Post Writers Group later this year.

Shipp's stature in the journalistic community is one element that appealed to the *Post*, said Leonard Downie, Jr., the paper's executive editor. "She's got a voice that will be engaging for our readers and the self-confidence to call it as she sees it," he said. Moreover, having an

A black and white close-up photograph of a woman's face, looking slightly to the right. She has dark hair and is holding a thin object, possibly a toothpick or a pen nib, near her mouth. The image is framed by a thin yellow border.

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ombudsman is "one element of quality control that can prevent" problems.

At the *Post*, the ombudsman is allowed to sit in on editorial meetings, but won't be involved in the editorial process. Nor will Shipp be accountable to it; she will report to Downie, but will express her unedited opinion in a weekly column.

The Post is one of only a handful of U.S. papers—an estimated 40—that staffs the ombudsman position. That makes the paper unique in recognizing "the need for an independent voice to talk to the public and editors," said Shipp, who said she looks forward to using her teaching skills in her new job.

With polls showing that public trust and journalistic credibility are at all-time lows, "Ombudsmen are on the front lines more than ever before," said John Bull, president of the Society of Newspaper Ombudsmen. Bull, who handles that job at *The Philadelphia Inquirer*, said the use of e-mail has accelerated the interactive process between readers and newspapers. "We've learned the hard way" that not being open to reader concerns "breeds misunderstanding. The ombudsman has a teaching role between the public and the staff." —DP

SAN JOSE, CALIF./RADIO

Jacor Plan Has Rock Sticking to Silicon Valley

• BY ADDING TWO FM STATIONS IN SAN JOSE, Calif., Jacor Communications is set to launch a new Silicon Valley rock network. The Covington, Ky.-based company last month acquired KUFX-FM and KOME-FM in a swap with CBS. The new properties, KUFX-FM and a renamed KLDZ-FM, will be united with Jacor's top-rated San Jose rocker, KSJO-FM, to snare the South Bay's rock listeners, said Jacor president Randy Michaels.

"In San Jose there's a lot of computer nerds who listen to rock, so we see some potential there," Michaels said.

In a separate strike at the entire nine-county San Francisco Bay area, Jacor plans to simulcast KSJO's mainstream rock format on two East Bay properties—KZWC-FM (to be called KFJO-FM) and KZSF-FM—acquired last month from Z Spanish Radio.

Analyst J.T. Anderton of Duncan's Radio Market Guide said both strategies are good, long-term investments in a high-growth area. "People still have an inclination to listen to local radio," said Anderton. "And increasingly San Jose is big enough that the big acts play there, the big retailers are locating there, so my bet is over time it will grow and be a good place

to be."

With the new properties, Jacor now owns nearly 36 percent of the San Jose market, according to the Duncan's guide.

John Sutherland, Jacor's Bay Area vp/marketing, said the company will secure its rock niche with San Jose's 1.6 million residents by adding KUFX's classic rock sound to the more mainstream sound of KSJO. And while KLDZ's format has not been announced, Jacor execs said it will complement the other two.

Jacor's swap with CBS was part of a federal condition that it forfeit eight stations to gain approval for its 1997 buy of Nationwide Broadcasting. Jacor gained the two San Jose outlets and four others in St. Louis and Baltimore, all owned by CBS. In exchange, Jacor gave CBS three stations in Columbus, Ohio and two in Minneapolis-St. Paul. Jacor sold or swapped the remaining three properties in San Diego and Cleveland.

Meanwhile, at least one San Francisco competitor said Jacor's plan to use the 30-year-old rocker KSJO as a vehicle for format dominance has limited potential. "I see KSJO as sort of the black T-shirts and pickup trucks kind of rock station," said Steve DiNardo, vp/gm of CBS-owned KLLC-FM in San Francisco. "Will they increase listenership? Yeah, I think so. But it's not like bringing fire to the Eskimos." —MS

MIAMI/MAGAZINES

In Start-Up Graveyard, Channel Rushes Forward

• IT'S ABOUT SEX, DECADENCE, AND HIGH-stakes rivalry. No, it's not a made-for-TV mafia movie. It's the magazine industry in Miami. "Miami became a fashion-industry, modeling hotspot for the last several years," said Richard Bronson, publisher of the city's newest contender, *Channel Magazine*. "and it creates a more hedonistic, a more decadent, a bit more naughty atmosphere."

Premiering this month, the glitzy, fashion-inspired *Channel* hopes to cash in on the cachet of South Beach. Bronson said the magazine, which has a controlled circ of 60,000, will focus on "pictures of beautiful people" with articles about "life and lifestyle." As for competitors



like *Ocean Drive*, a market veteran at just 6 years old, the best that they can say is good luck.

"In the six years we've been in business, there have been 10 start-ups that have tried to copy our format," said *Ocean Drive* publisher Jerry Powers, "and so far nine have failed. [Bronson] should just give me the money right now."

Mag seeks cachet from the South Beach scene.

Some advertisers are also skeptical about the new venture's chances. "The market can handle two magazines, but I don't think three can survive," said Hans Boynton, international marketing director at Miami's IAC Advertising Group. Boynton said that's because the Miami scene is essentially the 20-block universe of South Beach, the city's trendy hub. "*Ocean Drive* is seen as the voice of South Beach, and I don't see any magazine overcoming that," Boynton said.

One mag falling by the wayside earlier this year was *Fashion Spectrum*. Like *Channel*, *FS* was started by a Miami businessman. Although readers said it had editorial merit, the 2-year-old magazine struggled to find an identity between the glitzy *Drive* (circ 48,270 at the end of 1997) and the more newsy, city magazine, *Miami Metro* (circ 52,180). (Both are audited by BPA International.)

Enter Bronson. Owner of a popular South Beach nightclub, chair of the Miami City Ballet and a museum director, Bronson introduced his magazine with the help of a letter from Mayor Neisen Kasdin. The letter was reprinted in the premier issue.

But Bronson's accreditation is not all sterling. He is also the former owner of a securities firm, Ft. Lauderdale, Fla.-based Biltmore Securities, which paid a \$1 million fine to settle investors' claims of fraud. Bronson left the business earlier this year.

Nevertheless, Bronson said he's likely better outfitted than most for the blood sport known as Miami publishing. In a raucous public battle this year, *Ocean Drive* sued *Miami Metro* for libel and unfair trade practices after *Metro* allegedly circulated a letter to Miami advertisers questioning *Drive's* circulation numbers. *Drive* pulled out of that suit last month. —MS

WASHINGTON
Alicia Mundy

All Celine, All the Time

Advertisers and agencies, fearing monopolies, want the government to rein in radio mergers



When Chancellor Media announced that it wanted to buy Capstar two weeks ago, shudders swept through the much of America's advertising industry. In case you've been hiding in a cave, radio mergers since the so-called Telecommunications Act passed in 1996 have skyrocketed. Analysts say that in five years there will be only one radio chain and it will play only Celine Dion and Whitney Houston.

All right, that's a little extreme. But across the nation, radio mergers and the centralized control they engender are replacing good music with mass-produced tapes of homogenized, androgynous voices. If it weren't for the odd morning-drive sadist, listeners wouldn't be able to tell which station they had on.

The mergers have troubled radio fanatics and various communities who still believe in local broadcasting and diversity. But that pales in comparison to what they've done to the advertising world. Every new merger afflicts advertisers and ad agency execs with neuralgia. The reason, in a word, is that agency execs believe these mergers mean monopoly. Oh, maybe not immediately. "They [radio chain owners] wouldn't be so stupid as to raise rates overnight," says Page Thompson, president of DDB Needham's Optimum Media. But eventually, inevitably, the rates go up and a de facto monopoly situation rules. As Jean Pool, executive vp/director of North American media services at J. Walter Thompson, says, "In some markets we've seen a jump from 100 percent to 300 percent in some stations' rates."

Seeing the way the radio merger mania was headed, the American Association of Advertising Agencies convened a committee to chart the course of the mergers and "educate" government officials about radio buying. The government officials they focused on are in the Department of Justice's Task Force on Mergers. "We spent a lot of time with them," said Pool, now a member of the AAAA's media buying committee.

It can safely be said that there isn't a trick or tool in radio buying, ad placement, market manipulation and negotiation strategy that hasn't been explained in excruciating detail to various DOJ lawyers, including Joel Klein, assistant attorney general for antitrust and several of his staff. "I think we've given them a complete primer in radio buying," says the committee's chairman, Allen Banks, executive vp/media director, North America at Saatchi & Saatchi.

What's the result? "They are scrutinizing almost every deal that comes up, even in smaller markets, which didn't use to get much attention," says Thompson. Of some 1,000 proposed mergers, the DOJ has investigated about 50. And in about half a dozen cases of proposed deals, license assignments and buyouts, the DOJ has asked for changes and divestitures. For example, CBS had to divest itself of some of its San Jose, Calif., holdings when it bought American Radio Systems (ARS) last year for \$2.6 billion. Without the divestiture, CBS would have controlled more than 60 percent of the San Jose market.

But the advertising community wants more action, not just from the DOJ but from the FCC as well. Banks explains: "I don't think this Chancellor/Capstar move is going to be good for us. But there are more issues than that. For

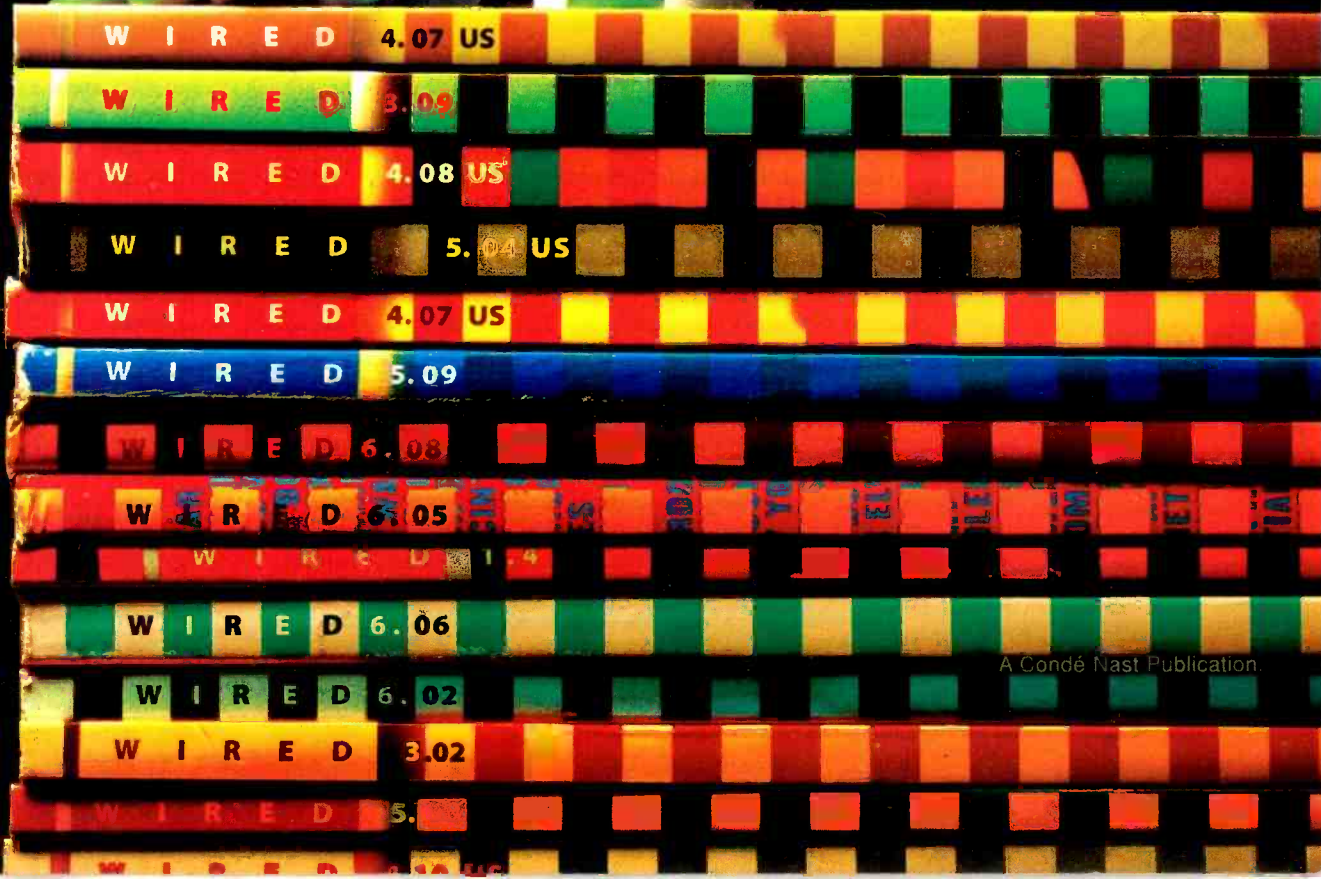
"In my lifetime, demand has never gone up like this. You see it in virtually every one of the top 10 markets."

— Jean Pool, J. Walter Thompson





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WASHINGTON

instance, I think the Justice Department has to look at more than whether an ownership deal gives a station group 40 percent of the market."

The problem, he says, is that market concentration is not easily quantified, especially in the time frame immediately following a merger. "When the station's formats change to go after a more desirable demo group, it changes the equation of market penetration. What is the Justice Department able to do about that?"

"That's a good question," says Craig Conrath, chief of the Merger Task Force. He and Reid Horwitz, assis-

review. The FCC has sent deals in Little Rock (Citadel Communications), Cincinnati (Jacor) and Blacksburg, Va. (Root Communications) out for public comment. It's part of the federal statute that the FCC review deals on the basis of competition and diversity. But in these cases, the FCC is flagging the market concentration issue in soliciting comments. And it could take action to block the deals, even without the DOJ on board (though that hasn't happened much since Republicans took control of Congress).

The DOJ has been giving the FCC cover. When Sen. Conrad Burns (R-Mont.) complained last year that the FCC was holding up too many radio deals, the agency happily pointed to DOJ, noting that the FCC couldn't really approve deals while they were under DOJ investigation. And if the DOJ was taking a long time, well, the FCC was not in a position

"Monopoly pricing is happening in several markets, and it's harder to change something than prevent it." —John Kamp, AAAA

tant chief of the Merger Task Force, told *Mediaweek* that the DOJ isn't just looking at the 40 percent "standard" when evaluating radio deals. For instance, the watchdog looks at ownership of "big signals."

