

MEDIA WEEK

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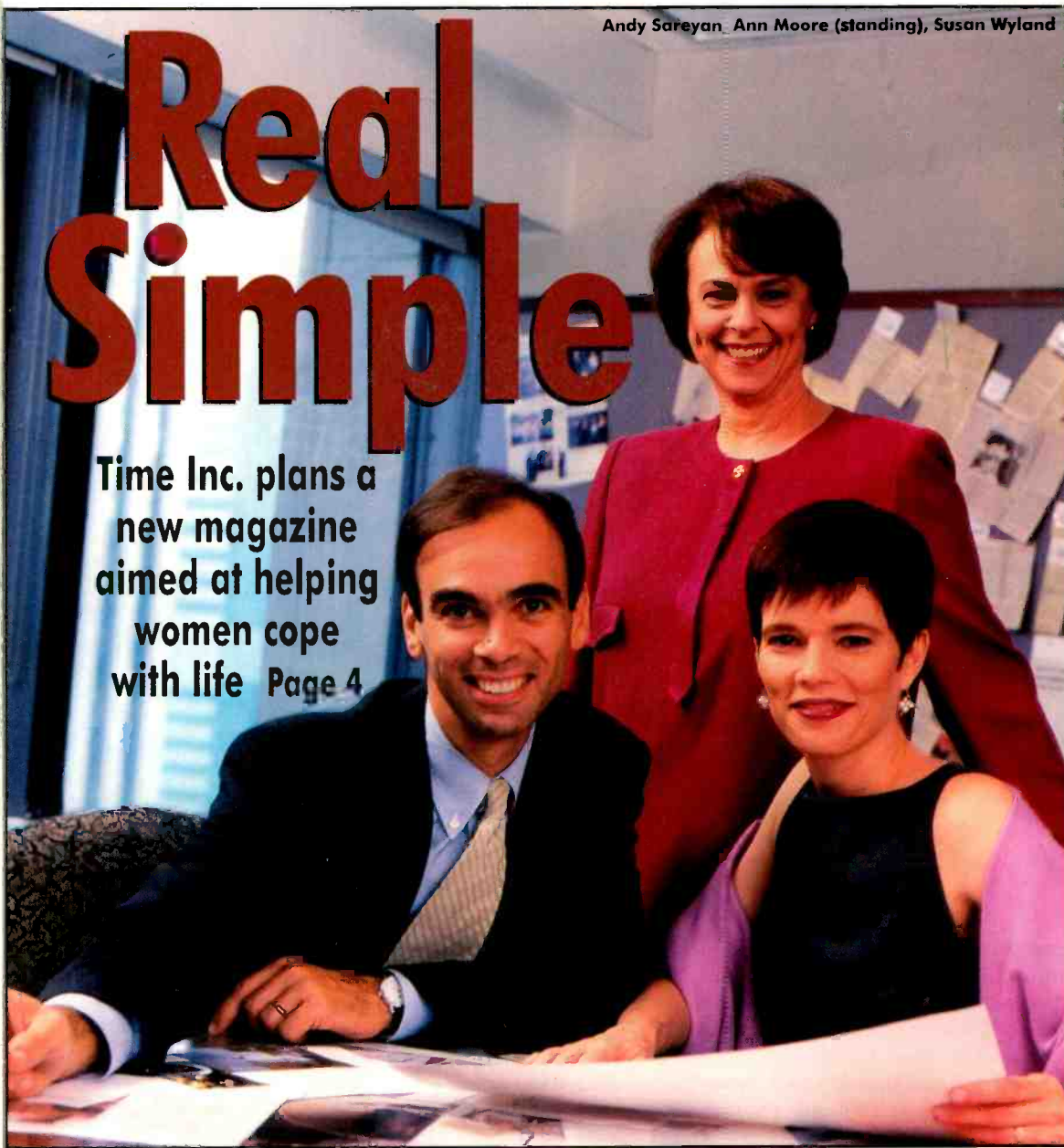
THE NEWS MAGAZINE OF THE MEDIA

August 9, 1999 \$3.50

Andy Sareyan, Ann Moore (standing), Susan Wyland

Real Simple

Time Inc. plans a new magazine aimed at helping women cope with life Page 4



CHRIS CASABURI

MARKET INDICATORS

National TV: Steady

It's quiet now, but fourth-quarter scatter keeps trickling in. Dot.coms, autos and packaged goods pacing well.

Net Cable: Chilling

Sales execs take summer break as third quarter wraps and fourth quarter paces 25 percent over upfront. Wall Street ups and downs causing some jitters about end-of-year dot.ccm business.

Spot TV: Quiet

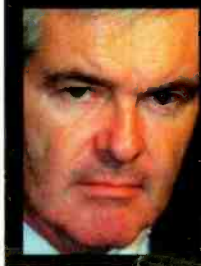
Lazy summer days are here. September is open, but October buys will likely get crunched as the expected fourth-quarter dollars rush in.

Radio: Sold out

Fourth-quarter network scatter is all but sold out, driving rates through the roof. Upfront for first quarter next year is wide open.

Magazines: Waiting

Software companies are holding off from buying ads in third and fourth quarter. Huge spending expected in first quarter 2000 after Y2K scare is over.



MARK WILSON/NEWSMAKERS

Might of the Right
As former House Speaker Newt Gingrich hits the airwaves, conservative talk radio is as strong as it was back in '94. Page 12

FCC Gives Thumbs Up to LMAs page.5

Hearst Buys 'Chronicle', Sells Mags page 6

So Much for TV's Family Hour page 6

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AT DEADLINE

Wenner Delays New Mag, Mulls *Us* Weekly

An *Us* weekly prototype has begun making the rounds to key advertisers and an announcement regarding its launch will be made next month, Wenner Media execs said last week. As a result, *NetBook*, a Web-oriented magazine, which was expected to premiere in November, has been put on ice until next year. Simon Dumenco, formerly *New York* magazine's features editor, was to oversee *NetBook*'s launch but will now work on taking *Us* weekly. Dumenco was on vacation and could not be reached for comment. To help finance *Us*' increased frequency, Wenner has been talking to a number of potential investors. Meanwhile, Steve Garbarino, formerly editor in chief of *Detour* and the Sunday features editor at the *New York Post*, has been named style director.

USA Preparing Network Rollout

Though the name "Cityvision" and the concept of 100 percent original, localized programming appears dead at Barry Diller's USA Broadcasting, the station group is expected to announce the rollout of branded "network" programming in several markets. A transformation of USA's TV outlets is anticipated this fall in Dallas and Atlanta, station sources said, and stations in Boston and Chicago are also expected to undergo alterations. All USA outlets will be remotely operated out of the USA digital production hub in Los Angeles. "The benefit of the Miami experience will be reflected in USA Broadcasting's next stations," said Adrienne Becker, a spokesperson for USA Networks.

AP Buys UPI's Radio Contracts

The embattled UPI wire service, which has had an endless change of owners and managers, has agreed to sell its 400 radio and TV news contracts to The Associated Press, its chief competitor. UPI publisher Gary Burkhart said the company will focus its efforts on the Internet. AP already dominates the broadcast news market with 3,700 radio and 800 TV clients.

New Wrestling League Formed

Mark Anthony Entertainment, a New York-based syndication house, has teamed up with Las Vegas-based Strongarm Sports to form a new wrestling league and series, *WXO Wrestling*. Set to launch in January 2000, Mark Anthony plans to offer 52 weeks of original, hour-long episodes. *WXO Wrestling* is the latest league to tap into the burgeoning audience for the sport, which has been dominated by Vince McMahon's *World Wrestling Federation* league (airing in syndication, pay-per-view and on cable's USA

Network) and Time Warner's *World Championship Wrestling* (airing on TBS and TNT on cable). Tony Intellisano, a former syndication exec with All American and president/founder of MAE, said *WXO* recently started making presentations to TV stations in the top 100 markets.

Gannett, Thomson Expanding Partnership

Thomson Newspapers and Gannett Co.'s *USA Today* are expanding their unique marketing and distribution partnership. Readers in selected Thomson markets now will be able to purchase subscriptions to their local dailies and the nationally circulated *USA Today* with a single buy. Earlier this year, Thomson's 35,000-circulation *Dothan* (Ala.) *Eagle* started distributing copies of *USA Today* with the daily paper. The experiment so exceeded the companies' expectations that they now are evaluating other markets where the arrangement might work.

Addenda: Magazine advertising was up 14.7 percent for July over last year, to \$976 million, according to Publishers Information Bureau. *Yahoo! Internet Life* will increase its rate base from 700,000 to 900,000 with the February 2000 issue... **Michel Botbol**, fashion editor at *W*, has been appointed creative director at *Harper's Bazaar*... American Express Publishing promoted **Ed Kelly** to senior vp and group publisher for *Travel & Leisure*, **Mark Stanich** to senior vp for consumer marketing and **Cara David** to corporate sales director... **TBS** has nabbed the broadcast window rights for *The Deep Blue Sea* from Warner Bros., a sister division of Time Warner... The WB Network, looking to bolster comedy development within the network and at its in-house production unit, Michigan J. Frog Productions, has signed Fox vet **Michael Clements** as vp of current programming.

Media All-Stars Balloting Moved Up

Mediaweek's 1999 Media All-Stars nominations have been rescheduled due to production requirements. The deadline for filing ballots is Sept. 10, 1999. The ballot appears on page 49 of this issue.

Clarification:

The July 26 edition of the *Mediaweek Magazine Monitor* should have noted that *Women's Sports & Fitness* had three more issues in 1998 than in 1999 and has an average paid circulation of 500,815. Also, a story in the July 19 issue misidentified Mark Lieber, the president of Film Roman's syndication division, which is launching the new *Max Degree TV* kids and teens block.

INSIDE



MICHAEL DONNELLY

Reichl adds a dash of new talent at *Gourmet*
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MEDIA WIRE

CEMA Predicts Interference From Microradio Stations

The proposed creation of new low-power FM stations by the Federal Communications Commission for use by community, church and minority groups suffered a major setback last week, with the submission of engineering test results by the Consumer Electronics Manufacturers Association. In comments filed with the FCC, CEMA concluded that the likely interference with existing stations' signals would have negative consequences for the listening public.

In its statement, CEMA noted that it did not oppose the low-power initiative, and a CEMA official said, "We think what [FCC Chairman] Bill Kennard wants to do is a valuable community service and useful in many situations. We hoped our study would have produced more favorable results for this. But this is what we found."

Testing showed that in many cases the low-power signal would cut into the co-channel protection ratio and create base band noise. Or, as the CEMA official, who requested anonymity, explained: "It would affect the sound and clarity for people using clock radios, boomboxes and car radios." CEMA's work was supported by National Public Radio and the Commission for Public Broadcasting.