Bottom line: DOJ is looking out for consumers and, Conrath says, "In the case of these radio agreements, the consumers are the advertisers." But following format changes and their effects on the market puts the DOJ in the uncomfortable position of investigating a radio station's management decisions. The DOJ can't be responsible for complaining when a station makes programming changes that give it a competitive edge and raise its profits.

As it is, the DOJ can only investigate or ask for changes if a deal appears to violate antitrust laws. "Consumers need to have the benefit of competitive choice," says Conrath. "We're trying to prevent monopoly pricing. Every merger has to be looked at in terms of its market."

What about the potential monopoly in cross-ownership situations? Thompson says he used to be told, "If you don't like the cost of buying radio time, you can always go somewhere else." But what if the radio station and the local newspaper have the same owners, as could be the case if Congress allows TV and newspaper cross-ownership? Replies Conrath: "Our ultimate job at the DOJ is to look at what the real competitive effect is in any deal. What's really going on here? Who are these folks really competing with?"

Radio station owners counter complaints about price hikes by insisting that the real culprit is increased demand for ad time. But Pool says, "In my lifetime, demand has never gone up like *this*. You see it in virtually every one of the top 10 markets."

Meanwhile, the FCC finds itself in a conundrum. Although it can review deals in the name of "the public interest," if it gets too aggressive, Congress will step in. Cumulus Media has recently attacked the FCC's review of three outstanding deals as an "unnecessary layer of regulation," calling it duplicative of the DOJ's antitrust

to be telling Justice to hurry up.

But here's a problem: If the DOJ doesn't find justification under its rules to change the deal, it will be hard, in the current political climate, for FCC chairman Bill Kennard to act without attracting fire from some members of Congress. And, one FCC staffer explained, since Hicks Muse already has interest in both Chancellor and Capstar, there doesn't seem to be much of a hurdle with a change of ownership.

Some issues are beyond both FCC and DOJ reach. Industry newsletter *Radio Business Reports* has noted that stations are adding more ad time at the expense of programming. Though the data is largely anecdotal, some stations have increased ad time from 14 minutes per hour to 18 and in some markets, 22 minutes. This change seems to have come in the wake of Mel Karmazin's takeover at CBS and CBS' purchase of ARS. "There's no such thing as 'sold out' anymore," says Katy Bachman, vp of *RBR*.

Ad execs are just beginning to grapple with this phenomenon. One who asked not to be identified said, "It's harder to get a promise of placement now—our clients don't want to be fourth or fifth in an endless string of commercials. And we're paying as though we were one of two or three."

Thompson believes the problems of radio mergers for advertisers need to be viewed in a larger context. Banks adds that a better formula to determine "market concentration" is needed. John Kamp, executive vp at AAAA, says, "We are going to keep working with the DOJ, and making our concerns heard. Monopoly pricing is starting to happen in several markets, and it's harder to change something than to prevent it."

Meanwhile, Banks says, "I'm still waiting for all those 'economies of scale' we were going to see with mergers. I said something negative when the Chancellor/Capstar deal was announced, and I got a call from someone who wants to come over and show me a complete analysis of how all these mergers are actually saving me money. I can't wait to see it." ■

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Magazines

By Lisa Granatstein

Six months after buying Mutual Funds, Time Inc. is shaking up the title's portfolio, looking for more growth

Return on Investment

Time Inc. is banking on its most recent magazine acquisition, *Mutual Funds*, to become a top player in the booming personal finance category. Launched four years ago by the Deerfield, Fla.-based Institute for Econometric Research, the 743,000-circulation monthly had been quietly building its readership and ad pages before Time purchased IER (which also publishes nine newsletters) in March. Six months into the new ownership, *Mutual Funds* is undergoing a total transformation, with a new managing editor, a new look and the integration of its sales and marketing staff into

the Time Inc. juggernaut.

"*Mutual Funds* is really a gem in the rough, with huge potential," says Michelle Washington, IER president and CEO. "Now that it's part of the Time Inc. family, we're looking at dramatically boosting its presence." That effort will include generating more buzz with advertisers about the personal service category's third-largest title: Only big sister *Money* (1.9 million circ) and *Kiplinger's*

Personal Finance (1.1 million) are bigger than *Mutual Funds*.

This week, *Fortune* executive editor John Curran is taking over as managing editor of *Mutual Funds*. Norman Fosback, *MF*'s former editor-in-chief, will report to Curran.

Curran was one of the Time Inc. editorial consultants who worked on *MF*'s overhaul. The redesigned October issue, on newsstands this week, sports a new logo, sharper charts and graphics and more white space, making it more easily navigable. Though *Mutual Funds*' highly focused content is not expected to change, Curran plans on broadening the maga-

zine's financial planning themes. "We're entering a new era for investors, where they're going to be much more informed about their investments," Curran explains. "In addition to offering more fund-performance stories, we will add to the coverage of the people behind those funds, tangential issues like taxing strategies and E-commerce, and how best to spend your gains."

In December, the magazine will publish a bonus double issue for the first time. Curran hopes to develop one-shot franchise issues for *MF*, in the manner of *Money's money.com* and *Fortune's Money Guide*. While the *MF* edit staff will remain based in Deerfield, Curran will commute between New York and Florida.

To help build its presence, *Mutual Funds* will increase its draw on newsstands by 25 percent; with the Time Inc. acquisition, the title has switched distributors from Curtis to Time Distribution Services. *MF* also plans to boost its rate base from 750,000 to 800,000 in January.

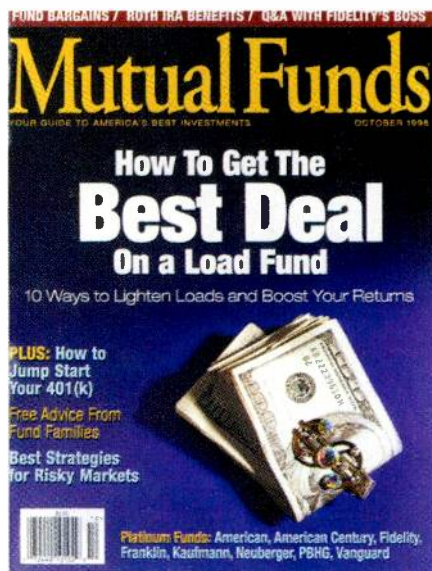
MF had total paid circ of 742,492 in the first half of this year, up 34.6 percent, according to the Audit Bureau of Circulations. Ad pages did not fare as well, dipping 6.8 percent through July to 303. The title remains well behind *Money* (673 pages through July), *Kiplinger's* (530), Dow Jones/Hearst's *Smart Money* (714) and Capital Publishing's *Worth* (394) in ad pages.

Washington hopes *MF*'s circ gains will help the title reach out to apparel and pharmaceutical advertisers and build on its relationships with automakers and the tech industry.

Attracting advertisers to a book that covers just one aspect of personal finance, mutual funds, can be a challenge. "There are so many books in the category that have a more broad appeal" than *MF*, says Priya Narang, DeWitt Media vp/media planning director. "Advertisers need to be very targeted, but at the same time speak to enough people to be heard. There are many other venues out there now."

As *MF* and other established personal finance titles grow, the category continues to branch out, with a slew of recently launched books focusing on E-commerce. Two other new finance magazines target women. Capital's *Equity* will be polybagged with the December issue of *Worth* (a potential distribution deal with Fairchild's *W* did not pan out). *Currency*, which was polybagged with 9.5 million copies of Condé Nast magazines last April, plans to increase its circ to 11 million next year thanks to the arrival of *The New Yorker* and *Wired* into the CN family.

Rick Levine, a former *New Yorker* executive and *Condé Nast Traveler* managing editor, was recently named corporate executive director/editorial projects for Condé Nast and will oversee *Currency's* April 1999 issue. Personal finance author Suze Orman, who oversaw the premiere issue, will continue to write for the supplement. With just the single April issue confirmed for next year, no plans are under way to make *Currency* a stand-alone magazine anytime soon. "But it's still under consideration," says one CN executive.



New editor Curran: Serving readers "much more informed about their investments."



Wired's New Sales Push

CN: Learning to Live In the Digital World

Since being sold four months ago to Condé Nast for an estimated \$80 million, *Wired* has begun the process

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same sizes...same styles...and keep selling it in the same old distribution channels.
- 5. Continue to explain to your CEO why 1 - 4 above are so critical.**
- 6. Ignore history...its lessons don't apply to you:**
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 - Sears' sales used to be larger than its next two competitors' combined.
 - Schlitz was the best selling premium beer.
 - Korvette was the leading discount store.
 - Dow Jones' *Journal* used to have 2.1 million circulation and was a monopoly.
 - Chevrolet was the #1 car in America.
- 7. Follow the herd.**
Blow your budget on an expensive image campaign in the same old publications showing declining readership. Go only for mass reach even when it costs you 200% to 300% more, in terms of effectiveness, and when more efficient new choices are available. Since few companies accurately measure image campaigns or test them in competing media, you'll never know exactly how much money you blew...or why your sales and earnings are slipping.
- 8. Explain all of the above to the new CEO...and the new ad agency.**

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83% of IBD's audience do not read *The Wall Street Journal*, according to Readex Inc., June 1998.

Investor's Business Daily

"For People Who Choose To Succeed"

Magazines

Must-Reads

A compendium of noteworthy articles from recent issues:

The horror! The horror! In the perfectly timed "Rule 1: Don't Panic. Rule 2: Panic First," Walter Russell Mead offers the scary tale of a global economic crisis that may hit a market near you. *Esquire*, October

Christine Wright's "Instant Gratification" takes scratch-and-sniff to a new level in the first interactive makeup sampler. *Allure*, September

Before those summer memories begin to fade, Coco Myers offers a handy guide on the art and craft of creating "Scrapbooks." *Martha Stewart Living*, September

of integrating its sales and marketing operations with those of its new owner. "Technically, [the merger] doesn't begin until January, but we are working very closely," says a senior CN exec. "They are included in any major contracts or marketing proposals we're working on, and we're included in their ad and marketing strategies." CN president and CEO Steven Florio and editorial director James Truman have been visiting the San Francisco-based *Wired* staff regularly.

Condé Nast has helped fund a new \$1 million trade advertising campaign for *Wired* (running in *Mediaweek*, among other publications) and has begun integrating the digital monthly in ad packages with other CN titles. "They can help us and we can help them," says Dana Lyon, *Wired* publisher. "Lexus is going into *Wired* as [part of a CN] package, and Microsoft, which is a client of *Wired*, is increasing its frequency in Condé Nast books."

Lyon is also optimistic about using CN's clout to get fashion pages for *Wired*. Coach bags recently signed on with the title, the advertiser's first buy in a tech book.

"Condé Nast is very concerned that the magazine be a leader in its field, in the same way *Vogue* is in its field," notes Katrina Heron, *Wired* editor-in-chief. Heron, who took over last December, over the summer promoted design director Thomas Schneider to head up the art department, replacing the departed John Plunkett.

While *Wired* founders Louis Rossetto and Jane Metcalfe remain on the board of the magazine, some *Wired* staffers are a bit uneasy about Condé Nast's ownership. "We're talking about a bunch of people that sit on Madison Avenue and don't understand this world and how it works," says a *Wired* staffer. One issue left unresolved since the sale is the magazine's online presence. The deal with CN did not include *Wired* Digital, the company's Internet division. "Our online future is uncertain, and they're trying to hash it out," says the *Wired* staffer. Currently, *Wired* Digital is maintaining the magazine's Web site for Condé Nast.

Wired's ad pages were up 2.9 percent to 712 through July over the



Coming into fashion? Clients of other CN mags are getting pitches.

same period last year. Paid circulation increased 19.5 percent to 415,256 for the first six months, according to the ABC.

Working Woman Redesign Looking Better On the Job

Working Woman spent the summer getting a makeover. The changes—a new logo, crisper photography and sleeker pages—aim to better reflect and target the women executives *WW* wants as readers.

Since she left *Home Office Computing* 10 months ago to join the MacDonald Communications pub, *WW* editor-in-chief Bernadette Grey has sought to give the monthly more warmth and energy. Grey commissioned Roger Black Inc.'s Maryjane Fahey to work on the redesign alongside Heidi Volpe, *WW's* art director.

In the past few months, Grey has also added new columns including "Business Closeup" (focusing on business owners), buyer's guides (for everything from laptops to convertibles) and last spring's first *Working Woman* 500, a ranking of the U.S.' largest businesses owned by women.

WW's circulation was flat at 633,572 through June, according to ABC. The monthly's ad pages were up 24 percent, to 275, in the first seven months. "The market is dying for ways to attract women," says Barbara Litrell, MacDonald group publisher. ■

60 SECONDS WITH...



Bill Blass

Guest editor, *Civilization*, August/September

Q. You chose to focus the issue on style, rather than fashion. Why? **A.** I really and truly disdain the idea of fashion. It's style that really counts, and I think that in most people's minds, it's too much of an overlapping of the same thing. Fashion is available to anybody, but style is a very rare commodity. **Q.** How would you define style? **A.** It's one of those things you develop through the years—experience, exposure, reading, seeing. I also feel that to have true style also involves a certain amount of mystery. You never reveal too much of yourself, and so often in the case of people overly involved with clothes, they do just that. **Q.** You enlisted author Bruce McCall to write a satiric piece on casual Fridays. But aren't they the best display of personal style? **A.** It is. But unfortunately since you can only express it one day a week, in the end it isn't. **Q.** Who are the bigger prima donnas, models or writers? **A.** Oh, definitely models. Writers want to please. **Q.** Would you do this editing gig again? **A.** No, I doubt if I would. I don't think I have time. But I do see that I'm inclined to write a book. So I will pursue the book. It won't be a memoir or tell-all, those are ultimately boring. It will be a book on style, and it'll have to do with food, and houses—everything.

Students Talk Back

(ENTHUSIASTICALLY)



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MOVERS

MAGAZINES

Peter Moore has been named executive editor of *Men's Health*. Moore had most recently been the Rodale Press lifestyle book's managing editor... **Craig Vander Ploeg** has joined Petersen Companies' outdoor group as publisher of *Guns & Ammo*, *Handguns* and *Rifle Shooter* magazines. Ploeg was most recently the publisher of *Inside Sports*. **Brad Gerber**, formerly the western regional sales manager of Petersen's automotive performance group, has been named publisher of *Hot Rod* magazine... **Village Voice** media columnist **James Ledbetter** has been named New York bureau chief of *The Industry Standard*... **Lawrence Brittan** has been named advertising director for *Eating Well*. Brittan was an account manager at *Men's Journal*.

TELEVISION

Alex Wallau, most recently executive vp of ABC Television Network, was promoted to the new position of president, ABC Television Network, administration and operations, and will work closely with ABC Television Network president Patricia Fili-Krushel. Wallau joined ABC Sports in 1976 as head of on-air promotion... **Dave Lougee** has been appointed executive news director at KING-TV, the NBC affiliate in Seattle. Lougee previously served as vp of news for WRC-TV, the NBC owned and operated station in Washington, D.C. Succeeding Lougee at WRC is **Eric Lerner**, former news director for ABC's O&O WLS-TV in Chicago.

The Media Elite

Edited by Greg Farrell

Emmy's Oscar Envy

Don Ohlmeyer, NBC's West Coast president, thinks television doesn't get the respect it deserves—and he aims to do something about it. “The industry hasn't always approached the Emmy Awards as a celebration of television, like the movies have with Oscar,” says Ohlmeyer. “To

nects and joins us in a national dialogue.”

Ohlmeyer hopes this Sunday's Emmy Awards presentation, airing on NBC, will help change a few skeptical minds. This year's Emmys show will be special, as the Academy of Television Arts & Sciences celebrates the 50th anniversary of

well as its tragedies,” says Meryl Marshall, a veteran producer who was elected president of the television academy earlier this year. “This night will be a night to look back to see how we got here, and a look forward to see where television can and should develop in the coming 50 years.”

The Academy was formed in 1946, just as the fledgling television industry itself was taking wing. The first annual awards show arrived two years later.

The Emmys show and the star-studded evening being planned by producer Don Mischer—whose credits include three previous Emmys telecasts, the Tony Awards and the closing ceremonies of the 1996 Summer Olympics—is expected to draw more than 660 million viewers in 90 countries. The four-hour telecast will blend presentations of the 1998 awards with a celebration of the past.

The show's producers and NBC are hoping that *Seinfeld* may help do for the Emmys what *Titanic* did for the Oscars. *Titanic's* wave of popularity helped sweep last March's Academy Awards' telecast to a 55 share on ABC, up 9 points from '97. In recent years, the Emmys' share has hovered in the low 20s, according to Nielsen Media Research. But with this edition providing a final tip of the hat to *Seinfeld*, those

numbers could jump. “This golden anniversary is an opportunity for us to come together and celebrate the people who made it happen and the people who will continue to make it happen,” says Marshall.

—Betsy Sharkey



For Marshall (right), *Seinfeld* could match Groucho Marx (at the first Emmys, in '48) for impact.

some degree, television has had an inferiority complex, which I think is not deserved. Television touches people's lives on a regular basis. Because of its reach and how people incorporate it into their daily lives, television has more impact on us—it con-

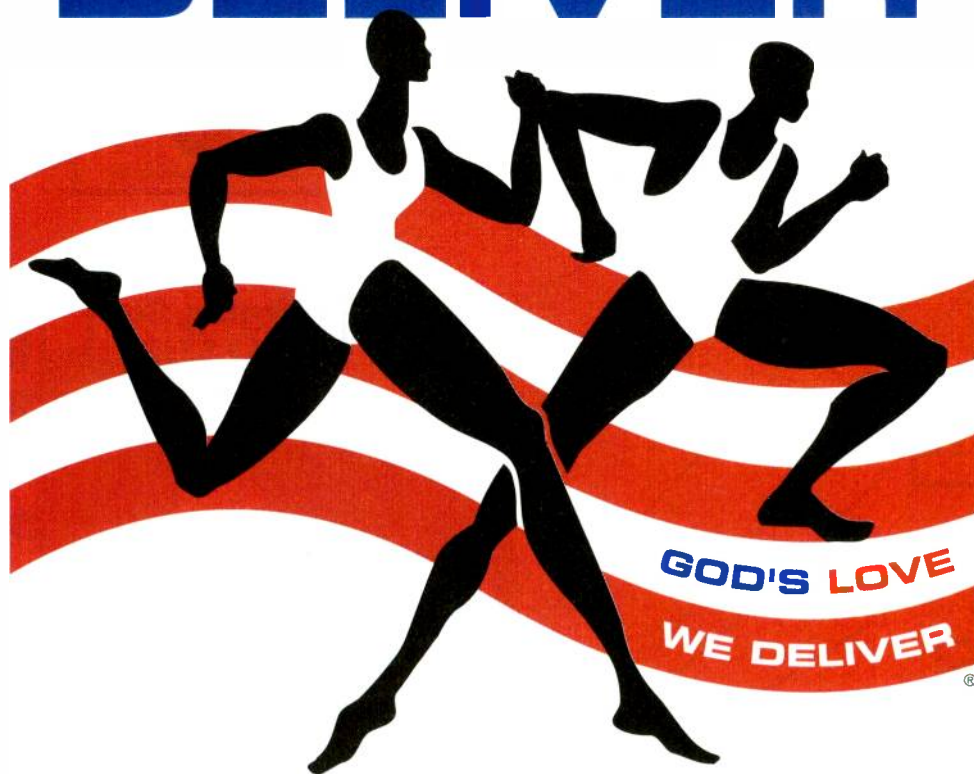
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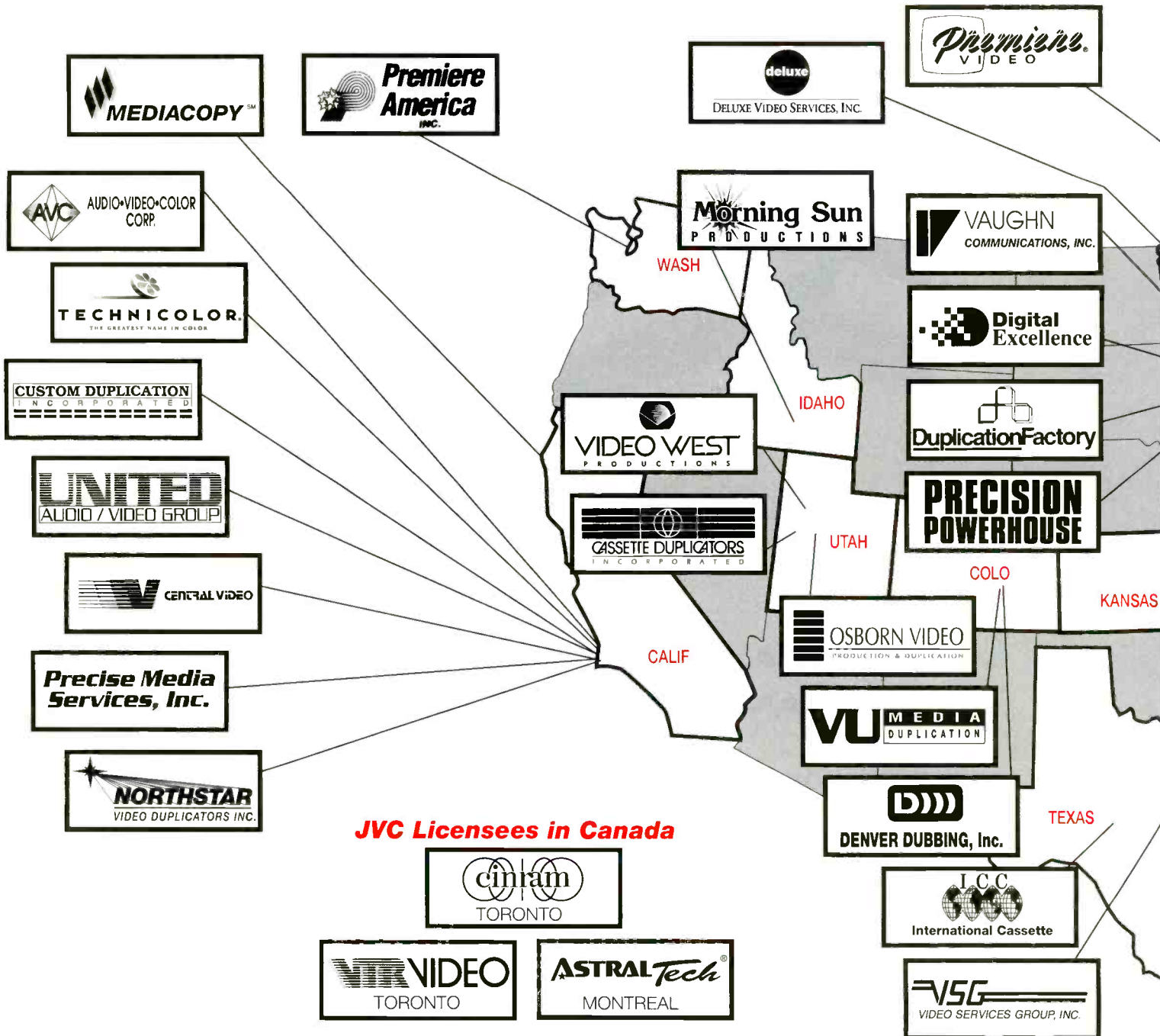


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- AMERICAN SOUND & VIDEO CORPORATION
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Interscope Records, New York, the label for artists including Garbage, Marilyn Manson and Mya, has created an online store and Gen-X oriented site. Designed by Reset, New York, the site, www.interscoperecords.com, features links to artist and fan sites, an audio and video jukebox, chats and contests. It will sell music, clothing and other merchandise through N2K, Tower Records and others. Sponsors include Broadcast.com, Ticketmaster, SonicNet, CMJ and Kenneth Cole Reaction.

MoMA E-comm

Pixelpark USA, New York, is designing an online store for New York's Museum of Modern Art. The MoMA Online Store, to launch in early October, will live at MoMA's site (www.moma.org). Tech-enhanced services are to include a bridal registry, birthday or anniversary reminder and a shopping tour. Merchandise such as modern furniture and lighting, travel and home accessories, jewelry, stationery and books will all be available.

It's not hard to remain bullish on the Internet—even during last week's stock market, um, fluctuations—when it's the place to go as the financial skies start falling. CNNfn.com set traffic records last week, reporting 8.5 million page views on August 31. That did tweak the bottom line: there was around a 20 percent increase in requests for avails. Snap said traffic on its Finance Information Center more than doubled, and Bloomberg Financial added another server to meet demand. —Susan Kuchinskas

Air Force Reserve Wants A Few Good Gamers

By Susan Kuchinskas

Seeking to tap a younger band of recruits, perhaps with the fastest trigger fingers of all, the U.S. Air Force Reserve is teaming with online gaming service Total Entertainment Network, San Francisco, as the exclusive advertiser for a *Quake II* tournament next month. The competition, "Above and Beyond the Edge, A *Quake II* Capture the Flag Tournament," runs from October 5 to November 1 on TEN's gaming site. It marks the AFR's first use of the medium to woo potential recruits without any prior military experience.

The AFR traditionally has focused its online and offline recruitment efforts on ex-military types to fill its annual quota of 10,000 new sign-ups. But with downsizing efforts putting the crunch on each military branch, the AFR has turned to the Net to reach a younger crowd. Chief Master Sergeant Steve A. Turner, U.S. Air Force Reserve, said the TEN tournament is a good match of demographics and reinforces the Reserve's high-tech image. Turner added that he doesn't think the game's violent content will be a turn-off. "We realize that our target audience plays games and that's how we figure we'll reach them."

The tournament "is a great idea," said Jim Dangleil, who works for Disney Online and is a

member of TEN's Professional Gamers' League. "It requires team play ... as opposed to straight killing. I know some people may be touchy about violence, but *Quake* is a well-accepted game. I don't see [the AFR] going out on a limb with this."



TEN's Lundberg: the AFR wants to increase recruitment via its *Quake* sponsorship.

The event, customized specifically for the Reserve, will be open to all TEN members with premium accounts; it will feature up to 96 two-player matches, with the top six teams sharing more than \$1,000 in cash and prizes. "They wanted

to spread the word about the Air Force Reserve, increase recruitment and drive traffic to their brand new Web site," said Erik Lundberg, director of sales and interactive marketing for TEN. The company also designed banner ads, buttons and graphics for the AFR in cooperation with the AFR's agency, TMP Worldwide, Atlanta.

The AFR's annual ad budget is \$2.5 million, mostly spent in print and radio. TMP vice president/account director, Byron Galway, would not disclose what percentage was earmarked for the Internet, but noted that a majority of those dollars went toward the launch earlier this month of the new AFR site. Net ad expenditures for the AFR should rise in 1999, he added. ■

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[RICH MEDIA IS @HOME'S POT OF GOLD p. 34](#) | [NEW MIX FOR CONCRETE MEDIA p. 34](#)

[KIRSCHNER QUARTERBACKS THE NFL p. 36](#) | [MORE WOMEN MEAN MORE EYEBALLS p. 38](#)

bits

• **USWeb Corp.**, Santa Clara, Calif., acquired **CKS Group**, Cupertino, Calif., in a stock swap valued at \$355 million. The new firm will be named **Reinvent Communications**. CKS chairman and chief executive officer Mark Kvamme is chairman of the new agency. Also, Fergus O'Daly, president of CKS New York, announced he has left the firm to start a consultancy, **Fergus O'Daly Associates**.

• **Western International Media** confirmed it is purchasing a stake in **Zentropy Interactive**, both Los Angeles. The deal was first reported in *IQ News*, July 6. Terms of the deal were not disclosed, but Daniel Roth, chief strategic officer at Western, said that over time Western will take a full ownership stake in the firm. For now, Zentropy will operate as an independent business unit, taking a lead role in developing electronic commerce accounts for Western plus handling online media design and marketing duties.

• Media buying agency **Beyond Interactive**, Ann Arbor, Mich., opened a San Francisco office to serve its West Coast clients. The agency recently started work on **Primedia's** sites for *Seventeen*, *Modern Bride*, *New York* and *Automobile* magazines. It also has hired Microsoft's Kevin Hermida as chief technical officer.