The CEMA study was awaited by the FCC and many observers because CEMA has no political agenda. The National Association of Broadcasters and the National Lawyers Guild, on the other hand, both unveiled their studies last week and surprised no one with their opposing conclusions: The NAB's showed significant potential for signal interference. The Lawyers Guild, supported by The Media Access Project, showed that interference concerns are unwarranted. Meanwhile, FCC staffers noted that the agency itself is doing an engineering study on the interference issue. —Alicia Mundy

AMFM Dumps Howard Stern, Introduces Classic Hits

AMFM's six-station cluster was blowing the doors off other groups in Minneapolis last week with a combined audience share of 30.5, but that didn't stop the group (continued on page 6)

Time Inc. Plans New Magazine

Offshoot of 'People' will help simplify life

MAGAZINES / By Lisa Granatstein

Time Inc.'s *People* Magazine Group will look to simplify women's lives with *Real Simple*, a new lifestyle magazine that will roll out next March. The subscription-driven title will launch with a rate base of 400,000 and a cover price of \$3.50. *RS* will kick off with a 10-times-yearly frequency.

"The search for balance is what this magazine is all about," said Ann Moore, *People* Magazine Group president. "This is not a personality magazine, it's a lifestyle magazine about changing your life, or streamlining it." *Real Simple* will be broad-based and heavy on service. The magazine will focus on four main areas: life management, home, body and nourishing the soul.

Susan Wyland, editorial development director of the *People* group, was named *Real Simple* managing editor, and Alexander "Andy" Sareyan, *In Style*'s vp/associate publisher and former *Entertainment Weekly* president/consumer marketing, was tapped as publisher. Sareyan will report to *In Style* group publisher Ann Jackson. The choice of Sareyan is unusual because most publishers come from the ad sales side. "I've stuck to this theory [that] you put your most experienced people on a launch and you tackle the critical variable," said Moore. "For a new product, product development and consumer marketing play a huge role. And it's not exactly a friendly subscription market right now."

Wyland, former editor of *Martha Stewart Living* (owned then by Time Inc.), left to join Walt Disney Co.'s Family.com as its editorial director. She was lured back to Time Inc. last

September and has since worked on various magazine and Web projects.

The decision to launch *Real Simple*, however, was slow in coming. Last December, the



Keeping it Simple: Editor Susan Wyland and publisher Alexander "Andy" Sareyan

magazine underwent intense scrutiny—picked apart by some 20 focus groups consisting of 800 women in Boston, Chicago, San Francisco and Stamford, Conn. *Real Simple* got the green light from Time Inc. editor in chief Norman Pearlstine and Don Logan, Time Inc.'s president/CEO last Tuesday, knocking out four other contenders.

"This was an idea that came out of Susan's head, and there's nothing more exciting than an editor with a vision, then that vision clicks with the business side as it did here," said Pearlstine.

"I think there's a real need for a magazine that is less about doing and more about being," explained Wyland. "Life is complicated, and the desire to make things simpler has resonance for many women. I think we're all looking for ways to make the things we have to do easier so we have more time and energy for the things we want to do and the people we really care about."

The hiring of *RS* edit and business staffers begins this week (so far, only Carol Kramer, former editor in chief of Family.com, has been hired as executive editor).

Ad pages will cost \$30,000 for a full-color page. Moore said she is looking for a modest 50 ad pages for the premiere issue.

While *In Style* never had a direct mail campaign, *Real Simple* will. A preliminary mailing on creative will go out next month and a full-fledged mailing will go out by early January.

Though *Real Simple* will have the same physical attributes as *In Style*, both in trim size and paper quality, it's an entirely new product. But unlike *In Style* or *Teen People*, *Real Simple* is its own brand, an anti-*Martha Stewart* of sorts. "Under Don Logan, the primary focus for the last five years has been on core publications and line extensions from that. This does not fit in that category," said Pearlstine. "This is a startup of an idea as opposed to a line extension."

People has a rich legacy of siblings. It spun off *In Style* in 1994 with a 500,000 rate base, which now has hit 1.1 million; *People en Español* was launched in 1996 with a 170,000 rate base and is currently a modest 250,000; and mega-hit *Teen People* kicked off in January 1998 with 500,000 and has rocketed to a circ of 1.3 million.

Unlike *People* and *In Style*, however, there will be no celebrity component—a key reason for the subscription push. In fact, neither of the first two test covers featured people. Rather, Moore explained, *Real Simple* will cover all facets of life, including healthy living, relationships, clothes, meals, money matters, family and holidays. "It's not New Age-y," Moore stressed. "We'll leave that to the Oprah magazine." (Hearst Magazines and talk-show host Oprah Winfrey are set to launch a women's 850,000-circ general-interest title in March.)

While Time Inc. execs say they've found a hole in the marketplace, this title may go head-to-head with the oversized Oprah book, which is expected to offer readers advice and coverage on family, work, health and fitness. *Real Simple* could also be sold against Condé Nast's *Self*, which addresses a woman's well-being through content on health, fitness and beauty. ■

FCC Okays Station Break

Allows companies to own two stations in large markets

TELEVISION / By Alicia Mundy and Megan Larson

Roy Stewart, the head of the Mass Media Bureau at the Federal Communications Commission, was trying to characterize the impact of the new rules on TV station ownership when he gently warned reporters not to block the entrance of the FCC building. "It's going to be a race—a race to see who gets to us first to file."

The FCC began bracing for requests to purchase stations or to convert local marketing agreements into duopolies after it voted last Thursday to loosen rules limiting the number of stations a company can own in a single market.

The new duopoly rule will probably cause a scramble in two kinds of markets immediately, said Greg Schmidt, the Washington representative for LIN Television. "First, those where only 9 or 10 stations now exist," he explained. Under the new regs, licensees applying for duopoly are limited in that there must still be 8 separate stations in existence after their merger. "In these markets, there's only going to be room for one or two mergers, and it will be tight."

Second, he suggested, are adjacent markets where there is Grade-A overlap. "Not the big ones, such as Washington-Baltimore or New York/New Jersey," Schmidt said, "But lots of markets where there's one large city surrounded by smaller towns."

"The biggest winners in this rulemaking are [Paxson Communications Chairman Bud] Paxson and [USA Networks Chairman/CEO Barry] Diller," said the chief executive of a leading broadcast group who requested anonymity. "They have assets that, by themselves, aren't worth a lot, but to another broadcaster that could create awareness of those stations and reduce their infrastructure costs, it gives them a better chance to compete."

Paxson, who did indeed indulge in a glass of champagne upon hearing news of the vote, said he won't sell his outlets piecemeal but would consider selling the whole company. "Divesting a couple doesn't do much for us because it would then drop the network below

70 percent coverage of the nation—and then you're not a network," he said. "Duopoly is a wonderful thing and there is no question that it's going to help the free over-the-air enterprise system," he said. "For us, it's either somebody comes and takes them all or we line up with a great joint-venture partner."

As for Diller's group, noted for its enthusiasm over the new LMA guidelines, spokesperson Adrienne Becker said "Diller has always said we are opportunistic. That could mean anything...whether we buy or sell, [the FCC ruling] opens many doors."

The FCC decision was also important, said Schmidt, because it displayed "terrific leadership by Bill Kennard." This was, he added, the first time that he has produced a coalition with Michael Powell, a

GOP appointee, and Gloria Tristani, a more liberal Democrat, on broadcast regulation. The person broadcasters were watching most closely was Susan Ness, a Democrat, who has voiced concerns with LMA abuses. At the meeting, she said she worried about "the fundamental fairness" of grandfathering some of the LMAs, and added that "We're now creating a special class of broadcasters...changing the rules to accommodate those who have been pushing the envelope" in ownership agreements. Nonetheless, she voted for Kennard's package.

Industry reaction was overwhelmingly positive. "The commission has recognized that the marketplace has changed. If broadcasters are going to compete effectively, it's certainly helpful to have two stations in a market...you can create efficiencies that some cable networks have with multiple channels," said Tribune Broadcasting president Dennis FitzSimons, adding "we will be an acquirer, not a divestor."

Congressional reaction was generally positive. But Sen. Fritz Hollings (D-S.C.) was not happy. His spokesman Maury Lane said, "This administration has gone farther in destroying diversity in radio and TV markets than any other. We'd be interested in hearing how the commission justified [its] decision." ■



Ness: Ambivalent on LMAs

MEDIA WIRE

from dropping Howard Stern, reformatting WRQC-FM to Classic Hits, and changing the call letters to WLOL.

"We reached our limit on what the station was going to do," said Ken Benson, senior vp/programming for AMFM. "Howard just doesn't fit the psychographic of the new format."

While Stern was pulling strong ratings, ranking second in morning drive among 18-to-34-year-olds, the station's performance as a rocker earned only a 2.5. Stern is also an expensive proposition; stations pay as much as \$1.4 million just to carry the shock jock.

Classic Hits is a '70s-based format sprinkled with songs from the '60s and '80s, targeting men and women, 25-54. Core artists include Fleetwood Mac, The Eagles, The Doobie Brothers and Elton John. —*Katy Bachman*

Wilbekin Takes Over *Vibe* As Smith Departs For Time

Danyel Smith, *Vibe* editor in chief, was named editor at large at Time Inc. last week and will write for a number of the publishing company's magazines. Smith had been *Vibe*'s top editor since July 1997 and last August became editorial director for *Blaze*, a *Vibe* hip-hop spinoff. His departure is the latest of several at the magazine in recent months.

Emil Wilbekin, recently appointed to the new position of fashion editorial director at Vibe/Spin Ventures, will succeed Smith as *Vibe* editor. Wilbekin, 31, has risen through the ranks of *Vibe* from style editor since its launch in 1993. Smith joined *Vibe* in 1994 as its music editor, when the magazine was still owned by Time Inc. The magazine was sold in July 1996 as a partnership between Quincy Jones and Robert Miller, who now also owns *Spin* and *Blaze*, as well as a sports magazine division. —*Lisa Granatstein*

Meyer Promoted to Chair Of Warner Bros. Studio

Warner Bros., as anticipated, (*Media-week*, July 19), promoted veteran TV executive Barry Meyer to the consolidated title of chairman and chief operating officer of the Burbank, Calif.-based studio. Also, in a move (*continued on page 8*)

Hearst Gets *Chronicle*

Media giant buys SF paper, puts two magazines up for sale

PUBLISHING / By Lisa Granatstein

The Hearst Corp. reached an agreement late last week to acquire *The San Francisco Chronicle* from the Chronicle Publishing Co., owners of the 134-year-old Bay Area morning newspaper. The transaction, which is an asset purchase for cash, also includes the acquisition of SF Gate, a Web site for online news and entertainment. The sale price was not disclosed but was estimated to be north of \$1 billion. The deal did not include NBC affiliate KRON-TV, also owned by Chronicle.

Hearst, which owns the afternoon *San Francisco Examiner*, also announced that it has hired Veronis, Suhler & Associates to seek a buyer for the paper. For the past 34 years, the *Examiner* and *Chronicle* have been run under a joint operating agreement that permits sharing of business functions and profits. Analysts think it is unlikely a buyer will be found, which would put Hearst in the awkward position of folding the paper upon which William Randolph Hearst in 1887 founded his media empire.

"The fact that [Hearst] is putting their newspaper up for sale would indicate that the company first of all feels that the *Chronicle* has a stronger presence in the market, and number two, that most companies do not want to get into a competitive environment with a weaker paper," said Michael Kupinski, senior media and entertainment analyst at A.G. Edwards. "In the absence of buyers, it sounds

like they would fold the [*Examiner*]."

The *Chronicle* boasts a daily circulation of 475,000. The *Examiner*'s paid circ is 111,000. Both papers have been losing ground to Knight Ridder's *San Jose Mercury News* and William Dean Singleton's Alameda Newspaper Group. "If a qualified buyer is not found," Hearst said in a prepared statement, the company will "combine the *Examiner* with the morning *Chronicle*."

Separately, in Hearst's magazine division, staffers at both *Sports Afield* and *Motor Boating & Sailing* were told last week that their magazines are up for sale. Hearst has retained The Jordan Edmiston Group to handle the sale. "In terms of our portfolio, we think right now the market is really good for acquisitions of this sort because they are niche publications," said a Hearst spokeswoman. "And currently, we're focusing our portfolio on larger, more mass [market] titles, i.e., *Talk*, the new Oprah Winfrey magazine and *CosmoGirl!*"

Paid circulation for *Sports Afield* remained flat at 467,546 through last year's second half, according to ABC; ad pages for *SA* grew 3.8 percent to 312 through August, reports *Media-week Magazine Monitor*. *Motor Boating & Sailing*'s paid circ fell 8.1 percent to 124,170; ads grew 2.7 percent to 1,249 pages.

Meanwhile, *Talk* magazine, the Hearst-Miramax Films partnership, went back to press to print an additional 300,000 copies over and above its initial 1 million press run. ■

Safe Harbor in Danger

Scheduling puts racy content on at 8 p.m.; Congress may react

NETWORK TV / By Michael Freeman

The voluntary practice by the broadcast networks of maintaining a "safe harbor" hour of family programming in the first hour of prime time got pushed aside last week as several networks announced schedule changes involving adult content moving into early prime. The moves, designed to attract young adults, could push Washington politicians and children's activist groups to renew efforts to legislate family viewing blocks.

NBC reshuffled its Tuesday-night schedule for next season by shifting the sexually

spicy *Just Shoot Me* from 9 p.m. to 8, pushing *3rd Rock From the Sun* to 8:30. The TV-PG-rated *Just Shoot Me* will go up against ABC's similarly adult-oriented *Spin City*, Fox's half-hour *Ally McBeal* spinoff, and WB's *Buffy*.

Preston Beckman, NBC senior vp of programming and scheduling, argued that putting on *Just Shoot Me* at 8 and *Will & Grace* at 9 provides stronger hammock positions for *3rd Rock* and the unproven *Mike O'Malley Show* at 9:30.

"It's a totally smart strategic move for



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MEDIA WIRE

to decentralize operations and provide direct oversight of the studio's sagging motion picture division, Alan Horn, co-founder of Time Warner-owned Castle Rock Entertainment, was named president/COO of studio operations.

The new team replaces longtime co-chairmen Bob Daly and Terry Semel, both of whom resigned last month. Meyer, executive vp and COO of Warner Bros. since 1994 and a 28-year senior TV business affairs vet at the studio, has overseen a TV production unit that has been the No. 1 supplier of programming to the broadcast networks for much of the past decade. A senior executive at Time Warner, who requested anonymity, noted that Horn's "primary focus" will be the performance of the motion picture division.—*Alan Frutkin*

ESPN Forces Cable Startup To Change Name, Logo

ESPN last week succeeded in forcing CSPN (College Sports Production Network), a startup regional college sports service with 800,000 subscribers, to change its name and logo because it was too similar to the 76 million-subscriber network's trademarked acronym.

The Birmingham, Ala.-based network, which plans to program tape-delayed broadcasts of college football and basketball from the nine states that have Southeastern Conference teams, will now be called CS Southeast, said CEO Kirk Word.

The two networks agreed on the name change last week after a federal judge for the Southern District Court of New York City filed a judicial order for the name change, according to a statement by ESPN. The order settles a lawsuit filed by ESPN in July. The order stops Word from using a logo or Internet-related identities for his service that are "confusingly similar to those of ESPN." Word said his network decided to change its name because it didn't want to get pulled into a protracted legal battle with the infinitely more powerful ESPN right before the network's Aug. 16 launch.

"We felt that wasn't the best use of our time and energy, but we were flattered that we were such intimidating competition," said Word.—*Jim Cooper*

NBC in terms of being competitive for 18-49 demos, but it's safe to say the so-called 'family hour' has gone by the boards," explained Paul Schulman, president of Schulman/Advanswers. "Needless to say, *Spin City* and *Just Shoot Me* are smartly written and are safe programs to be in, so there is still a premium being placed on them by advertisers."

Some congressmen are upset over the moves. Sen. Fritz Hollings (D-S.C.), who proposed the Safe Harbor Act to keep adult programs out of family viewing hours, was hopping mad. "NBC's attitude has been 'to hell with children,'" said Hollings spokesman Maury Lane. "They care [more] about revenue and revenue streams." Hollings' bill did not pass but has gained more support each year. Lane indicated that when Congress returns, Hollings may bring it up again in light of NBC's scheduling changes. A spokesperson for Sen. Joseph Lieberman (D-Conn.), who has previously opposed Safe Harbor but voted for it this year, said Lieberman may also act.

Congress will have plenty to act on. Other

racier programming scheduled for the 8-9 p.m. hour includes NBC's *Suddenly Susan* and *Veronica's Closet* on Mondays and *Friends* and *Jesse* on Thursdays; ABC's *Spin City* and *It's Like, You Know* on Tuesdays and *Two*

Guys & A Girl and *Norm* on Wednesdays; Fox's *Manchester Prep* on Thursdays and WB's *Popular*, also on Thursdays.

NBC's Beckman said that marketplace forces should decide what goes where: "Like any other genre, this is very cyclical and hit-or-miss business in terms of finding the best talent and writers to

create more all-family shows. When someone comes back with the next *Home Improvement* or *Cosby Show* to reach broad family demos, we'll see another comeback."

Dick Wolf, who produces *Law & Order* for NBC, has voiced concern over the scheduling of his new spinoff, *Law & Order: Special Victims Unit*. Wolf believes that *SVU*, which explores sex crimes and is slotted for 9 p.m. Mondays (8 Central and Mountain time), is too explicit for young viewers and should run after 10 p.m. Wolf said he has "lobbied" NBC to move the show.—*with Alicia Mundy* ■



In a *W&G* episode, both Will and Grace pursued the same man.

CHRIS HASTON/NBC

Daily's a Done Deal

ALM eyes Sept. launch for weekday tab on transaction activity

NEWSPAPERS / By Tony Case

A new weekday newspaper serving up news and analysis on mergers and acquisitions is set to debut Sept. 15. *The Daily Deal*, a tabloid-format, four-color paper published Monday through Friday, and a companion Web site will be produced by New York-based American Lawyer Media.

The paper and Web site—targeted mainly at corporate executives, lawyers and investment bankers—will offer breaking news, feature stories and columns on mergers and acquisitions, leveraged buyouts, corporate shakeups, initial public offerings, and the personalities behind them. Each day the paper will highlight a different industry: On Mondays the paper will look at media and telecommunications deals; Tuesday's focus will be healthcare and pharmaceuticals.

Initial distribution is 25,000 and an annual subscription goes for \$750. The paper will also be available on selected New York news-

stands at a cost of \$3.50 per issue. An editorial staff of 55 will produce *The Daily Deal*, which is headquartered in New York. Bob Teitelman, former editor of *Institutional Investor*, is editor in chief.

According to the rate card, a full-page, one-time color ad will sell for \$6,500, black-and-white, \$4,500. Publisher Larry Gelfand declined to name any advertisers but said the paper's natural ad base includes investment banking firms, accounting firms, law firms and other businesses involved in transactions.

The Daily Deal will stand apart from business and financial publications such as *The Wall Street Journal*, *Business Week* and daily business papers because it is aimed at "deal-makers rather than shareholders" and focuses solely on transactions, Gelfand said. "This is a \$2.3 trillion industry that doesn't have its own one-stop-shop news source." ■

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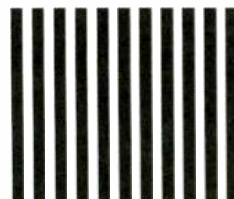
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AMC Parks in *The Lot*

Classic movie channel weaves fact into latest original series

CABLE TV / By Alan Frutkin

With the Aug. 19 premiere of AMC's original series *The Lot*, cable's first classic movie network is looking back for its future. "Everything we do tries to enhance one's appreciation of great movies," said Marc Juris, AMC's senior vp of original programming and an executive producer on the series. "What *The Lot* does is help viewers understand the framework for how movies were made and the passion and stories behind those movies."

Set in 1937 Hollywood, the comic melodrama revolves around a young actress' bumpy ascent to stardom. What is sure to distinguish the series from other behind-the-scenes programs is its blending of fiction with historical fact. For example, one episode incorporates the death of movie star Jean Harlow into its plot, and another uses the Hindenberg zeppelin explosion as a story point.

As well, many of the show's characters are loosely based on actual personalities, ranging from gossip columnist Hedda Hopper to millionaire recluse Howard Hughes.

Series creator Rick Mitz says such narrative devices pay tribute not only to Hollywood history but also to the cable net's target demos. "AMC's viewers are really smart about the movies," said Mitz, who also serves as an exec producer. "We filled these scripts with as many factual references as possible because they had to have something in there for those viewers. And it's cool to wink at your own audience."

Another of the series' distinguishing factors is the low-risk strategy being used to launch it. Although Juris declined to discuss the show's budget, production costs are estimated at about \$200,000 to \$400,000 per episode—as opposed to the average \$850,000 per half-hour for network comedy series. Only four episodes have been shot to date. "You never know how viewers will respond," Juris said cautiously. But he noted that the cabler is in "ready mode" to green-light the series. If it does, a 13-episode pick-up would debut next year.

Although the four-part series will air without commercial interruption—AMC carries limited advertising that runs at the end of films or programs—many media buy-

ers are giving *The Lot* a thumbs-up—if only for maintaining AMC's brand. "We think it will do well," said Michael Greco, broadcast research manager for BBDO in New York. "It certainly fits into the network's profile. And it gives them the opportunity to do original programming while keeping within the classic-movie genre."

Also in the works for AMC is *Paramour*, a behind-the-scenes look at a gossip magazine, which Juris said may also premiere next year.

Both of these original series follow in the footsteps of the cabler's award-winning program *Remember Wenn*. The series, which is set at a Pittsburgh radio station just prior to World War II, premiered in 1996 but wrapped production in 1998.

Although ratings were not available for *Wenn*, its short life span suggests that the show's focus on the radio industry may not have been properly suited to the cabler's pri-



Linda Cardellini and Perry Stephens go behind the scenes in *The Lot*.

mary audience. "We are about great movies and the people who made them," Juris said. "With *The Lot*, we hope we're improving on the momentum we got with *Remember Wenn* by telling [the] stories behind the movies."