• **Yahoo**, Santa Clara, Calif., will feature **Amazon.com**, Seattle, Wash., on many of its international sites including Europe, Asia and Australia. Amazon.com gets buttons on the site's front pages. The program, to roll out in the next few months, will add a German language Amazon.com site to the current English, French and Chinese offerings.

• **David Clauson**, formerly senior vice president and worldwide account director at **Foote, Cone and Belding**, San Francisco, was named executive vice president of worldwide marketing at **iXL**, Atlanta. He founded the FCB technology division in 1991. Clauson is also chairman of the American Association of Advertising Agencies' Technology Committee. He will be stationed in Atlanta.

• **ESPN Internet Ventures**, New York, refashioned its site, one of the most popular devoted to sports on the Web. Formerly **ESPN SportsZone**, the site has been renamed **ESPN.com**. New associate content partners include **MountainZone.com**, **Tennis Week**, **SoccerTimes** and **U.S. College Hockey Online**. TV and radio sports listings will eventually be added. Features such as a Java-based sports ticker have been removed from the site to increase speed. This week, an online **ESPN.com** store will go live on the site.

@Home Network Looking To Prove It's Better to Be Rich

BY **SUSAN KUCHINSKAS**—@Home Network is setting out to prove that rich media works.

As such, the company will break a pilot campaign this month using seven advertisers to prove that rich media, which offers interactivity with TV quality production, gets results.

"I wanted to be able to quantify the true efficacy of rich media as opposed to banners, interstitials, and traditional media advertising," said Susan Bratton, director, Interactive Advertising Group, of the Redwood City, Calif.-based @Home.

Participating advertisers are quite a mix, including the Intel Pentium II processor, Toys "R" Us, AT&T, Tylenol, First USA, Dockers and Bank of America. In addition, Intel's Content Group is co-funding online research studies to be conducted by Stamford, Conn.-based marketing research firm IPSOS-ASI.

"We're participating in the project

because we want to start to learn what the upside is for interactive marketing in a broad-band environment," said Suzanne Brisendine, director of PC advertising, Content Group at Santa Clara, Calif.-based Intel.

Users who match each advertiser's target demographics will have the opportunity to take a survey and be entered in a sweepstakes. The survey, Bratton said, will query ad recall, brand link recall, length of recall, increase

in intent to purchase, and, not least, whether the user liked the ad.

"The future of the Internet is being able to get more interactivity and more functionality ... where [customers] are, rather than bringing them to your site. This is a place where we can experiment with that before the future hits us," explained Kevin McSpadden, senior marketing manager in charge of digital and relationship marketing for Dockers. ■



Coming home soon: @Home advertisers will put rich media in living rooms.

Concrete Media Pours Effort Into Custom Publishing Division

BY **ANYA SACHAROW**—Concrete Media, New York, online publisher of youth culture sites Bolt and the GirlsOn Network, has created a custom publishing division to design and create third-party Web sites.

Concrete is designing Bertelsmann Online's forthcoming book site Bertelsmann Online, or BOL, in addition to designing sites for alternative weekly *The Village Voice* and toy maker Toymax.

"We're selling a consultancy that understands relationships with consumers," said Dan Pelson, president and CEO of Concrete Media. "It's important for us not to be seen as an online ad agency. It's more relationship marketing through community environments on the Internet."

Pelson said the company has successfully built communities where consumers are likely to do transactions online. GirlsOn sells videos through a partnership with VideoServe.com. Bolt will launch an electronic commerce store in two weeks to sell branded apparel and accessories and other products such as snowboards. Bolt and GirlsOn both sell CDs and books through affiliate relationships with CDnow

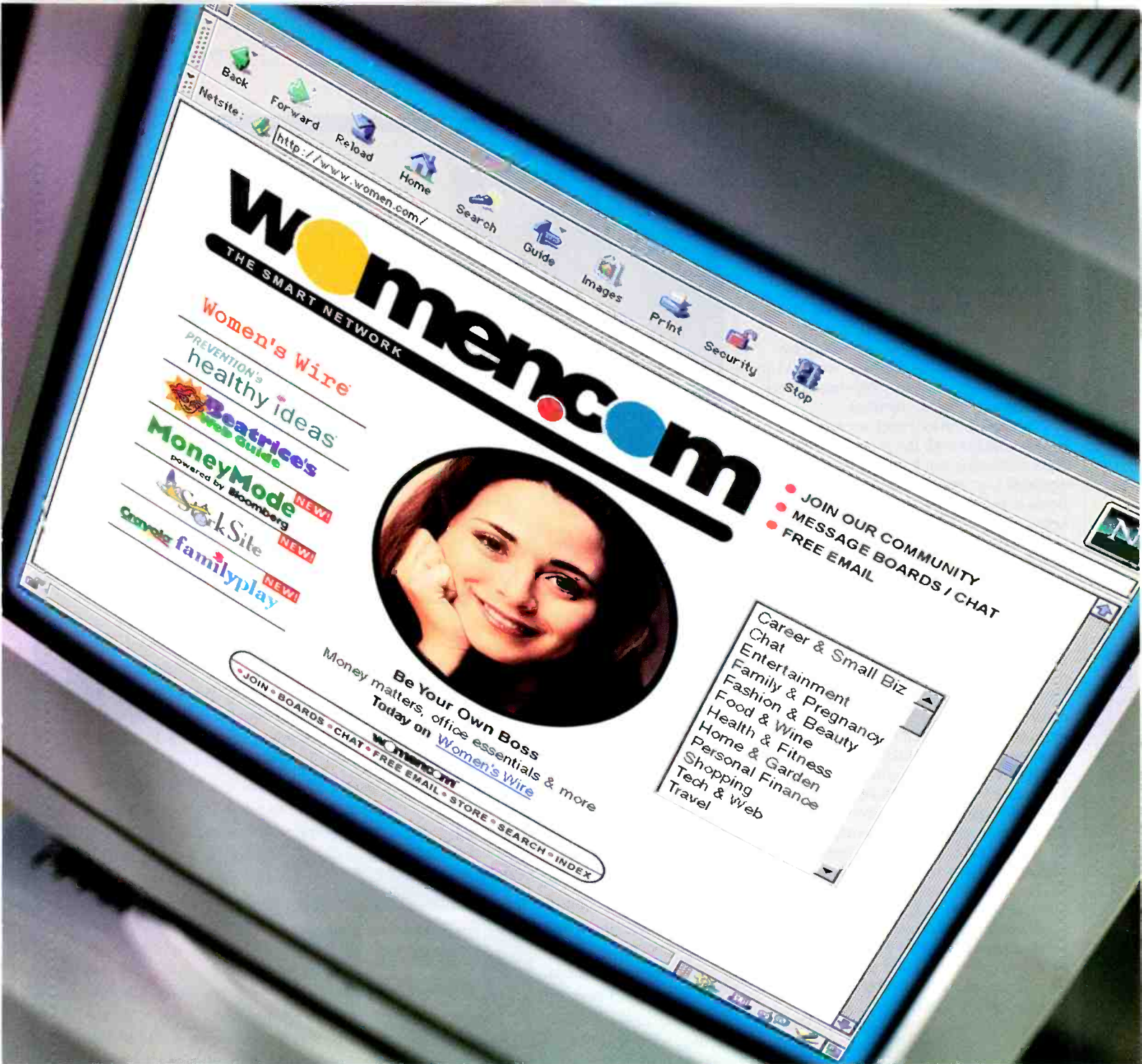
and BarnesandNoble.com.

Toymax will be the first of Concrete's custom publishing sites to launch. When it goes live this week, it will feature online gaming and e-commerce to sell Toymax's laser shooting game *Laser Challenge*.

Concrete began working with Bertelsmann five months ago to build the massive BOL site. That site is expected to launch in six countries, including the U.K., France, Germany and the U.S. by the end of the year. Concrete is working with Pixelpark USA, in which Bertelsmann AG has a majority investment, on developing the site. OgilvyOne, New York, is working on the media budget.

The Village Voice site is being redesigned to better leverage additional revenue streams such as classifieds.

Pelson anticipates Concrete's custom publishing division "will be a multi-million-dollar operation very quickly." The contracts with third-party publishers are annual retainers for the most part. Concrete is privately held and Pelson would only say "cash flow is positive on an operational basis." ■



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P&G Brand Gets Extranet Support

As Procter & Gamble plots a major corporate-wide strategy to bring products to market more quickly, it's evident the Cincinnati-based packaged goods titan sees the Web as a key component in this goal. P&G earlier this summer hired San Francisco-based Winkler Advertising's TeamToolz division—both are owned by P&G agency Grey Advertising—to build an extranet, akin to a secure Web-based work station, for its various agencies.

The aim of the extranet, according to people familiar with the program, is for P&G marketing vendors ranging from ad agencies to promotion and public relations firms to collaborate on new, unified marketing messages for P&G products. A P&G spokeswoman confirmed TeamToolz is working with one of its hair care brands. P&G makes shampoo brands including Pert Plus, Pantene and Vidal Sassoon.

Neither officials from P&G nor TeamToolz would comment on the specifics of the program. Denis Beausejour, vice president of advertising for Procter & Gamble Worldwide, has pushed for further agency collaboration as the company pursues a greater use of digital media to develop and promote its brands. At its Future of Advertising Stakeholders Summit last month, P&G stated that it can envision shifting as much as 80 percent of its advertising budget to "interactive digital media," a catch-all phrase that includes the Internet and digital television, over the next five years.

The extranet software, TeamTool.MC, was used in 1996 by Hewlett-Packard to craft a cohesive marketing message for products in its LaserJet Supplies units. Jim Stratton, director of sales and marketing at TeamToolz, said clients they've pitched include top 200 advertisers.

—Bernhard Warner

IQ movers

At Sony Online Entertainment, New York: **Michael Tive** was named marketing director; ad sales, from director of marketing services, A&E Television Networks, New York; **Michael Lamb** was named Internet ad operations manager; from manager; Juno Online Services, New York; Patricia Keating joined as Chicago-based central district manager from Midwest account manager; Juno Online Services ... **Thomas Livaccari**, former vice president and co-founder of Icon New Media Productions, New York, and Word magazine, has joined Dennis Interactive, New York, as sales director ... **Lyn Rundell** has been named account director at Lot21, San Francisco. She formerly was vice president and account supervisor at Grey Direct West, Seattle.



DIRK WESTPHAL

INSIDER

CALLING THE PLAYS

By Bernhard Warner

Ann Kirschner, vice president of NFL Interactive, recalls feeling like "the lone voice in the wilderness" walking the halls of the league's Park Avenue headquarters. "I'm still doing a lot of evangelizing" to league officials and team

owners, she says. "But now the question is: 'Are we doing enough?' Not: 'Are we doing too much?'"

It was in 1994, after successfully launching NFL Sunday Ticket—the league's satellite TV broadcast package—that she turned her focus toward the Internet as the next uncharted broadcast medium for the league.

"I think a lot of them thought I was crazy," says Kirschner, 47. "My job was to see into the future ... and I was telling them the wave was coming."

For league officials, proof washed ashore this May in the form of a deal with ESPN Internet Ventures, a division of Disney's Buena Vista Internet Group, to build and maintain the league's Web site for the next two seasons. ESPN reportedly paid the league just under \$10 million. Previously, IBM ponied up \$1 million for exclusive sponsorship of the league's other site, Superbowl.com.

It may not be the billions of dollars the networks shell out for TV broadcast rights for league games, but Kirschner believes, "I could see Internet-related broadcast rights brokered in five years" when the current TV pact expires. "If you asked me to look into my crystal ball, I'd say it's highly likely that what's on the Internet will be included in

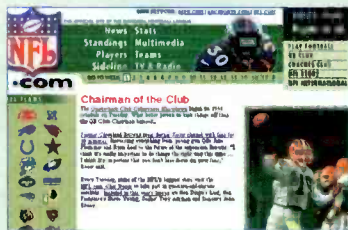
broadcasters' rights, but not all of it."

"I come out of the cable and satellite TV business. I've seen shifts like this before," says the mother of three. In fact, Kirschner has seen a lot since she taught freshman English at Princeton University more than a decade ago. Despite having no technical expertise, she left the world of dead writers to explore emerging technologies, some of which came to market too soon. Among other forays, she became involved with the mid-'80s TV-delivered information service Teletext—a rudimentary predecessor to the

@Home Network—when she and two partners later purchased it from Westinghouse in 1985 and formed Prime 24, a company she quickly asserts she has no connection with today.

The primary business of Teletext never took off, but a secondary function—delivering broadcast signals for NBC, ABC and CBS to consumers with satellite dishes—did. "Nobody was ready for the electronic programming guide, which is where our hearts were," recalls Kirschner.

Today, thanks to Kirschner, the league is heartened by the promise of the Internet. "League management is quite enlightened," she adds. ■



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It's a Woman's Web

The numbers are in: Women are the Net's next wave. **By Susan Kuchinskas**

It may have taken Procter & Gamble to wake up mass-marketers to the Web's potential with its FAST Summit, but nimbler companies have already smelled the coffee—and the diapers, cars and financial services—already being bought enthusiastically by the growing number of females using the Web. Call it, if not the Internet year, the Internet minute of the woman.

And it's not just the inevitable expansion of Internet access that is making it happen. "It's the time crunch that's driving women online," explains

numbers on 500 half-hour telephone interviews with women across the nation who are online at least an hour a week, excluding email. The figures represent a dramatic shift from the days, not so long ago, when the Internet was a male-dominated virtual world.

Early-bird interactive advertisers were, perhaps surprisingly, not traditional "women's" products. In November of 1997, BabyCenter, a San Francisco-based site offering information and online retailing for expectant and new parents, launched with the unisex General Motors and wing tip-friendly Charles Schwab as charter advertisers. The first four sponsors on iVillage, which launched in January of 1996, were Polaroid, Nissan, Toyota and MGM. Besides the financial services firms and automakers, now consumer packaged goods companies are clamoring to join the tea party.

"The women's audience has ramped so quickly," observes Wenda Harris Millard, executive vice president, marketing and sales at New York-based DoubleClick. "When you put the numbers together, it's a compelling story." She estimates there are 15 female-skewed sites in DoubleClick's network, including Modern Bride, TV Food Network, Top Secret and Essence, offering close to 30 million impressions a month. To help sell them, Millard has designated one of the company's four new business development directors to concentrate on adding more women's content to the network.