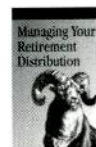
Whether or not *The Lot* can beat *Wenn*'s numbers, its premiere underscores the cable net's evolving marketing strategy. "It gives you a greater appreciation of what's on AMC," Juris noted. "And we hope that will drive viewership to the rest of our product, which is exactly what we're trying to do." ■

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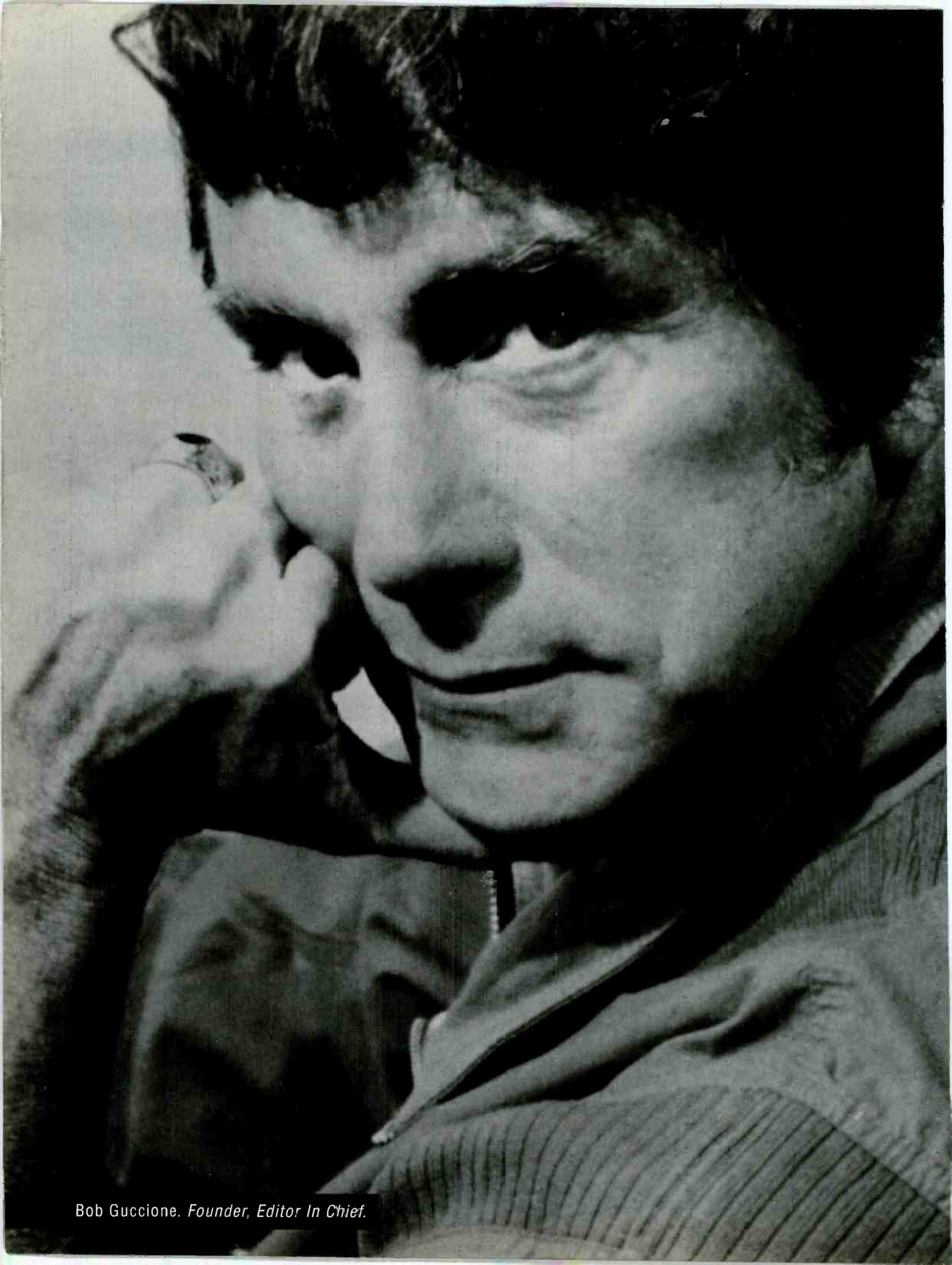
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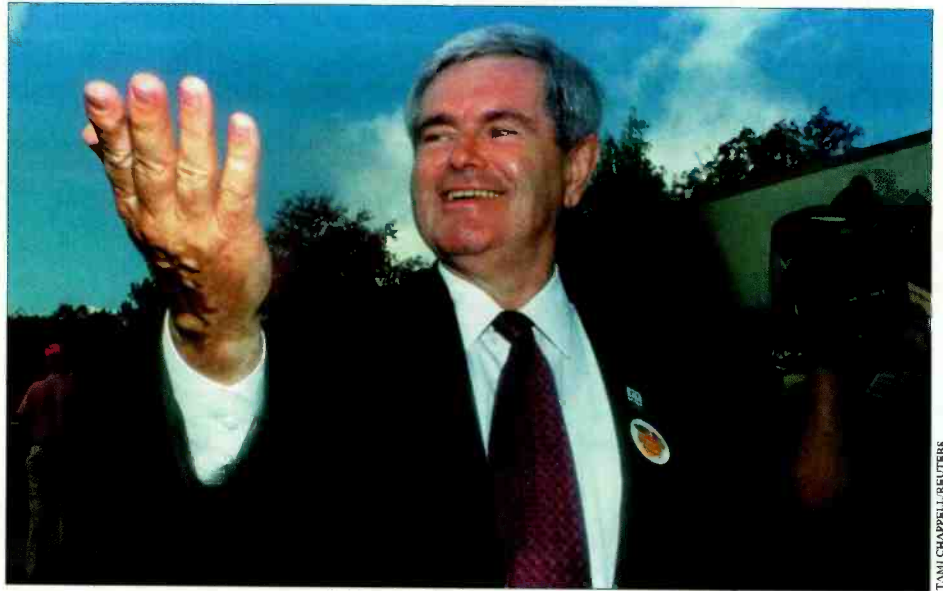
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CABLE TV

The Cabletelevision Advertising Bureau reported last week that basic cable posted record viewership in July in prime time that bested the combined audiences of ABC, CBS, NBC and Fox. According to CAB's analysis of Nielsen data, ad-supported cable's gross prime-time U.S. household delivery averaged 23 million, with an average rating of a 23.1. During the same period, the broadcast networks delivered an average 22.4 million households and a 22.6 rating in prime time. For the last few years, basic cable has gained in audience over the broadcast networks, which predominantly schedule reruns.

World Wrestling Federation Entertainment hopes to put a sleeper hold on Wall Street after filing an initial public offering to pin \$173 million. The WWF IPO, which will sell off a minority stake of the company, will likely be offered in September. Funds raised will be used to pump up the company's Internet presence and improve programming and post-production facilities. Over the past two years, professional wrestling's popularity has exploded with WWF's *Raw Is War* program on USA Network, which dominated the ratings on basic cable for the second quarter this year. The WWF has seen its revenues jump from \$81.9 million in 1997 to \$251.5 million in fiscal 1999. The Stamford, Conn.-based WWF is owned by Vince McMahon and his family.

E! Entertainment Television last week named Stephen Croncota its new senior vp of marketing. Croncota comes to his new job from Cartoon Network, where he was senior vp and creative director. In his new position, Croncota will direct E!'s creative services, advertising and research, promotions and public relations departments. He will also oversee brand-awareness strategies worldwide. Prior to his job with Cartoon, Croncota was marketing director for Condé Nast, where he was part of the launch team for *Details*. —Jim Cooper



TAMI CHAPPELL/REUTERS

And Newt to Boot

Former Speaker today joins swelled ranks of conservative talkers

RADIO / By Katy Bachman

Former Speaker of the House and key Republican strategist Newt Gingrich has never been at a loss for words. So it would seem natural for him to turn up in talk radio, the medium he credited with helping to usher in the first Congressional Republican majority in 40 years. As he makes his debut today as a commentator on 12 radio stations across America, he'll be joining about a dozen syndicated, politically conservative talk-show hosts who together reach 20-22 percent of the national radio audience, or some 40 million listeners each week.

Can Gingrich make his mark in the talk world, particularly with a show that lasts a mere 90 seconds each day? Premiere Radio Networks is betting he can, asking \$6,000 for a :60 spot, "a high price for an unproven show," according to one buyer who did not want to speak for attribution. Neither Gingrich nor Premiere would disclose the value of Gingrich's contract, but executives in the radio industry said the former Speaker's representatives were shopping his commentary around for something in the "six-figure" range.

For someone used to the political platform, a 90-second commentary may not seem like a lot of time. That doesn't phase Gingrich. "As Speaker, you learn to make your point in 60 seconds. Now I have 50 percent more."

Called "The Age of Possibilities," Gingrich's show will afford him an opportunity "to share with Americans what I'm learning"

as a senior fellow at the Washington, D.C.-based American Enterprise Institute and as a distinguished fellow at the Hoover Institution at Stanford University in Palo Alto, Ca. He said topics might include the possible impact vitamin E has on Alzheimer's or how one prison in Texas had only an 11 percent recidivism rate compared to a 75 percent national average. "I'm the only reporter in America looking for success stories," he said.

But Gingrich also says he won't let go of his politics. "I don't want to overcome the perception as a politician," he said. "Sometimes I'll do a timely story related to current public policy." Good thing there's a presidential election coming. "With VP Al Gore in the presidential race, there will be plenty of material on which I won't be able to resist comment," said Gingrich.

Sean Hannity, conservative co-host of Fox News Channel's *Hannity & Colmes* and afternoon radio host on WABC-AM in New York, believes Gingrich could prove even more controversial than he was in the House. "You can be more outspoken [on the radio]. You can't do that in Washington; it's called a political gaff. I think [Gingrich] will find it freeing."

Though the field is crowded, right-of-center talkers continue to dominate syndicated radio and many of the nation's 1,100 AM News/Talkers. Of the 16 personalities who made *Talkers* magazine's syndicated top-10 list (there are several ties), five are self-

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described conservatives. The other 11, including maverick Don Imus, shock jock Howard Stern and the paranormally obsessed Art Bell, either defy political classification or offer health and financial tips, as do Dr. Dean Edell and Ken and Daria Dolan.

Even though conservative talkers haven't been making headlines like they did in 1994, when Rush Limbaugh and other conservatives were credited with turning out the Republican vote, they haven't lost listeners either. According to a *Billboard* format-share analysis using Arbitron data, News/Talk stations commanded a 16.2 average-quarter-hour share in both winter '94 and '99. And despite White House attempts to demonize conservative talkers as part of a "right-wing conspiracy," ratings have been holding steady, says Michael Harrison, publisher of *Talkers*.

Whether or not that says something about the body politic is open to debate. But there are myriad theories that attempt to explain why conservatives consistently underdraw liberals and even moderates on talk radio.