San Francisco-based Flycast reports that its Women's category of over 50 sites is its second largest, after Entertainment. "Advertisers are really trying to reach professional women," says Lyn Chitow Oakes, vice president of marketing. The kinds of ads which appeal to them are "contextual things, a safe environment, and offers and opportunities that don't come on too strong."

Fortunately for banner-weary online advertisers, this has often led to diverse ad forms:

DoubleClick's Wenda

Harris Millard says

the volume of women

online "is a com-

PELLING story."



Bernadette Tracy, president of New York City-based NetSmart-Research, a company that surveys Web usage and consults on Web marketing strategy. "Women are using the Internet as a time-saving household appliance, just like a washer or dryer." According to Tracy's "What Makes Women Click?" report, 88 percent of women go online because it saves them time, while 90 percent cited the convenience of 24-hour shopping. Since women make up an estimated 43 percent of Internet users, according to a study conducted by Nielsen Media Research and the electronic commerce consortium CommerceNet, that's an opportunity for a lot of brand building and e-commerce. Tracy bases her

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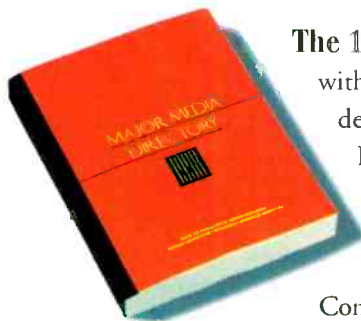
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sponsorships of content areas, chats and interactive tools to help women get things done. Women-oriented Web content includes, but is certainly not limited to, the frilly stuff. Successful sites leverage the Web's capacity for deep, current and customizable content, no matter what the topic.

The woman online is a different breed, according to Ellen Paek, founder and CEO of Women.com, a network of women's sites. She describes her market as "solvent and savvy. They're interested in everything men are and in some other topics too."

Many sites are taking advantage of the difference. "You can customize our site to the age of your child so that all the different departments are populated with pieces relevant to you," explains Amy Barr, editor of the 2-year-old site ParentTime, a part of Time Warner's Pathfinder network that is partially financed by Procter & Gamble. Users can also post questions to bulletin boards or attend one of eight monthly chats.

The klatch factor, the ability of users to talk back, and to each other via chat or forums, promotes "community," the current interactive advertisers' Holy Grail. Becoming part of the community is a fine way to sell products online, as sponsors of iVillage have found. The New

York-based service repositioned itself as a woman-oriented site in July of 1997, and today has around 500,000 subscribers plus 2.8 million newsletter subscribers, an 88 percent increase since January 1998.

Advertisers are finally getting it, says co-founder and CEO Candace Carpenter. "We've been saying all along, 'Let's not do banners, let's form a partnership, let's figure out how to use this medium to provide a service for consumers.' Now advertisers contact us because they want to do something significant, not based on a single brand or a single impression."

@Home Network's director of the Interactive Advertising Group, Susan Bratton, said she has had great success lining up mainstream advertisers like Pantene and Levi Strauss & Co. because of the service's ability to deliver new ad models. For example, a clickable Pantene pop-up ad launches a full-screen promo showing models with different hairstyles. Viewers can find out what products to use for a style or get styling tips. "I can drive the ad the way I want the experience to be. It's not a linear experience, it's not print, it's multimedia," Bratton said.

Now that advertisers have realized they can find women online, they, and online publishers, are taking the next step: segmenting the market. A year-old site produced by Third Age Media of San

Francisco has succeeded by serving people 45 to 64 years old, 60 percent of them women. Offering features, news and forums on such topics as health, money, romance and technology—with plenty of electronic shopping thrown in—the site can identify subgroups and offer great relationship marketing opportunities.

"Advertisers who have a product for women at a particular lifestage will find them online," predicts Third Age CEO Mary Furlong.

"Men have plateaued. Women are going to dominate the Internet," says NetSmart's Tracy.

Another hot women's segment is what the San Francisco-based webzine Maxi calls "post-college, pre-commitment women," aged 18 to 34. Rosemary Pepper, Molly Steenson, Heather Irwin and Janelle Brown founded Maxi in 1997 because, Brown said, "We were tired of reading magazines that talked down to us." Maxi started taking advertising in June and has attracted clothing, music and book marketers; Brown hopes to increase sales by signing with an ad network. "You don't reach [this market] with magazines like *Seventeen* or *Vogue*."

"Men have plateaued," NetSmart's Tracy says. "Women are going to dominate the Internet." That doesn't necessarily mean that the feminized Web will seem much different from its testosterone-driven beginnings. But you can count on even more e-shopping. ■

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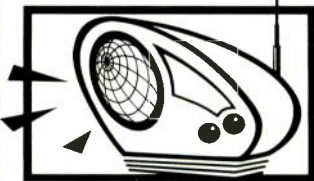
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You're upbeat, a voracious consumer of the world around you, and you can't tolerate mediocrity. 5-8 yrs applying your considerable talent to creating visually exciting print advertising, direct mail & collateral that makes its points in unique ways. Working in a team, & working hard is something you want. We promise you'll be challenged by our national and regional clients to bring out your absolute best. If you've worked in conceiving television, too, all the better.

Send resume & outstanding advertising samples to:
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1700 Wisc. Ave., NW, Washington, DC 20007

We promise complete confidentiality & to return your samples in 72 hours after receiving.
EOE

WE'RE LOOKING FOR
JR. COPYWRITERS & JR. ART DIRECTORS
WHO NEED TO PLAY COMPUTER GAMES

Griffin Bacal is looking for standout junior writers and art directors who have a major thing for computer games to work on a top ten (and growing) interactive account. Candidates should have 1-2 years agency experience in the category, but we'll consider experience in related fields.

Send us a letter with resume and salary requirements and we will contact you about seeing your work.

JOE BACAL
GRIFFIN BACAL

437 Madison Ave. 12th Floor New York, NY 10022

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Entry level to senior level professional jobs in entertainment nationwide (cable & TV networks, film/TV studios, TV stations, etc.). 2x/mo. For Info., Entertainment Employment Journal:
www.eej.com (888) 335-4335

OFFICE MANAGER

sought for Soho production co. Min. 1 yr. bookkeeping exp. Be a major player in a small office setting. Must be highly organized and personable. Production knowledge a plus. Great growth potential. Mac user pref. Fax resume to 212-982-0056.

HELP WANTED

SOCKS?

YOU DON'T NEED THEM.

In fact, there are a lot of things you don't need to be hired as our VP Marketing. Things like polished and slick and super-experienced come to mind instantly.

What you **do** need to work with us is **Focus** and **Integrity**. We're talking about the real stuff here. The quiet kind that great leaders are born with. Beyond that, it's pretty easy... bringing us a genuine sense of adventure and the ability to laugh... especially at yourself... and you're a real contender.

VP MARKETING

The person who joins us will:

- Develop and implement the strategic marketing plan
- Build on our exceptional marcom program
- Lead our product development team
- Build on our internet and inside sales initiatives
- Be highly results oriented
- Have the ability to learn and the desire to teach

So what's in it for you? (Besides the big-deal title). Salary is six figures with substantial bonus opportunities. **But socks?** Nah. Matter of fact, shoes aren't really that important to us. You'll see why when you meet us. **So why don't you send your resume to: Christina Sanchez, McCue Corp., 35 Congress Street, Salem, MA 01970; Fax: 978-741-2542. Email: csanchez@mccuecorp.com. For more information visit our website at: www.mccuecorp.com. No phone calls please. EOE.**

McCue
CORPORATION

KILLERS, DUDES AND ANIMALS WANTED!

Hot (and we're not just blowin' smoke) agency looking for cool talent fast.

Creative KILLER (trapped in an Art Director's body). Doesn't know the meaning of "Hey, pretty good." Only "KILLER!" Be it print, TV, direct or interactive, it be KILLER. And you have the book to prove it.

Traffic DUDE/DUDETTE should be flexible as Gumby, but strong as hell and can juggle like a refugee from Cirque du Soleil to help keep this baby ahead of the game. About 5-7 yrs. in the biz please.

Production ANIMAL. Big direct experience. General print and art buying too. Hands-on pro w/7-10 yrs. exp. who gets it done. Collateral. Print. Packaging. Promotion. All of it. And there's a lot of it.

This place is jammin'. If you can jam too, come along for the ride of your life. Fax your rap sheet (resume, letter, samples, \$, whatever) to 212-779-7305

ATTN: JASON

And hurry. This train is leavin' the station!

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Full Time and Temporary opportunities available for:

- Marketing Research Proj Mgrs
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- High-Tech Product Mgrs
- Direct Marketing Acct Execs
- Pharmaceutical Rsch Proj Mgrs
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- Direct Mktg Analysts/Modellers
- Media Analyst
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Send resume and visit our website for details.

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2961 N. Halsted, #103
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www.marketinglink.com

PROJECT LEADER/
CONSULTANT

Leading brand consulting firm seeks consultant/project leader to spearhead branding and naming projects with Fortune 100 firms. You must be highly strategic, creative, dynamic, and innovative. You'll also have a passion for, and some unique perspective on the topics of branding and naming.

We provide a unique working environment which is stimulating, smart, fast-paced and highly entrepreneurial. Working in small teams you will play a pivotal, 'hands-on' role in helping to build the brands of some of the world's biggest firms. We offer competitive compensation and excellent benefits.

Qualified candidates should have a minimum of 5 years experience preferably in advertising, consulting or marketing services industries.

For immediate consideration, fax resume, cover letter and salary history to:

212-754-9544

ADVERTISING SALESPERSON

We offer a high-energy, high-potential ad sales position just outside Washington, DC with a growth-oriented publisher of a national, ABC-audited, monthly magazine and a quarterly technology journal. This is a challenging position designed to make full use of your advertising sales experience and talents. This position, as Regional Advertising Sales Manager, will be compensated through a competitive base salary plus commissions based on actual sales revenues and an attractive benefits package.

The successful candidate will have a minimum of three years experience in advertising and sponsorship sales, preferably selling to national corporations and their agencies. Please send cover letter, resume, salary history, and references to Patricia L. Scott, National School Boards Association, 1680 Duke Street, Alexandria, VA 22314-3493. Resumes may be faxed to 703-549-6719.

NSBA is an equal opportunity/affirmative action employer



Media Manager

USA TODAY Online

Manages external communications and advertising with the goal of increasing circulation and public perception of USA TODAY Online. Prior experience in public relations and advertising required, including media and creative background. Mail resume to: USA TODAY Human Resources, Attn: AY, 1000 Wilson Blvd. (20th floor), Arlington, VA 22229 or E-mail to: emcnair@usatoday.com or Fax to: (703) 558-3840.



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They call us the hottest agency in town — but we don't let it get to our heads.

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MEDIA PLANNERS
ASSISTANT MEDIA PLANNERS
BROADCAST BUYERS
ASSISTANT BROADCAST BUYERS

Fax résumé to **Media Director**
at (212) 403-7061

MEDIA
RESEARCH
ANALYST

Downtown full-service ad agency seeks experienced analyst to assist director in all facets of research with emphasis on interactive/new media. Knowledge of Simmons, MRI as well as Competitive Media Reporting system a must. Exp. running AdSpender, StrAdegy and online service Telmar a plus. Please send resume including salary requirements to:

L. Weiss
Human Resources Dept: BG
Messner Vetere Berger
McNamee Schmetterer
350 Hudson Street
New York, NY 10014
Equal Opportunity Employer

MEDIA ACCOUNT
COORDINATOR

Terrific opportunity with boutique agency specializing in the travel industry and barter promotions. We are looking for a talented team player to coordinate and buy media schedules and liaise with clients. Print travel background a plus. You can grow with this highly regarded company. Good benefits, perks. Salary \$35,000, flex.

Fax resume to:
(212) 557-5799

THE FREE R.A. BLOCH
NATIONAL
CANCER HOTLINE
1-800-433-0464

When cancer strikes you, your family or friends, reliable information is vital. Talking to a cancer survivor will help you or your loved ones successfully cope with this always-treatable, often-curable disease. All at absolutely no charge.

Call 1-800-433-0464, 24 hours a day to be matched with a survivor with your type of cancer. Let the R.A. Bloch National Cancer Hotline help you get through the shock and uncertainty of a cancer diagnosis.

All calls are absolutely free, completely sponsored by Richard Bloch and Sprint, and donations are never, ever solicited. Our volunteers don't give medical advice — they talk from personal experience of beating cancer.

Their "I've-been-there" experience might save your life. Call now for help, comfort and hope.

1-800-433-0464

HELP WANTED



New York University

DIRECTOR OF ADVERTISING & PUBLIC RELATIONS SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

Seeking a highly organized, effective communications professional to direct the advertising and public relations for NYU's School of Continuing and Professional Studies. The position reports to the Associate Dean of Public Affairs and Student Services.

Responsibilities: the director serves as communications liaison with deans and directors to promote the School through advertising and public relations; liaison with the School's advertising agency; supervises and approves design, content and budget for advertising and electronic banner advertising on the World Wide Web; tracks marketing effectiveness; and supervises staff.

Requirements: Bachelor's degree, 5 years advertising, supervisory and budget experience, as well as demonstrated success in developing marketing concepts and strategies required. Proficiency with a variety of computer applications is essential. Master's degree in related field, experience in an ad agency or large complex organization and knowledge of public relations function preferred.

Please forward resume, including salary history by **Sept. 21, 1998**, to: **New York University, School of Continuing and Professional Studies, Human Resources, Box 169B, 25 West Fourth Street, Room 202, New York, NY 10012-1199.**

NYU encourages applications from women and members of minority groups.