Thirty-year Atlanta conservative talker Neal Boortz, recently syndicated by Cox Radio and MediaAmerica on 60 radio stations, says liberals have had little success in talk radio simply because of how they argue. "When it comes to carrying on sustained conversation, defending your ideas, answering questions, countering objections ... some semblance of logic has to creep in your position. You listen to [liberals] and they don't deal well with logic, and they don't like facts, so they fail at talk radio. They say 'I feel' versus 'I think.' The feely stuff won't fly after a while."

"There are more conservatives and non-conservatives, rather than conservatives and liberals," says *Talkers*' Harrison. "Liberal is just the absence of conservatism. There are a whole bunch of independents, such as Judy Jarvis. She used to call herself a liberal, got wise and now calls herself an independent."

That doesn't mean that there aren't any liberals who proclaim their politics. "I never had a problem calling myself liberal," declared Alan Colmes, the other half of *Hannity & Colmes* on Fox News Channel and a late-night talk host on WEVD-AM in New York. "I've taken issue with my fellow talkers' not calling themselves liberal. It annoys me



Opposites: **Hannity (left) and Colmes**

that they shy away from the *L* word."

Tom Leykis, Westwood One's liberal talker who used to approach political and policy issues, has backed away, going for younger-targeted FM talk radio, which tends toward water-cooler talk

and shock value. Said Boortz: "Leykis is a liberal, but now he relies on entertainment value rather than philosophy."

Others suggest that radio, for conservative listeners, is a balance for other mainstream media. "Radio is an oasis," said Hannity. "[Conservatives] view ABC, CBS, NBC as politically biased. Radio is more participatory democracy."

The current political climate has also played a part in bringing out conservatives. "In the '60s, liberals were going against the establishment. They were in the majority for so long, so now the conservatives are going against the establishment," said Colmes. And, he admits, conservatives have fire in their bellies. "They're angrier, they are more passionate. They feel like they've been the underdog for a long time."

Even with Gingrich joining their ranks, few believe conservative talkers will be the force they were in 1994. "[Conservative talkers] won't provide as big a boost to candidates as they did in the '94 elections, when talk radio's political influence seemed to be at its peak," said Howard Kurtz, media critic for *The Washington Post*.

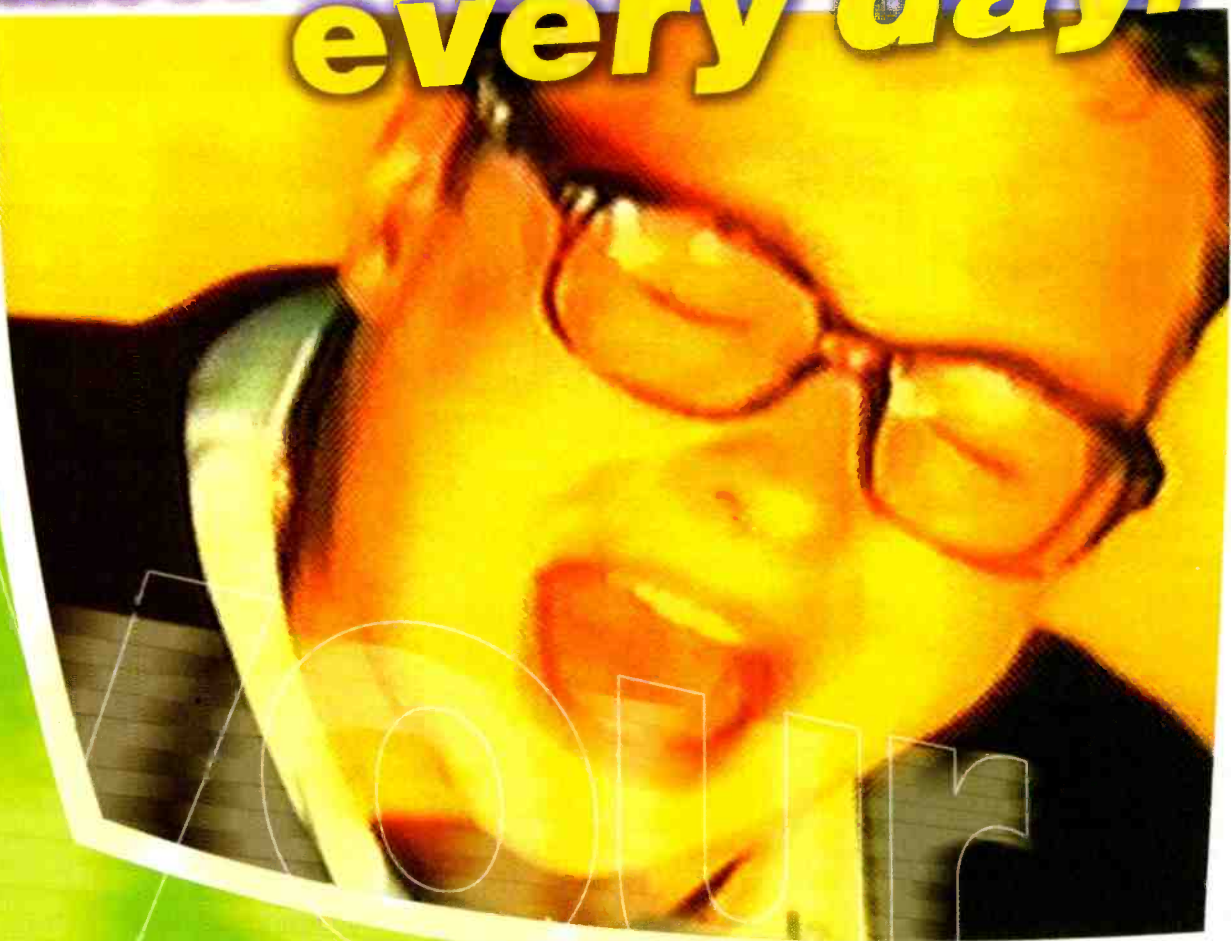
Hannity, who said facetiously that he hopes "we'll have a profound impact and [people will] vote the way I say," doesn't think conservative talk radio can significantly move the political needle. "We do play a part. Listeners tune in as tensions build and as the race builds. But if we had so much effect, Bill Clinton would never have been elected."

On the other hand, because of the 1994 election, politicians are paying increasing attention to talkers and their role in the election dialogue. "It's now an accepted part of every politician's strategy," observed Kurtz. "Particularly in local races, you want to be on with the host who has a big following back home."

As for Gingrich, he just wants to make his mark, using his name and his base of political followers to build his audience. "The key test is whether I am saying something interesting and controversial. I want people to say, 'You know, I heard Newt this morning.'" ■

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Local Media

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GREEN BAY, WIS./TV STATIONS

UPN Affiliate Hits High-School Turf

•IN GREEN BAY, WIS., THE LOCAL high-school quarterback or point guard often becomes a household name before the season has begun. That kind of high-school sports fever in the 69th-largest television market should bode well for UPN affiliate WACY-TV, as it begins to regularly produce and broadcast high-school football games in prime time this fall.

UPN 32 *High School Football Challenge*, shot live, begins Aug. 27, airing every Friday night from 7-9:30 p.m. "I think it's a good move, specifically for Green Bay," said Aaron Jais, a media buyer/planner for Arnold Communications in Milwaukee. "It's a smaller market, pretty inclusive and very into high-school sports." Jais is considering buying some spots on WACY's *Football Challenge* for Arnold's leading client, McDonald's.

The idea—experimented with last year but carried out in full only this season—originated with the programming department at NBC affiliate WGBA-TV, which operates WACY under a local marketing agreement. Both stations are owned by separate companies, WACY by Ace TV and WGBA by Aries Telecommunication Corp. The stations are their owners' only TV properties.

To make room for *Football Challenge*, WACY will shift UPN's prime-time movie to Sunday afternoons at 4 p.m. The regular football season ends early in November, at which point WACY will alternate play-off coverage with its UPN network lineup. The

station is contemplating carriage of high-school basketball games in the spring, but no plans are firmed up yet.



Crazy for the pigskin: WACY will preempt UPN's Friday-night movie to carry high-school football.

By providing truly local programming, WACY also avoids appearing like a cookie-cutter station. "There are tremendous economies of scale in having big groups come in and buy one program for all 20 markets, but the reality is that what may work in Miami may not work in Peoria," said Mike Harding, CEO of Aries Telecommunication. "A program decision is only a good decision if it works in the local community."

"It helps us Davids compete against the Goliaths," added WACY/WGBA program director Joe Norred.

Jais also noted that some of the programs carried on nascent nets like UPN and WB may be too "racy" for the older-skewing, conservative Green Bay, which may prefer to watch their kids playing ball. "It's a blue-collar, big moral town," he said. "I don't think [UPN] prime time works in all cases."

Other localized programs include *Ned the Dead's Demented Drive-in*, a late-night cult-classics film forum starring Green Bay's own version of Elvira. It will debut this fall after UPN's Saturday-night wrestling fare at 11 p.m. Sunday afternoon's *Popcorn Classics* at 2 p.m. is also hosted by a local personality.

Fifth-ranked WACY could stand to benefit from the sporty additions to its program lineup. The UPN affiliate earned a 1 rating/3 share in households sign-on to sign-off during May 1999 sweeps, according to Nielsen Media Research. ABC affiliate WBAT-TV, the perennial ratings leader, and CBS affiliate WFRV-TV both scored 4/17 in May. Both stations dropped from a 19 and 20 share, respectively, over last year. WGBA turned in a 3/12 in May, while Fox affiliate WLUC scored a 2/9.

Meanwhile, WGBA plans to launch more news in September, but Harding declined to explain further for competitive reasons. WGBA currently airs 14 hours of news per week—an impressive number, considering it started from ground zero five years ago. The outlet switched from a Fox affiliation to NBC as a result of the Rupert Murdoch New World station sweep in 1995. WGBA's 10 p.m. newscast landed in second place for the first time during May sweeps, earning a 13 share among adults 18-49. —Megan Larson

SAN DIEGO/NEWSPAPERS

Arizona Republic Sells Summer Beach Edition

•ARIZONANS VACATIONING IN SAN DIEGO THIS summer won't have to miss news from back home, thanks to an arrangement between *The Arizona Republic* of Phoenix and *The San Diego Union-Tribune*.

The *Republic's* "Beach Edition"—a seven-day, condensed version of Arizona's largest newspaper—began running July 18 in 4,000 copies of the *Union-Tribune*. Another 1,000 copies are sold at beaches, hotels and tourist spots. The special edition will publish through Aug. 14. It's the first time the *Republic*, which is owned by Central Newspapers, and the *Union-Tribune*, a Copley Press paper, have collaborated.

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SOUTHERN CALIFORNIA/NEWSPAPERS**Belo Adds Daily and Weekly**

• *DALLAS MORNING NEWS* PARENT A.H. BELO agreed recently to acquire two Southern California newspapers, *The Hemet News* and *Moreno Valley Times*, from closely held California Newspapers Partnership. The Hemet paper is published Tuesday-Sunday and has a weekday circulation of 11,660 and a Sunday circ of 12,250. Hemet is located in Riverside County, which is projected to be one of the fastest-growing areas in the state over the next decade. The nearby Moreno Valley paper is published weekly. Belo also owns the daily *Press-Enterprise* of Riverside.