PROMOTION AGENCY ACCOUNT SUPERVISORS ACCOUNT EXECUTIVES

Award-winning, fast-growing, very hands-on, Long Island-based full service promotion/marketing agency has immediate openings for talented sales/service Account Supervisors and Account Executives. Candidates should have at least 3+ years of agency or client-side experience, and be ready to handle multiple account responsibilities, including programs for national and international marketing leaders in virtually all product categories, from high tech to fast foods. Work with a top creative team and use your communications, presentation skills and account cultivation skills to the max! Good compensation and benefits package, and an outstanding working environment make this a great long-term career opportunity. Come grow with us! Please write, including resume and program write-ups, to:

HM, P.O. Box 7000, Melville, NY 11775-7000
Or, fax to HM @ 516-454-1834
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New Media Design Creative Concepting Fortune 500 Clients Award-Winning Portfolio

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Inquiries. Resume. Portfolio. jobs@magnet.com

MagnetInteractive 3255 Grace Street, NW Washington, DC 20007

MEDIA PLANNER/STRATEGIST

\$100MM national sales organization growing at 40% annually looking for media planning pro with 2+ years experience in print/broadcast to join in-house media/marketing team. Competitive compensation, excellent benefits, career growth opportunity.

Fax cover letter/resume to:
(212) 856-6343
Attn: RS

UNLEASH Your creative genius



At Doubleday Direct our gifted creatives produce the best art and copy in the industry by running with ideas. Their imagination is allowed to roam free, creating the concepts that enhance our position as the leaders of direct marketing. If you're looking to release your creative juices into an atmosphere where they will never be bottled, we have the following positions available for market-savvy individuals:

ART DIRECTORS DIRECT MAIL & NEW MEMBERS
Candidate will have 5 years art directing/design experience at an advertising agency or direct mail company, as well as top computer skills. Must understand marketing strategies and know how to turn them into attention-getting, clear persuasive print ads and direct mail packages. Must also know how to work with pre-press production, as well as set up photo shoots and select illustrators. You'll be part of a terrific team with a string of winning creatives. There will be plenty of opportunities to try new ideas, but bottom line results count. Be prepared to handle volume with carved in stone deadlines. **Reply to: Department P**

ART DIRECTOR CURRENT MEMBERS
Top talent needed for highly varied design work for monthly book club magazine. Every issue is a new opportunity to shine and to sell with strong promotional ideas. Computer skills essential; must be detail-oriented. **Reply to: Department Q**

COPY SUPERVISOR
We're in search of a hands-on leader to provide guidance and expertise, while managing a small staff of technical/professional book club writers. You must possess 4 years of solid writing experience in book clubs or publishing, a mastery of Macintosh and Quark XPress, and top-notch managerial qualities. As a team-leader, you'll be involved in hands-on writing, giving creative direction and juggling multiple deadline sensitive projects at once. Your organizational, detail-oriented skills will help you solve the day-to-day problems that arise and allow you to liaison with numerous departments. **Reply to: Department R**

COPYWRITERS DIRECT MAIL & CURRENT MEMBERS
Direct Mail Copywriter must have experience writing imaginative copy for direct mail and print advertising. Position requires a Bachelor's degree and 3-6 years ad agency or direct response experience. Strong Mac skills including MS Word. Current member Copywriter requires Bachelor's degree and experience writing feature length copy for catalogs or magazines. **Reply to: Department S**

We offer competitive salaries, excellent benefits and career opportunities in a professional state-of-the-art environment. Qualified candidates should fax or mail resume with salary history/requirements, indicating department code, to:



Robert A. DiPietro
DOUBLEDAY DIRECT, INC.
401 Franklin Avenue
Garden City, NY 11530
FAX: 516-873-4856
e-mail: rdipiet@bmgmusic.com
An Equal Opportunity Employer M/F/D/V

LEADER WANTED

Mid-sized direct mail production firm seeks seasoned COO/CFO with the experience and know-how to run a company. Qualified candidates must have 6+ years of management experience, financial experience, proven supervisory skills, superior analysis and planning skills and the ability to think strategically. Will be relied upon to oversee business operations, provide initiative and innovation and manage growth. Graphic arts experience a plus.

Fax resume and salary history to:
Office Manager (212) 683-1506

HELP WANTED

Director, Advertising and Sponsorship Development

E!Online, the internet's premier entertainment destination, is seeking a Director, Advertising and Sponsorship Development to manage the day to day operations of the NYC and Chicago Sales offices and to develop, generate and maintain new and existing business for the network in the Eastern and Midwest regions. The position is based in New York City, reports directly to the VP, Advertising & Sponsorship and requires extensive travel.

Qualifications include:

- Thorough knowledge of the Internet and World Wide Web.
- Strong understanding of Internet advertising models and interactive advertising Agency/Client needs.
- 4 years experience in ad sales, 1 year in Internet ad sales.
- Superior Verbal and Written Communication Skills.
- Must be able to handle Aggressive Revenue Goals.
- Ability to manage, lead and grow a sales team.

We offer an excellent benefits package and 401(k) Savings Plan.

Please send resume with salary history to:

E! Entertainment Television
Attn.: Human Resources - DIR ADV
5670 Wilshire Blvd.
Los Angeles, CA 90036

email: hr@eentertainment.com (MS Word only)

NO PHONE CALLS PLEASE

EOE



ENTERTAINMENT
TELEVISION.

**The J. Peterman Company**

The J. Peterman Company, a unique, fast growing mail-order and retail company is looking for qualified candidates to become part of our dynamic team. The following full-time opportunities are now available:

Senior Art Director

Requires min. 10 years exp. in industry. Catalog exp. a plus. Must be creative genius - willing to break rules.

Art Director

Requires min. 5 years exp. in industry. Catalog exp. a plus. Requires love for hands-on creative.

Catalog Production Manager

Must be technical/organizational guru. Requires min. 5 years exp. in industry. Catalog exp. a plus.

Send résumé (including salary requirements) to: Director of Catalog Production, The J. Peterman Co., 1318 Russell Cave Rd., Lexington, KY 40505. Or fax to 606-252-2810. No phone calls please.

SENIOR CREATIVE DIRECTOR

Greenbrier/Scntex, a major consumer goods manufacturer, seek an experienced Senior Creative Director to lead a creative team. You'll drive the creative development of educational, home fragrance, decorative home accessory products, sales promotional materials, and product packaging.

Qualified applicant will have a minimum of seven to ten years graphics experience, outstanding interpersonal and communication skills, and superior working knowledge of MAC systems and software.

Send cover letter, resume, and salary requirements to:

Marilyn Payne, Greenbrier/Scntex
300 Greenbrier Road, Summersville, WV 26651

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Account Manager-3-5 yrs agency exp w/ technology or telecomm accounts. Wants technology marketing. Exc. written & verbal skills. Word & Excel.

Media Planner-3-5 yrs exp pref. Technology acct exp & online exp a +. proficient in Word & Excel. Ad agency media planning exp a must.

Fax resume to **770-668-5707**, Attn: Susan Lee, HRM.

Only qualified applicants please! www.donino.com/jobs/jobop.htm

Senior Art Director

Quirky, growing agency (spittin' distance from Philly) w/nat'l accts, scads of 4/C print & TV.

Bring ideas and passion up the wazoo, maturity that comes with experience and contempt for the conventional. Dig weird lamps, be-bop and horseshoes?

Fax/mail resume and 3 samples.
(Know any great writers or account people?)

Big Ass Opportunity

111 North Essex Avenue
Narberth, PA 19072
Fax: (610) 771-0811

**SEEKING BILINGUAL
ACCOUNT EXECUTIVES**

Full service Hispanic advertising agency seeks bilingual AE's. Must have following qualifications:

- College degree
- 2-3 years ad agency experience
- Fluency in Spanish and English

Opportunities for growth/promotions are excellent.

Mail or fax resume to:

Betty Lieboff

The Bravo Group

100 First Street, #1720
San Francisco, CA 94109
Fax: 415-764-1311

No phone calls please.

**ADVERTISING SALES
DIRECTOR****CENTRAL PA MAGAZINE**

Enterprising individual sought to lead a growing magazine sales team, with 41,500+ ABC circulation. Head one-on-one coaching & goal-setting; oversee department budget, market research; serve as part of publishing management team. Bachelor's degree; five-seven years sales experience, preferably including national & regional; media sales helpful; management experience preferred; entrepreneurial experience a plus; self-starter; strong interpersonal skills; organizational skills; experience working effectively under deadlines; strong written & oral communications skills. Excellent benefits and increased potential creating sales for new projects. Letter, resume, and list of three professional references to:

AD Sales Search
WITF Human Resources
Box 2954, Harrisburg, PA 17105

AA/EEO
(Central PA is a division of WITF, Inc.)

EDITOR

National construction industry magazine seeks Editor with the following qualifications: At least 5 years experience in researching, writing and editing articles for a monthly publication. At least 2 years experience in managing an editorial staff and freelancers, preparing editorial business plans and budgets, and aiding publisher in creating revenue-generating ideas. Must be willing to relocate. Please send resume, published writing clips, salary history and requirement to: **Editor/HR Dept., P.O. Box 2029 Tuscaloosa, AL 35403**, We will be unable to return writing samples.

LOREM IPSUM DOLOR

As you can see, we need writers

Low Fox Pavlika,
a full-service direct marketing
agency, is growing...

Fax resume and 5 samples.

212-743-7887 EOE

Looking for the perfect job?
ADWEEK CLASSIFIED

CULTURE TRENDS

MTV Around the World

Week of 8/31/98

MTV Europe

Artist	Title
1. Boyzone	No Matter What
2. Stardust	Music Sounds Better With You
3. Savage Garden	To The Moon And Back
4. Sash f. Tina Cousins	Mysterious Times
5. Simply Red	The Air I Breathe

MTV Latin America (North Feed)

Artist	Title
1. Garbage	I Think I'm Paranoid
2. All Saints	Lady Marmalade
3. Goo Goo Dolls	Iris
4. Smashing Pumpkins	Perfect
5. Puff Daddy	Come With Me

MTV Brasil

Artist	Title
1. Raimundos	Pequena Raimunda
2. Cidade Negra	Ja Foi
3. Aerosmith	I Don't Want To Miss A Thing
4. Madonna	Ray Of Light
5. Racionais	Dairo De Um Detento

MTV Japan

Artist	Title
1. Bjork	Hunted
2. Jamiroquai	Deeper Underground
3. Zilch	Electric Cucumber
4. Garbage	I Think I'm Paranoid
5. Puff Daddy	Come With Me

Billboard's Top 15 Singles

Compiled from a national sample of top 40 radio airplay monitored by *Broadcast Data Systems*, top 40 radio playlists, and retail and rack singles sales collected, compiled, and provided by *SoundScan*. August 29, 1998

This Week	Last Week	Peak Pos.	Wks. on Chart	Title	Artist
1	New	1	1	I Don't Want to Miss A Thing	Aerosmith
2	3	2	4	The First Night	Monica
3	4	3	10	Crush	Jennifer Paige
4	2	2	12	My Way	Usher
5	1	1	15	The Boy Is Mine	Brandy & Monica
6	7	2	30	You're Still The One	Shania Twain
7	6	3	15	Aida	Sarah MacLachlan
8	8	8	5	Daydreamin'	Tatyana Ali
9	5	4	7	Never Ever	All Saints
10	11	10	14	When The Lights Go Out	Five
11	10	10	8	Cruel Summer	Ace Of Base
12	12	12	7	Lookin' At Me	Mase
13	14	13	3	Time After Time	Inoj
14	9	1	30	Too Close	Next
15	13	5	11	Make It Hot	Nicole Feat Missy Elliott & Mocha

©1998 Billboard/SoundScan, Inc./Broadcast Data Systems

Billboard's Top 15 Albums

Best selling titles by new artists who have not appeared on the top of Billboard's album charts. August 29, 1998. Provided by *SoundScan*.

This Week	Last Week	Wks. on Chart	Artist	Title
1	New	1	Korn	Follow The Leader
2	3	6	Beastie Boys	Hello Nasty
3	1	3	Snoop Dogg	Da Game Is To Be Sold, Not To Be Told
4	2	9	Soundtrack	Armageddon
5	6	22	'N Sync	'N Sync
6	5	7	Barenaked Ladies	Stunt
7	7	10	Soundtrack	Dr. Dolittle
8	10	2	Soundtrack	How Stella Got Her Groove Back
9	9	54	Backstreet Boys	Backstreet Boys
10	8	21	Soundtrack	City Of Angels
11	17	42	Shania Twain	Come On Over
12	12	11	Brandy	Never S-A-Y Never
13	14	39	Will Smith	Big Willie Style
14	18	9	The Brian Setzer Orch	The Dirty
15	4	2	Various Artists	Funkmaster Flex

© 1998 Billboard/SoundScan, Inc.

CULTURE TRENDS

MTV's BUZZWORTHY

BUZZWORTHY are usually by new, up-and-coming artists who MTV believes have special potential. Of the videos that MTV designated as BUZZWORTHY, the vast majority have been certified gold or platinum.

Week of 8/24/98

Artist/Group: **Eagle-Eye Cherry**
 Song/Video: **"Save Tonight"**
 Director: **Jhoan Camitz**

It took a bit of time for the son of Don and brother of Neneh to get the confidence to concentrate on his music. After all, when your dad is an avant-garde jazz genius and your sister is having top ten hits while your still in school, there are certain pressures inherent in your own desire to succeed. After leaving the New York School of Performing Arts, Eagle-Eye made a name for himself as an actor, appearing in everything from television adverts to parts in TV pilots and sitcoms and performing in theater. But, alas, music was in his blood and off to his native land of Sweden he went to write his first album, *Desireless*-- which went platinum within months and continues to sell like hotcakes. Like we said music is in his blood.

Artist/Group: **Rammstein**
 Song/Video: **"Du Hast"**
 Director: **Philipp Stolzi**

Little is know of the six East German men who have ascended to International fame and notoriety under the moniker of Rammstein. Formed in 1993 be an assemblage of factory-weary proletarians raised in East Berlin and the more remote Schwerin, Rammstein wasted no time crafting a distinctive voice. The relentless pulse of the band's industrial/metal sound and unparalleled pyromania of its live shows have accounted in equal measure to Rammstein's meteoric rise to fame in its homeland. With their first U.S. release, *Sehnsucht* out, the band's magnanimity is bound to resonate stateside as well.