Belo publishing division president and *Dallas Morning News* publisher Burl Osborne said the company wanted to expand its presence in the Riverside area's "civic and economic life." —TC

NEW YORK STATE/RADIO**Grabbing Hold of Forever**

• *REGENT COMMUNICATIONS* AGREED LAST week to acquire nine stations in two markets in upstate New York from Forever Broadcasting for \$44 million in cash and 100,000 shares of Regent convertible preferred stock. The deal gives the Covington, Ky.-based radio owner a five-station cluster in Utica/Rome, N.Y., and a four-station cluster in Watertown, N.Y. They are both new markets for Regent, which currently owns 35 stations in 10 markets in Michigan, Ohio, Arizona, California and Minnesota. It's the third deal this year for Regent, which has pending the acquisition of 12 stations in three markets in Pennsylvania and New York. —KB

NEW YORK/NEWSPAPERS/INTERNET**Times Links With TheStreet**

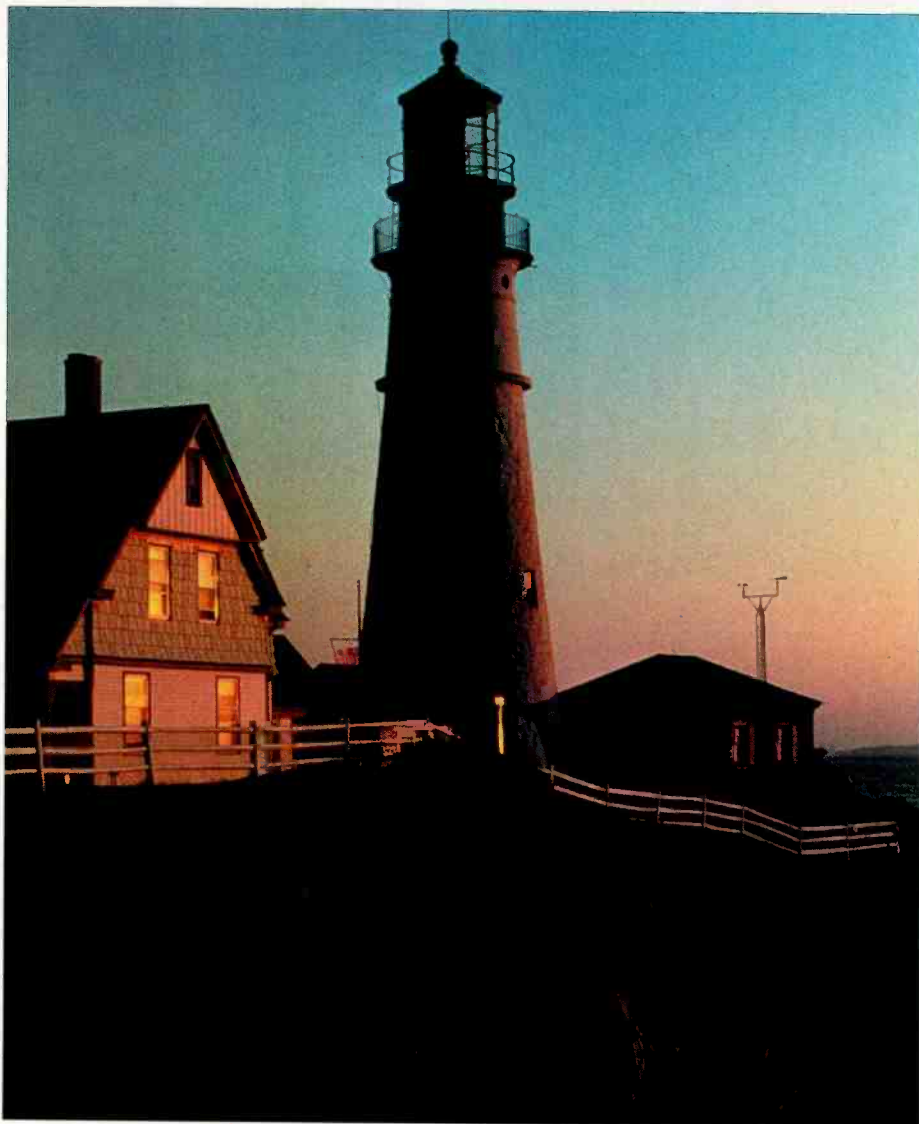
• *THE NEW YORK TIMES* ANNOUNCED IT WILL establish a joint news operation with the financial news Web site *TheStreet.com* as part of the newspaper's mission to broaden its Internet presence. The aim is "to keep our Web audience abreast of business news as it happens," said *Times* executive editor Joseph Lelyveld. Original reporting will distinguish the report from the "cookie-cutter" business coverage found online, Lelyveld added.

Times assistant business editor Jack Lynch will helm the operation, overseeing six dedicated reporters. Costs will be split between the two companies. Last February, the *Times* announced it was investing \$15 million in *TheStreet.com*. —TC

MARKET PROFILE

Portland, Maine

BY MIRA SCHWIRTZ



CLAD BILDER/INTERNATIONAL STOCK

Portland, Maine, is a smallish city (population 100,000) with a grand-size sense of self. It's sophisticated enough to support a thriving arts scene but quaint enough to be fascinated when a motorist hits a moose, the kind of story that often leads the local television news broadcasts. At once urbane and insular, the city is possessed with a strong appreciation of its history and culture, which includes a local symphony, ballet and several theater companies. Portland recently completed an overhaul of its downtown (including the opening of a European-style

fresh-food market) entirely through the combined efforts of the community and local businesses, with none of the corporate tax breaks other cities have used to court national chains.

"Mainers support other Mainers," said Holly Johnson, media director at Burgess Advertising & Associates. "There's a lot of pride in who we are."

The city's community spirit is so strong, in fact, residents' tempers have been known to flare up rather fiercely. When Starbucks moved into a downtown location, someone lobbed a brick through the window in protest.

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Although the coffeehouse stayed, the city did not entirely begrudge the message.

"Now that the downtown is desirable, you see the national franchises moving in, but on the other hand, we don't want it to become neon and honky-tonk," said Donna Brassard, publisher of the local business magazine *Mainebiz*, which ran an editorial on the issue suggesting that the community allow corporate and local businesses to coexist.

The potential of the nation's 80th-biggest television market has not been lost on the biggest television companies. The city's top news station, NBC affiliate WCSH-TV, was bought by Gannett early last year from a local owner. Last fall CBS affiliate WGME-TV was sold by Guy Gannett Communications—a locally based company that also owns the city's daily newspaper, the *Portland Press Herald*—to Sinclair Broadcast Group. ABC affiliate WMTW-TV, owned by Harron Communications Corp., which is located in nearby Auburn, is also attempting to gather speed from the area's momentum by expanding its Portland studios and offices this fall.

Although NBC has been the market's leader in news for more than a decade, the changes should increase the competition, said Dick McDonald, president of McDonald Communications.

"CBS is a strong contender, and I think they will be stronger under new ownership," McDonald said, while the moves by the ABC station are "going to heat up the competition."

NBC, however, has been able to engender widespread loyalty in the market over time and will be a tough nut to crack, McDonald added. "They've managed to get the middle [audience]. They're very family oriented. They're warm."

Fox affiliate WPX-TV, owned by Pegasus Broadcasting, is just outside the action with a struggling newscast at 10 p.m. The station tried to increase its ratings last November with a half-hour of news tacked on to the primary 10 p.m. program. Although the station uses the extra time to add more local stories and broaden their details, news director Kevin Kelly conceded that the ratings don't support the addition.

"We've noticed a decline in the demos since going to an hour," Kelly said. "It's obvious the audience likes their half-hour at that time period because it's an early-to-bed type of market."

WPXT also manages UPN affiliate WPME, owned by New England Television, through an LMA. That station airs no news.

Third-place competitor WMTW has also recently attempted a few programming

Newspapers: The ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Androscoggin: 39,700 Households				
<i>Portland Press Herald Telegram</i>	534	2490	1.3%	6.3%
<i>Lewiston, The Sun-Journal</i>	23,069	25,511	58.1%	64.3%
<i>Brunswick Times-Record</i>	429		1.1%	
Cumberland: 100,600				
<i>Portland Press Herald Telegram</i>	46,744	62,268	46.5%	61.9%
<i>Lewiston, The Sun-Journal</i>	1,017	1,288	1.0%	1.3%
<i>Brunswick Times-Record</i>	5,360		5.3%	
Lincoln: 12,700				
<i>Portland Press Herald Telegram</i>	3,471	5,709	27.3%	45.0%
<i>Brunswick Times-Record</i>	402		3.2%	
Knox: 15,200				
<i>Portland Press Herald Telegram</i>	1,886	3,397	12.4%	22.3%
Sagadahoc: 13,200				
<i>Portland Press Herald Telegram</i>	2,611	4,465	19.8%	33.8%
<i>Lewiston, The Sun-Journal</i>	396	316	3.0%	2.4%
<i>Brunswick Times-Record</i>	5,555		42.1%	
York: 66,200				
<i>Portland Press Herald Telegram</i>	16,357	26,104	24.7%	39.4%
<i>Journal-Tribune, Biddeford</i>	11,291		17.1%	

*Monday to Saturday only
Source: Audit Bureau of Circulations

experiments. It was the first station to add a half-hour of news at 5 p.m. a few years ago, wooing the female audience following *The Rosie O'Donnell Show* with a health feature during the program. Sports and money blocks are included at 5:30, as well as a once-a-week outdoor feature at that time, to bring in a male audience. Their biggest gamble, however, has been the addition of "Maine Point" during the 6 p.m. news, a long-form feature introduced last year that attempts in-depth investigations of local issues. Although the show has not bumped WMTW's numbers up beyond a one rating at that time period with viewers 25-54, news director David Baer said he's seen anecdotal evidence that the broadcast could be striking a chord with viewers.

"There's been lots of criticism that T.V. doesn't offer in-depth stories, that it's more of a headline news service. This segment was offered in answer to those criticisms," Baer said.

"That programming choice hasn't greatly affected their Nielsen audience, but it offered an alternative news feature format

to the news offered on the other stations," said Holly Johnson.

Although "Maine Point" has no imitators yet, the other stations did follow WMTW's lead at 5 p.m., adding half-hours of their own within the last year. WMTW gm David Kaufman said it has become a "horse race" between his station and WGME at 5 p.m. Among viewers aged 25 to 54, WMTW scores a 1 rating, while WGME and WCSH both get twos. WGME gm Alan Cartwright declined to comment about the news race.

"For a market the size of Portland, an hour and a half of local news on three channels is excessive, but they do it to compete," Johnson said.

WCSH also dominates in the morning from 6 to 7, when the station gets a 13 rating in households. The only other competitor at that time is WGME, which gets a 5 rating.