© 1998 MTV

The Hollywood Reporter's Box Office

For 3-Day Weekend ending August 24, 1998

This Week	Last Week	Picture	3-Day Weekend Gross	Days In Release	Total Gross Sale
1	1	Blade	10,925,976	10	34,736,622
2	3	There's Something About Mary	8,374,865	47	116,232,467
3	2	Saving Private Ryan	8,092,750	38	155,289,398
4	New	54	6,611,532	3	6,611,532
5	New	Why do Fools Fall In Love	3,946,382	3	3,946,382
6	7	Ever After	3,778,488	31	48,548,648
7	4	How Stella Got Her Groove Back	3,648,012	17	27,984,915
8	5	Snake Eyes	3,574,667	24	46,040,142
9	9	The Parent Trap	2,934,255	33	56,215,807
10	8	Dance With Me	2,882,637	10	9,243,822
11	6	Dead Man on Campus	2,619,613	10	9,446,801
12	13	Armageddon	2,305,833	61	188,540,431
13	12	Wrongfully Accused	1,858,814	10	6,915,734
14	11	Halloween: H20	1,798,856	26	50,206,267
15	15	The Mask of Zorro	1,718,086	45	85,203,939
16	10	The Avengers	1,482,237	17	20,882,578
17	14	The Negotiator	1,409,660	33	39,130,183
18	18	Lethal Weapon 4	947,085	52	125,026,063
19	19	Dr. Dolittle	926,167	66	138,058,507
20	17	Air Bud: Golden Receiver	851,553	17	7,506,457
21	20	Everest	843,245	178	39,256,960
22	43	Slums of Beverly Hills	821,778	17	1,180,064
23	16	Return to Paradise	719,532	17	6,540,962
24	42	The Truman Show	547,854	87	124,210,299
25	27	Smoke Signals	507,496	66	4,639,494
26	23	Mulan	411,176	73	116,492,174
27	24	The Governess	393,361	31	1,800,315
28	39	Next Stop, Wonderland	380,149	10	565,776
29	34	Madeline	361,122	52	28,151,177
30	25	Your Friends & Neighbors	344,531	12	909,746
31	21	Titanic	335,704	255	600,374,192
32	22	Small Soldiers	335,408	52	52,638,340
33	45	Six Days, Seven Nights	309,808	80	71,634,967
34	26	The X-Files	204,886	73	83,120,023
35	29	Godzilla	200,806	104	135,669,033

© 1998 The Hollywood Reporter

CALENDAR

Women in Cable & Telecommunications will hold an **Executive Development Seminar** from Sept. 9-11 in Loveland, Colo. For more information, contact Chris Bollettino at 312-634-2335.

The National Association of Minorities in Communications will host its **12th annual Urban Markets Conference** from Sept. 14-15 at the New York Hilton Hotel. The theme will be "Out of the Box: Opening Up the Urban Market With Technology." Guest speakers include Tom Freston, chairman/CEO of MTV Networks. For more information, call 202-965-0046.

Bon Appétit magazine will hold its first annual **American Food & Entertaining Awards** Sept. 14 at Lincoln Center in New York. The formal gala, to be hosted by *Today Show* anchor Matt Lauer, will benefit City-Meals-on-Wheels USA and the Make-a-Wish Foundation. For more information, call Brett Charles Neubig at 213-857-5550.

The **IRTS Foundation** will host a **newsmaker luncheon** Sept. 15 at the Waldorf-Astoria in New York with Federal Communications Commission chairman William Kennard as guest speaker. For more information, contact Marilyn Ellis at 212-867-6650.

TeleCon will hold its **18th annual conference** Oct. 26-28 at the Anaheim Convention Center in Anaheim, Calif. The exhibition will provide information on video, audio and data conferencing. For more information, call 800-829-3400.

Media Notes

NEWS OF THE MARKET

Edited by Greg Farrell

Syndie Ad Revenues Up

Syndicated television posted an industry-best 10.8 percent increase in advertising revenue, just edging out the broadcast networks' 10.5 percent jump in revenue for the first six months of 1998, according to the Television Bureau of Advertising and estimates by CMR Media Watch. Meanwhile, local spot advertising revenue rose 9.7 percent while national spot dollars increased by 8.3 percent.

Stern at NATPE

In what is sure to generate fireworks for the National Association of Television Program Executives (NATPE) convention set for New Orleans (Jan. 25-28, 1999), radio/TV shock jock Howard Stern and radio/TV talk show host Larry King will be featured in separate panel sessions. Stern will take part in a Jan. 27 general session, which has no assigned topic as yet, according to a NATPE representative. King, host of *Larry King Live* on CNN, will be conducting "celebrity interviews" during the general session on Jan. 26.

New From Forbes, Gartner

Forbes Inc. and the Gartner-Group will partner to publish *Executive Edge: Strategic Advantage Through Technology*, a new magazine for senior execs. The inaugural issue will be poly-bagged with subscriber copies of the Oct. 19 issue of *Forbes*. Subsequent copies of the bimonthly magazine will be distributed separately through controlled-circulation channels to 50,000 senior business and information technology executives. *Executive Edge* is the latest product to come out of the joint venture formed last year. The partner-

ship has also yielded *The Future of IT*, a *Forbes*' tech supplement. GartnerGroup is a IT consulting firm based in Stamford, Conn.

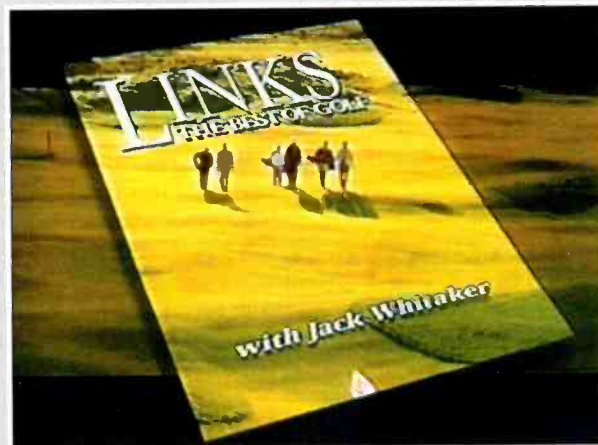
Coles in Buena Vista Show

Buena Vista Television has signed actress Kim Coles, the former star of *Living Single* and *In Living Color*, to host a new syndicated talk show slated for a fall 1999 premiere. Coles' entry comes during a slow development market, where

Warner Bros.' *Joan Lunden* and King World Productions' *Martin Short* are among fewer than a handful of entries being prepped for the 1999-2000 broadcast season.

Reality Series From Raycom

Raycom Sports and Forever Blue Entertainment have signed actor Jameson Parker, formerly of *Simon & Simon* and *Hardy Boys Mysteries*, to host a projected fall 1999 weekly syndicated reality series called *Missing*



For *Links*, a short pitch from print to TV

Links Takes to TV

Links magazine has partnered with GIML Entertainment to produce a new monthly TV show, *Links—The Best of Golf*. The half-hour program, hosted by Jack Whitaker, highlights places to play golf around the world and the history of the game. The program is airing on Fox Sports Net, the regional cable service that reaches more than 60 million U.S. homes. *Links* magazine is published seven times annually by Purcell Enterprises of Hilton Head Island, S.C. The title claims a national circulation of more than 290,000. Purcell is pitching advertisers on package buys in the magazine and on the Fox Sports Net show. Separately, *Links* has linked with *Forbes* to produce four special advertising sections in 1999 previewing the year's Grand Slam events. The supplements will run in both magazines, beginning with a preview of the Masters in the April 5 issue of *Forbes*. —Lisa Granatstein

Media Notes

CONTINUED

Without a Trace. In a similar vein to Fox's long-running *America's Most Wanted* series, *Missing* will try to gain viewers' assistance in tracking down mission persons. Raycom is a Charlotte, N.C.-based syndicator and division of Raycom Communications.

Lots of Friends at WPIX

Tribune Broadcasting's New York WB affiliate, WPIX-TV, will fuel its early- and late-fringe schedule with *Friends* starting Sept. 21. The show will air at 7 p.m., preceding the 7:30 episode of *Frasier*, and again at 11:30 p.m. following *Seinfeld*. Additional syndicated programming includes a refurbished *Love Connection* at 10 a.m., followed by the premier of *Change of Heart* at 10:30. The popular *Judge Mills Lane Show*, which hit the WB on Aug. 17 and reportedly boosted ratings 30 percent, will go to a second round at 12:30 p.m. Finally, a new, improved *Hard Copy* will air at 1 p.m.

Pauley to Receive Award

On Sept. 26, at the annual conference of the the Radio and Television News Directors Association in San Antonio, Jane Pauley will be awarded the Paul White Award. Pauley, anchor for both *Dateline NBC* and *MSNBC Time & Again*, "embodies the award's criteria for trustworthiness and integrity in reporting," said Barbara Cochran, RTNDA president.

Progressive Grocer to Bill

Progressive Grocer Associates has sold its grocery and retail technology publications to Bill Communications, a subsidiary of Dutch publisher VNU B.V. (VNU USA is the parent com-

pany of *Mediaweek*). The Jordan Edmiston Group served as PGA's financial adviser. While the terms were not disclosed, the deal included in *Progressive Grocer*, the 76-year-old supermarket industry magazine; *Frozen Food Age*, a monthly title that has served the frozen food segment for 46 years; and *RT* magazine, which focuses on the growing retail systems technology field.

ABC Wins Libel Appeal

A three-judge federal appeals court in Richmond, Va., has upheld the dismissal of a libel suit against ABC News. The 4th U.S. Circuit Court of Appeals affirmed a ruling by an Alexandria, Va., district court judge who ruled that Rex Baumbach, a U.S. Forest Service official, was a public figure who failed to prove that ABC News acted with actual malice in a *World News Tonight* report that was critical of him.

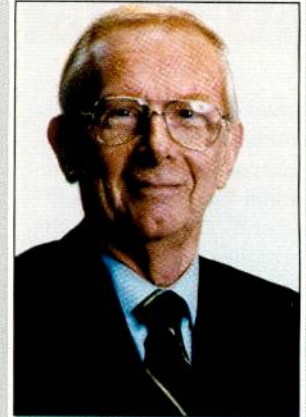
CBS to Spin Off Infinity

CBS Corp. intends to sell 20 percent of its radio/outdoor group stock. The spin-off, to be called Infinity Broadcasting, will own 155 radio stations as well as radio program producer and distributor Westwood One. The outdoor properties of CBS-owned outdoor company TDI—which includes signs on 70,000 buses in the U.S., U.K. and Ireland as well as a few thousand billboards in New York City—will also be folded into Infinity.

Journal Buys Great Empire

Milwaukee-based radio company Journal Broadcast Group is buying Great Empire Broadcasting's 13 radio stations in four Midwest markets: Omaha, Neb.; Springfield, Mo.; Tulsa,

Western's Croasdale Moves Up



Croasdale moves out of the trenches at Western.

After 30 years of negotiating upfront buying, Bill Croasdale has decided to move up and away from the front lines. Western International Media's president, national television, has been named to the new position of office of the president, where he will advise Western president and COO Michael Kassin on the company's overall operations.

Croasdale, who has been at Western since 1991, will be replaced by Tim Spengler, who will be senior vp/general manager, national television. Spengler, who joined Western as vp, associate director/national broadcast division in 1993, inherits an operation that is buying more than \$500 million in national broadcast ad inventory, more than triple the amount it was buying when Croasdale took over seven years ago. Worldwide, Western has billings in excess of \$5 billion.

Prior to joining Western, Spengler held buying positions at Lowe & Partners and NW Ayer. Croasdale said although he sat in, it was Spengler who did this year's actual upfront negotiating for Western's clients. And while he will not participate directly in future buying negotiations, Croasdale promised, "I'm still going to be available for advice and counsel." —John Consoli

Okla.; and Wichita, Kan. The acquisition moves Journal from 25th to the 20th largest station group owner in the U.S., according to BIA, a broadcast analysis company.

Jacor: Preferred Treatment

Covington, Ky.-based Jacor Communications has acquired Houston radio station KKTL-FM for \$14.7 million from Preferred Media Group. The station was Preferred Media's sole property and the company is now out of business. The news/talk station is a year old. Jacor owns two other Houston stations, adult contemporary outlet KHM-FM and alternative rocker KTBZ-FM.

Sunday Talk on History

History Channel last week announced it will join the Sun-

day-morning talk show lineup with *HistoryCenter*. The new show will take a historical perspective on current issues. The weekly show will feature historians, journalists and politicians. The premiere on Sunday, Sept. 13 at 9 p.m. will focus on the issue of the right to bear arms.

Athena: a Comeback Kid

On Sept. 24, Athena (Award to Honor Excellence in Newspaper Advertising) returns after a seven-year hiatus when the Newspaper Association of America honors the best creative advertising in newspapers in New York. Approximately 40 ad agencies will get an Athena, topped by the grand prize of \$100,000, which "will hopefully show that we're willing to step up to the plate," according to NAA president John F. Sturm.

MS BIKE TOUR

Sunday, September 27, 1998

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cyclists for the ride
of a

lifetime...to
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against Multiple
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BIG DEAL

Post SnackAbouts

Advertiser: Kraft General Foods

Agency: Ogilvy & Mather, N.Y.

Begins: 1999

Budget: \$20 million

Media: TV, print

Looking to create a new brand platform for cereal as snack, Kraft will spend in excess of \$20 million in dedicated ads early next year for new Post SnackAbouts, variety packs of eight individually-sized pouches of top Post family cereal brands.

Like Kellogg, which recently launched its own snack-size bags of cereal under the Snack-Pak banner, Kraft is hoping that repackaging its staple products for convenience and portability will broaden its breakfast business



New packaging from Post

into new eating occasions. On Dec. 7, the company will ship SnackAbouts, cellophane-wrapped packs initially including two bags each of Waffle Crisp, Honeycomb, Alpha-Bits and Honey Nut Shredded Wheat varieties, "some of Post's most broadly appealing products", said Tim Callahan, Kraft's executive vp/gm of cereals.

In early 1999, Kraft and agency Ogilvy & Mather, N.Y., will break a dedicated TV and print ad campaign that "establishes the snacking behavior for cereal," Callahan said.

Though creative strategy has yet to be determined, the push will target kids and moms looking for school lunch alternatives and adults looking for a better-for-you snack. In-store merchandising and couponing will also support the launch. —Stephanie Thompson

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

CANON'S FIRING

Advertiser: Canon USA

Agency: Grey Advertising, N.Y.