While Portland television competes intensely, its radio is fairly low-key. The consolidation of the medium in the last few years has helped it compete more effectively with television, industry observers said.

How to reach someone who might buy stock with Charles Schwab



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WILLIAM JOHNSON/STOCK, BOSTON/PHI

Portland's waterfront remains active year-round and is the city's cultural hub.

"Formerly, radio was too expensive to buy on a cost-per-point basis because you had to buy too many stations, so television prices dropped to nearly radio's levels," said Dick McDonald. "Now radio can sell a better value."

The radio market is now owned by three large companies: Saga Communications owns six stations; Fuller-Jeffrey has seven; and Down East Broadcasting has five. The Fuller-Jeffrey properties are currently being sold to Citadel Communications. That sale is expected to conclude this fall.

Although buyers say the big owners have in turn hiked rates at their stations, there is little waste within a buy because the stations can offer superior reach. For example, Saga Communications owns the top three stations in the market: country station WPOR-FM, news/talker WGAN-AM and hot mainstream-hits station WMGX-FM. Combined, those outlets claim about 26 percent of the listening audience 12 years and older.

"Everyone has settled into their niches," said Cary Pahigian, gm of WMGX and vp at Saga.

Fuller-Jeffrey has nearly as big a block of listeners as Saga—about 31 percent total, to Saga's 36 percent. Down East, whose stations are located in Auburn, the state's second-largest city, about 35 miles north of Portland, claims the largest audience in that city. About 18 percent of the Portland market lives in Auburn.

"Buying in Portland does not accomplish

your message in Auburn," warned Ron Frizzell, president of Down East.

Both radio and television in all parts of Maine have tough competition from cable, which is primarily operated by Time Warner. While cable's 68 percent household penetration in Portland is about equal to the national average, its Road Runner cable/modem service has really taken off throughout the state.

Established two years ago, Road Runner has a 13.4 percent household penetration in

the state's 17 communities, according to Gary Stack, director of marketing for the service.

"It's the highest in the country for one cable system," Stack said.

Portland's television and radio may be in for some big changes from their new owners, but last fall's sale of its daily newspaper, the *Portland Press Herald*, has hardly caused a ripple. The daily was sold by local media family Gannett to the Seattle-based Blethen family, owners of three dailies in Washington state, including the *Yakima Herald-Republic*.

The change means very little in terms of editorial or advertising alterations, said Ted O'Meara, director of marketing and communications for the paper. For now, the new owners are satisfied with making some operational tweaks. There was no loss of employees, and the transition has been "very smooth," O'Meara said.

"They seem committed to taking what is here and working with it," O'Meara added.

What is there is significant. The paper is an award-winning daily (it was named New England Newspaper of the Year seven times in the last eight years by the New England Newspaper Association) with a wide audience. Its primary readership is in Portland, (the *Lewiston Sun-Journal* serves both Lewiston and Auburn), but its Sunday edition, the *Maine Sunday Telegram*, is circulated statewide.

Both the weekday and Sunday editions have lost circ in the last year, according to the Audit Bureau of Circulations. The daily has a circ of 71,411, as of March, down from

Radio Ownership

OWNER	STATIONS	Avg. Qtr.-Hour Share (%)	Revenue (in Millions)	Share of Total
Saga Comm. Inc.	3 AM 3 FM	35.9%	\$8.4	47.2%
Fuller-Jeffrey Bcstg.	1 AM 6 FM	31.0%	\$6.9	39.2%
Down East Bcstg.	2 AM 3 FM	9.2%	\$1.9	11%
Mariner Bcstg. Ltd.	1 FM	1.6%	\$.4	2.2%
Vacationland Bcstg.	2 FM	2.6%	\$.35	1.9%

Includes only stations with significant registration in Arbitron diary returns and licensed in Portland, Maine, or immediate area. Ratings information provided by Arbitron, Fall 1998 book; revenue information provided by Duncan's Radio Market Guide, 1999 BIA Research, 1998.

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Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WPOR-FM	Country	11.4	7.5
WGAN-AM	News/Talk	10.4	6.4
WMGX-FM	Hot Adult Contemp.	9.7	8.4
WJBQ-FM	Adult Contemp.	6.1	8.4
WBLM-FM	Album-Oriented Rock	5.9	6.4
WYNZ-FM	Oldies	5.1	5.9
WCYY-FM	Modern Rock	4.9	8.4
WHOM-FM	Soft Adult Contemp.	4.9	7.3
WZAN-AM	Sports/Talk	4.7	2.8
WMWX-FM	Hot Adult Contemp.	2.7	1.4

Source: Arbitron, Fall 1998 Radio Market Report

72,086 at the same time last year. The Sunday paper declined from a circ of 119,790 to 117,703 this year.

Meanwhile, the city's alternative-weekly readership is getting more choices. *The Casco Bay Weekly*, the city's only alternative paper for the last 11 years, will be competing with an offshoot of the *Boston Phoenix*, which hopes to expand its New England circulation with a Maine edition. *The Portland Phoenix* will debut in September with a circ of 40,000.

The growth and breadth of Portland's arts and entertainment scene is what prompted Phoenix parent to develop the new regional edition, said *Phoenix* marketing director Mike Bornhorst.

"It's a city with a thriving cultural scene, with a growing population. It's progressive, it's arts-oriented, and in cities like that we've found we can make an impact and publish a very vital newspaper," said Peter Kadzis, editor of the *Phoenix* newspapers.

Phoenix's parent also opened radio station FNX in Portland last month, simulcasting the alternative-music programming on its Boston station, WFNX-FM. The intelligent commentary on the station about film and politics will complement the paper's, Kadzis said.

Casco Bay publisher Julie Watson says she isn't worried about the competition. The *Phoenix's* heavy editorial focus on Boston-based and national news will not hold water with Portland readers, she maintains.

"Our content is all local. When our readers want to know what is going on in town, they'll pick up our paper," Watson said. "They want to think for themselves. They don't want the same papers as every-

where else."

Portland readers are getting even more of their own. The city's staple read is *Portland Magazine*, a glossy with a circ of 10,000. Published by locally based Sargeant Publications, the magazine has had little competition in its 15-year tenure—until now. The city's booming magazine market recently attracted a newcomer, a quarterly called *Port City Life*. According to co-publisher Mark Girr, the magazine's restaurant guide and articles ranging from Portland's private education options to profiles on the local television personalities serves a broad base of readers. Its initial press run of 11,000 was mostly controlled, with about 700

copies sold on newsstands.

Girr said he had been interested in starting the magazine for the last 10 years, but it only began to come together when advertisers recently showed interest.

"It wouldn't have made sense five years

ago economically," Girr said. "There's some tourist action on [the newsstands] and we've gotten subscriber interest."

The city's potential is also heating up its small-business magazine industry. The 5-year-old, Portland-based tabloid *Mainebiz*, a statewide business magazine, was bought early this year by Boston-based Worcester Publishing Ltd. The book has a controlled circ of 13,000. Another 1,000 copies are sold on newsstands, said publisher Donna Brassard.

"The city is really growing, which is one reason Worcester bought the magazine," Brassard said.

Another magazine covering Southern Maine business is *Business Profile*, published by ZTG Publishing. Its controlled circ of 7,000 is sent out to mostly small businesses in the greater Portland area.

Outdoor in Maine has been outlawed by the state for the last 10 years, according to Karen St. Clair. Bus advertising and kiosks inside malls are available. Greenland, N.H.-based Alternate Transit Advertising operates the transit ads while Outdoor Systems is the primary operator for mall advertising in Auburn and south Portland. ■

Nielsen Ratings/Portland, Maine TV Evening and Late News Dayparts


Early News

Time	Network	Station	Rating	Share
5-5:30 p.m.	NBC	WCSH	6	18
	CBS	WGME	7	21
	ABC	WMTW	3	9
	UPN	WPME	1	5
5:30-6	NBC	WCSH	9	25
	CBS	WGME	8	22
	ABC	WMTW	3	8
	UPN	WPME	2	4
6-6:30	NBC	WCSH	19	37
	CBS	WGME	13	25
	ABC	WMTW	3	6
	UPN	WPME	1	2

Late News

10-10:30	FOX	WPXT	2	5
10:30-11	FOX	WPXT	1	3
11-11:30	NBC	WCSH	7	33
	CBS	WGME	4	20
	ABC	WMTW	1	5
	UPN	WPME	.2	1

Source: Nielsen Media Research, May 1999



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MOVERS

NETWORK TV

Lee Gaither has joined NBC Entertainment as vp, Saturday morning and family programs. Gaither was director of narrative series for the Disney Channel since February 1997 and served a previous stint as original series consultant for USA Network.

TV SYNDICATION

Lenn Goodside has been named director of Paramount Domestic Television's *Leeza* talk show, which is moving off NBC's daytime schedule and into syndication. Goodside, a 17-year directing veteran at Tribune Broadcasting-owned KTLA-TV in Los Angeles, was director of *KTLA Morning News* since 1991.

TV PRODUCTION

Dannette Herman has been renewed as coordinating producer of the Academy of Television Arts & Sciences' *51st Annual Primetime Emmy Awards* telecast, which is set to air Sept. 12 on Fox. Herman has served on the *Emmy* production team for six years.

TV STATIONS

Jane Robelot, a CBS News anchor and correspondent since March 1995, this fall will join Meredith Broadcasting-owned CBS affiliate WGNX-TV in Atlanta as co-anchor (with Calvin Hughes) of the 5, 6 and 11 p.m. newscasts...Michael Weiner, manager of planning and financial analysis for Tribune Broadcasting Co. since 1997, has been promoted to director of finance for Tribune-owned Fox affiliate KCPQ-TV in Seattle...Nancy Nydam has joined WSVN in Miami as assistant news director. She had been executive producer at WISN-TV in Milwaukee.

RADIO

Kippie Romero has been named to the new post of vp/training and director for the Radio Advertising Bureau sales academy. Romero was formerly sales manager of AMFM-owned KZSN-FM, KEYN-FM, KFH-AM and KQAM-AM in Wichita, Kan....Richard Rocha was named general manager of Radio Unica 1150 AM in Denver. Most recently, Rocha served as regional sales manager for The (continued on page 31)

The Media Elite

Edited by Anne Torpey-Kemph

Splendor in the Grass

The glitterati tripped the lights fantastic last week at the summer's hottest ticket, *Talk* magazine's extravagant launch soirée. Some 800 invitees counted as the cultural elite were ferried off Manhattan to Liberty Island, where bottomless barrels of shrimp and vast spreads of cheese awaited. Agency execs, media moguls and a strange brew of celebs, including Salman Rushdie, Dr. Ruth and Blondie, sipped Chardonnay against a picture-perfect sunset backdrop.

As the guests ambled around the Statue of Liberty, they came upon an expanse of trees festooned with Chinese lanterns, tables set by the water's edge overlooking Manhattan, and pillows on the grass. With the New Age-y notes in the air, the scene was pretty trippy—think *Picnic*, with hostess Tina Brown, *Talk* editor in chief, subbing for Kim Novak.