Begins: November

Budget: \$15 million

Media: TV, print

Canon USA in November will launch an estimated \$15 million TV and print campaign that for the first time links numerous cameras, ranging from the entry point-and-shoot Elph LT to the advanced EOS 1N, under the unifying theme: "What a shot!"

The ads, via Grey Advertising, N.Y., tap into the pride people experience in their snapshots, whether they're novices or

advanced photographers, as others acknowledge their skills in capturing that perfect moment. Creative conveys that all types of photographers have the ability to capture the perfect shot with any Canon camera.

The tag conveys "a pride and recognition that people feel when

someone comments on one of their photographs," said

Canon ad manager Rick Booth. "What a shot!" becomes "the ultimate compliment." The theme augments Canon's longstanding line, "So advanced...it's simple."

Six TV ads include various SureShot, Elph and advanced Rebel and EOS cameras. "Sure Shot Tickling" depicts family members snapping kids to a folksy tune that goes, "What a shot you just got! Wow, you took that?" A stylish teen touts her Elph LT with, "It's totally tiny," as the entry unit's compact size and drop-in film loading are featured. "Wedding" showcases Canon's entire line and different demographic targets, from grandmothers to the hired professional, using the cameras during a dreamy outdoor nuptial sequence.

An earlier spot featuring longtime Canon pitchman Andre Agassi that broke during U.S. Open tennis broadcasts showed

how the Rebel G camera allows advanced amateurs to change lenses mid-stream. Canon also expects to bow a Super Sunday sweepstakes program in advance of the Super Bowl. —Tobi Elkin and Hank Kim

SOLARA'S FOR YOU

Advertiser: Toyota

Agency: Saatchi & Saatchi, Torrance, Calif.

Begins: This week

Budget: \$30 million

Media: TV, radio, print, newspapers

"It's for you" is the themeline in a new automobile campaign, from agency Saatchi & Saatchi, supporting the launch of the Camry Solara coupe. The strategy behind the estimated \$30-million campaign, which breaks this week, is to "give people permission to indulge themselves a little," said

executive creative director Joe McDonagh. Toyota is rolling out the new two-door coupe under the Camry umbrella to bolster its position as the nation's best-selling nameplate. Broad-based media placement includes network and cable TV, radio, newspapers

New Canon ads emphasize shots.

and magazines. —Michael McCarthy



COME TO THE LOVE BOAT

Advertiser: Princess Cruises & Tours

Agency: J. Walter Thompson, Chicago

Begins: Late September

Budget: Undisclosed

Media: TV, print

Princess Cruises & Tours, known for years as the Love Boat line, is readying a fall and winter ad campaign via agency J. Walter Thompson, Chicago, that sports the new tagline: "Let Her Take You Away."

Although the L.A. cruise operator was not ready to discuss the creative approach, the slogan clearly refers at least in part to the 2,600-passenger Grand Princess, the largest and most expensive ship ever built

CMR Top 50

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

Week of Aug. 17-23, 1998

Rank	Brand	Class	Spots
1	BURGER KING	G320	56
2	KFC	G320	45
3	RADIO SHACK	V372	43
4	WENDY'S	G320	32
5	MCDONALDS	G320	31
6	1-800-CALL ATT	B221	25
7	MITSUBISHI GALANT	T112	23
8	TACO BELL	G320	22
9	M&M CANDIES	F510	21
10	GILLETTE MACH 3 RAZOR	D430	20
11	LEVIS JEANS MEN	A142	19
12	HELLMANN'S SALAD DRESSING	F130	18
	SNICKERS	F510	18
14	ESPN CABLE NETWORK	B642	17
	NEW LINE—BLADE MOVIE	B660	17
	OLIVE GARDEN	G320	17
17	KODAK ADVANTIX	G141	16
	PIZZA HUT	G320	16
	SNACKWELLS	F343	16
	WARNER BROS—WHY DO FOOLS FALL/LOVE	B660	16
21	COLGATE TOTAL TOOTHPASTE	D211	15
	PRIMESTAR SATELLITE SYSTEM	H514	15
	RED LOBSTER	G320	15
24	ALMAY ONE COAT MASCARA	D130	14
	BABY RUTH CANDY BAR	F510	14
	K MART APPAREL	V510	14
	OFFICE/NATIONAL DRUG CONTROL	B329	14
	REEBOK SNEAKERS MEN	A321	14
	SPRINT LONG DISTANCE	B221	14
30	ARIZONA JEANS	A142	13
	DURACELL ULTRA ALKALINE BATTERIES	H310	13
	MAYBELLINE MOISTURE WHIP LIPSTICK	D120	13
	OLDSMOBILE	T114	13
	RAGU SPAGHETTI SAUCE	F170	13
35	BURLINGTON COAT FACTORY	V311	12
	GAP KIDS CLOTHING STORE CHILDREN	V311	12
	NISSAN	T115	12
	POCAHONTAS II VIDEO	H532	12
	ULTRA SLIM FAST DRINK	D543	12
40	ADVIL PAIN RELIEVER	D511	11
	ALLEGRA ALLERGY RX	D560	11
	CLARITIN ALLERGY RX	D560	11
	EVEREADY ENERGIZER BATTERIES	H310	11
	JC PENNEY CHILDREN	V410	11
	MIRAMAX—54 MOVIE	B660	11
	PEPSI SOFT DRINK	F441	11
	V8 SPLASH FRUIT DRINK	F420	11
	VOLKSWAGEN JETTA	T113	11
	WAL-MART	V590	11
50	1-800-COLLECT	B221	10

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

and one that will epitomize Princess' newest product, Grand Class Cruising, available on all Grand Class ships including the new one. The campaign likely will be timed to break with the Grand Princess' arrival in New York from the Mediterranean on Sept. 23, an event that will be celebrated with a week of festivities including celebrity entertainment and fireworks.

The slogan appeared last week in a promotional video on Grand Class Cruising that was produced by JWT for a presentation to API Travel Consultants, a network of luxury travel agents.

Marketing vp Karine Armstrong said the effort would include TV, print and the Internet, but a budget figure was not available. Princess' media spending totaled \$14.7 million last year, per Competitive Media Reporting. —Mike Beime

MEXICAN BEER STANDOFF

Advertiser: Anheuser-Busch

Agency: Waylon, St. Louis

Begins: This month

Budget: Undisclosed

Media: Radio, outdoor

Anheuser-Busch is expanding its home-grown Azteca and Tequila entries and launching new ad campaigns as it steps up efforts to seize a share of the booming market for "Mexican" beers.

The expansion comes despite what wholesalers report to have been a solid but by no means outstanding debut in test markets. Still, with Corona, Tecate and Sol racking up huge gains and no genuine Mexican imports available, A-B is willing to run with its own creations. Tequila-flavored Tequila, brewed domestically in A-B's Baldwinsville, N.Y., plant, is breaking new radio and outdoor ads via Waylon, St. Louis, that urge consumers to "crack the whip on boring beer" and "give Tequila a shot." Radio ads feature twangy guitar music and play up brand attributes, say, blue agave in the tequila flavoring.

After launching in Pomona, Calif., last year and moving to a handful of new markets, Tequila now adds three major Hispanic markets: New York City, and all of Texas and Florida. French brewer Fischer already is testing tequila-flavored Desperados in New York, but the two will collaborate in at least one venue. —Gery Khermouch

Media Person

BY LEWIS GROSSBERGER



Rx for Somnolence

WHOA, SUDDENLY IT'S SEPTEMBER! WHERE THE hell did that come from? Who ordered it? Not Media Person. Still in his summer stupor, MP isn't ready for fat magazines and new TV shows. But despite MP's sodden torpor, the air is charged with excitement. New fashions, new ideas, new financial collapses in new countries. Media Person must somehow rouse himself and field your desperate inquiries. He must help you cope with the renewed onslaught of weirdness breaking out all around us. ♦

Dear MP: Can you explain how it is that the Russians give us more grief when they're our friends than when they're our enemies? At least when they were the Soviet Union, they never screwed up our stock market. —D. Trump, NYC

Dear D.: Don't worry. Pretty soon those inept Russians will be so broke, they won't be able to afford the rent and they'll be evicted from Russia. (They're decent enough people; they just can't run an economy.) Then Disney and Citicorp will take it over and whip the finances back into shape pronto. Of course we'll have a bit of a homelessness problem on our hands, but the UN or IMF or somebody can always open shelters to keep those troublemakers off the streets.

Dear MP: If Mark McGwire breaks the home run record, should I adopt him as a role model and take creatine? Will creatine help me achieve my own personal athletic goal: jogging for a half hour on the treadmill without falling off? And by the way, what is creatine? —R. Ebert, Chicago

Dear R.: You absolutely should. A burly goateed man in knickers with a large club on his shoulder is something all of us can emulate. Media Person certainly does. Creatine is great stuff and MP takes it to help him get into proper TV-watching position on the

couch without undue strain or fatigue and remain there for the long periods required. You see, unlike anabolic steroids, creatine builds muscles without shrinking the testicles, a process most men desire to avoid, since the loss of testicular mass is often inimical to self esteem, due to the inevitable sarcastic comments in the locker room.

Dear MP: So according to this new theory in *The New Yorker* and *Newsweek*, it wasn't

Dear Adam & Eve: You did your best and you batted .500, which isn't bad. You must've been doing something right.

our fault that Cain went wrong. It was his peer group that led him astray! So we're off the hook, right? —Adam and Eve, East of Eden

Dear A&E: You did your best and you batted .500, which isn't bad. You must've been doing something right. Your other kid, a peaceful tiller of the soil, turned out OK even though he wasn't all that bright, but since you couldn't find a neighborhood with good schools—or any schools—what could anyone expect?

Dear MP: The market crashed again today and I was totally wiped out. I will have to give up my palatial co-op and live in the streets. Should I just kill myself now or...whoops, wait a minute, the market just

went back up! I'm rich again! Gotta go order champagne and flowers! I withdraw my question. —Don't Use My Name

Dear D.: Once again, the conventional wisdom is proven wrong. Money *can* buy happiness.

Dear Media Person: Ever since I read on an Internet news site that going on the Internet causes depression, I've been depressed. Before I read it, I felt quite happy on the Internet. I would spend hours happily browsing away. No more. How do I return to my former contentment? —B. Gates, Seattle

Dear B.: Try to get away from computers for a while and instead throw yourself into some other activity, like your work.

Dear Media Person: I sorrowfully expressed my profound regret. I profoundly acknowledged my regretful remorse, biting my lower lip to show sincerity. I regretted my mistake and admitted my regression. Plus I spent a lot of valuable quality time acting really contrite with my fine family and then I sped to beleaguered Russia to act statesmanlike in a time of crisis. But *they still won't get off my back*. What do they want from me? —B. Clinton, Washington

Dear B.: Listen to the wisdom of the common people, B. Unlike the elitist media and Beltway politicians, the plain folks at the grassroots speak with common sense and the understanding that comes of hard work and pain and loss. And what the voice of these real Americans is saying to you, B., is this: "*Hey, I gotta get me a brewski. The ball game's on.*"

Dear Media Person: Could you wire me five rubles for a cup of coffee? —B. Yeltsin, Kremlin

Dear B.: Well, OK. But are we really talking about coffee?

Dear MP: I'm told Hollywood is doing a remake of *Psycho*. Do you think I should rise from the dead and murder the defilers of my masterpiece in some grisly, horrific and very satisfying way? —A. Hitchcock

Dear A.: While Media Person cannot condone violence of any kind, in your case he will make an exception. Whatever you do, just be sure it's grotesque and really sickening. ■

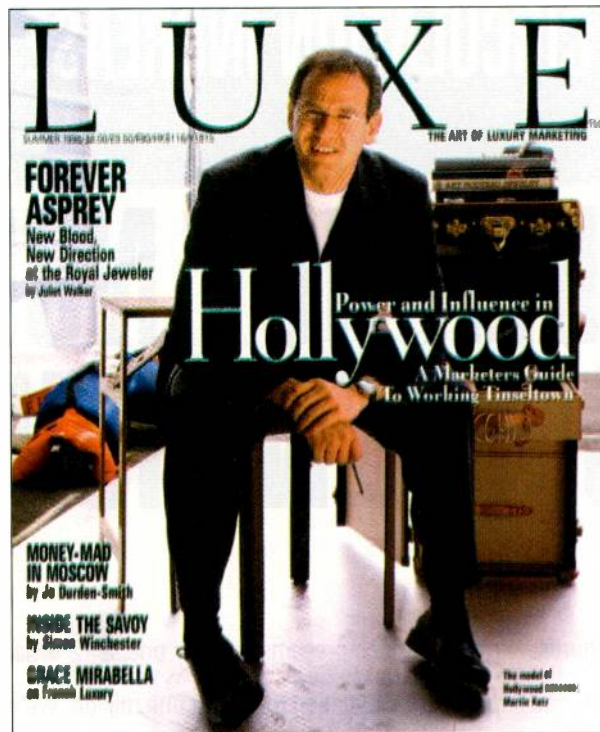
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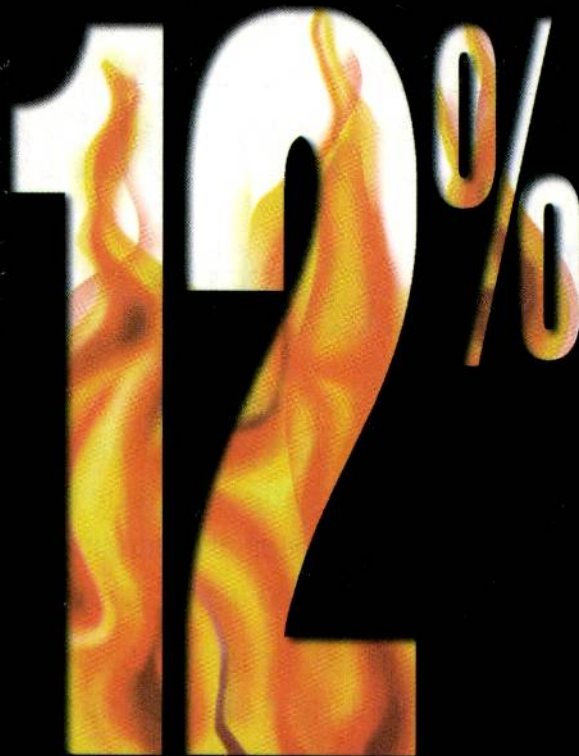
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