A cluster of Hearst editors, including *Esquire's* David Granger and *Marie Claire's* Glenda Bailey, buzzed around a beaming Hearst Magazines president Cathleen Black while a star-struck Michael Clinton, senior vp/chief marketing officer, recounted his ferry ride with Madonna and Demi Moore. Also spotted making the rounds was Condé Nast editorial director

James Truman.

Brown (in white) meandered through the party chatting up her guests, with a security guard in tow who murmured into his headset with her every move: "Tina Brown is going to the bathroom."

After spectacular Gucci fireworks,



Colorful lanterns and throw pillows set the mood for *Talk's* coming out party.

Queen Latifah called everyone to the stage, where *Talk* publisher Ron Galotti gave a mercifully brief rap. The good vibrations continued through the night, and each guest left with something to talk about: the premiere issue of *Talk*. —Lisa Granatstein

Benchley Faces Biggest Role to Date

Peter Benchley traditionally does a cameo in any film or TV adaptation of his novels, but he got quite a bit more face time for his most recent part. A few days before filming for an episode of upcoming syndicated series *Peter Benchley's Amazon*, the *Jaws* scribe had a run-in with a school of jellyfish that left him with a faceful of welts. But rather than reschedule the shooting, the writers reworked the script and changed Benchley's part from descendant of 17th century

British sailors shipwrecked in the jungle to exiled leper. He certainly looked the part.

"The only thing I thought after it happened was, 'Oh my God, they're going to have to rewrite the part because I've been beaten by an 'ugly' stick,'" related Benchley, who created *Amazon* for domestic syndication by Eyemark Entertainment starting in September.

As it turned out, the facial misfortune had an upside: Benchley got his first speaking part, all of eight lines.

—Michael Freeman



Amazon's Benchley suffered for his art.

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SPOTLIGHT ON...

Rudy Gaskins

VP, On-air Promotion, Court TV

After weathering the ownership struggle that stalled Court TV's programming and funding for more than a year, Rudy Gaskins is now poised for a big promotional push. Thanks to the significant budget that new owners Time Warner and Liberty Media are throwing behind the cable network, Gaskins has more muscle to package and pitch its newest programming.

A four-year veteran of Court TV, Gaskins is already busy creating buzz around *Homicide* and *Cops*, the network's high-profile acquisitions under new president and CEO Henry Schleiff, and he will have a new slate of original programming to promote as the network develops more of its own shows.

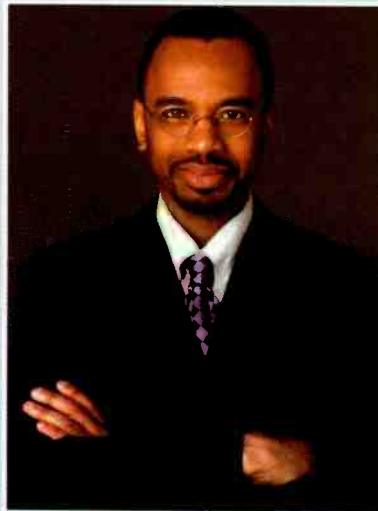
"We're coming out of difficult growing pains and finding ourselves with new, interesting programs to develop," says Gaskins, who is targeting a younger, more female audience.

Gaskins has spent his career crafting compelling stories. A native of Washington, D.C., he graduated from NYU's film school in 1983 and found work as a sound engineer at New

York film company Sound One working on projects such as Francis Ford Coppola's 1984 *The Cotton Club*. He left Sound One in the late '80s to make his own films, including a profile of Kevin Lee, a self-proclaimed former black revolutionary, then took a job as associate producer for a WNET documentary on child development in different cultures. That project produced one of the highlights of Gaskins' early career: an interview with Nelson Mandela about his childhood. Gaskins went on to do a follow-up project called *Childhood in America* for WNET and a child-focused documentary for PBS' *Nova* series.

Gaskins' career turned to television promotion in 1993 when WNET stopped producing documentaries. After a "permalence" stint in ABC News' advertising and promotions department, Gaskins jumped to Court TV to become the director of on-air promotion.

Currently working on packaging original fall launches such as *Live From Cell Block F*, *Mob Connection* and *D.C. Insider*, Gaskins is looking forward to the next few months: "[It] will be the most exciting time in Court TV's history because we have a lot of fun projects on the creative side." —Jim Cooper



Court marshal: Gaskins is shaping the "integrity" of the new lineup.

OVER 1.2
BILLION SEER

MOVERS

(continued from page 28) Weather Channel's Latin American interests in Miami...**Marilyn Kushak**, vp/marketing and sales for Midwest Family Broadcasting-owned WMAY-AM, WNNS-FM and WQLZ-FM in Springfield, Ill., was appointed to the National Association of Broadcasters radio board.

CABLE TV

VH1 has upped **Jane Lipsitz** to vp, series development. Lipsitz will move to Los Angeles to oversee the development of all genres, including animation, sitcoms, reality-driven programming and dramas. Lipsitz had been director of development for VH1 in New York, responsible for the development of hit VH1 shows such as *Pop-Up Video* and *Rock Candy*.



Lipsitz moves to L.A. for VH1

PRINT

Sandra Guzmán will leave her position as editor-in-chief of *Latina* to pursue television ventures for Allegré and Essence Communications, co-owners of the title. *Latina* executive editor Sylvia Martinez will act in Guzman's place until a replacement is named... **John Grogan** has been named managing editor for Rodale Press' *Organic Gardening*. Previously he was with *The Sun-Sentinel* in Ft. Lauderdale, Fla., where he served in a variety of positions, including metro columnist and bureau chief...**Kathryn Keller**, former senior lifestyle editor at *Self*, has joined *Country Living's Healthy Living* as executive editor...**John Bellando** has been named senior vp of accounting and



Grogan takes root at Rodale

finance for Condé Nast. He had been with Bertelsmann A.G. as senior vp of finance...**PC World** editor-in-chief **Cathryn Baskin** has been promoted to vp, editorial director...**Michelyn Camen** has been promoted from brand director for *Good Housekeeping* to vp and director of brand development for Hearst...**Lee Wilcox** has left her position as vp of marketing at Weider Publications to join *U.S. News & World Report*, *The Atlantic Monthly* and *Fast Company* as senior vp of marketing...The New York Times Co. has promoted **Jonathan Landman** to metro editor of *The New York Times*, replacing Joyce Purnick, who is stepping down to return to writing columns. Landman had been editor of the paper's "Week in Review" section.



PC World ups Baskin



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CALENDAR

American Women in Radio and Television will hold its annual convention Aug. 18-21 at The Drake Hotel in Chicago. The event will include sessions on media convergence and leadership. Contact: 803-777-2005.

The National Association of Broadcasters 1999 **Radio Show** will be presented Aug. 31-Sept. 3 at the Orange County Convention Center in Orlando, Fla. The event will focus on station management, programming and marketing. Featured speakers include FCC Chairman William E. Kennard. Contact: 800-342-2460.

Women in Cable & Telecommunications will host an **executive development seminar** Sept. 8-10 at the Sylvan Dale Ranch in Loveland, Colo. Contact: Laurie Empen at 312-634-2353.

The Television Bureau of Advertising will present its **1999 annual forecasting conference** Sept. 9 at the Time Life Building in New York. Contact: 212-486-1111.

The Radio-Television News Directors Association will hold an **International Conference and Exhibition** Sept 20-Oct. 2 at the Charlotte Convention Center in Charlotte, N.C. Contact: 202-775-3527.

Price WaterhouseCoopers will hold its **1999 Global Convergence Summit** Sept. 30 at The Marriott Marquis Hotel in New York. Contact: Deborah Scruby, 212-259-4250.

American Express Publishing will present a **Luxury Marketing Summit** Oct. 17-19 at the Arizona Biltmore Hotel. The event will feature leading marketers, producers and retailers of luxury items and brands. Panelists will include Marian Salzman, director of the brand futures group, Young & Rubicam. Contact: 212-706-1630.

Magazine Publishers of America will present **The American Magazine Conference** Oct. 28-31 at the Boca Raton Resort & Club in Boca Raton, Fla.. Contact: 212-872-3700.

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

Friedman Shows Gamesmanship

Harry Friedman, the producer of Columbia TriStar Television Group's top-rated *Wheel of Fortune* and *Jeopardy!* syndicated strips, has been promoted to executive producer for both game shows. Friedman began his producing tenure with *Wheel of Fortune* at in 1995. In 1997, Friedman took over the reigns of *Jeopardy!*, which has been the second-highest-ranked show in syndication for 14 consecutive seasons.

Hiatt to Host Sessions

Singer/songwriter John Hiatt has been named host of public television's critically acclaimed *Sessions at West 54th*. He replaces David Byrne, who served as host of the hourlong musical-performance series for the '98-'99 season. The third season of *Sessions* begins in October on public TV stations nationwide.

Journal Seals KMIR Deal

Milwaukee-based Journal Broadcast Group has completed its previously announced acquisition of Palm Springs, Calif., NBC affiliate KMIR-TV from Desert Empire Television Corp. Kalil & Co. brokered the sale. John LaPorte, former executive producer of news at Journal's Milwaukee NBC affiliate WTMJ-TV, was named news director.

PBS Signs Nelvana for Weekend Kids Fare

PBS has entered into a \$40 million, multi-year deal with animation company Nelvana to produce a weekend-morning block of children's fare, it was announced during the final weekend of the recent TCA tour in Pasadena, Calif. The creative force behind the animated *Tin Tin* series will bring several children's book favorites to the small screen, including *Corduroy*, the bear with the missing button; and Maurice Sendak's *Seven Little Monsters*. Nelvana has secured 50 percent of the backing for the projects.

NYT Digital Center Welcomes Outsiders

The New York Times Co. will offer its Norfolk, Va.-based digital operations center to other non-owned outlets beginning Jan. 1. The center, which opened in December 1998, is designed to remotely operate analog and digital TV stations anywhere in the country.

Kissinger Taps Execs for Studios USA

In his first staffing announcements since being named president of Studios USA Television last April, David Kissinger has named Marcy Ross as senior vp of comedy programming and Dan Pasternack as senior vp of drama programming. Ross joins the Barry Diller-owned USA network TV production unit from The Jim Henson Co., where she served as vp of creative affairs since 1986. Pasternack previously served as vp of creative affairs since 1997 at Granada Entertainment, where he oversaw the development of NBC's upcoming fall drama *Cold Feet*, Showtime's *Beggars & Choosers* and Fox's defunct *Holding the Baby*. Pasternack replaces William Hamm, who will serve as a creative consultant to Studios USA during the transition period.

MTV Prepped for Music Awards

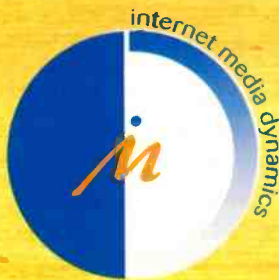
Ricky Martin, the Backstreet Boys and TLC are among the artists set to perform at the 16th annual MTV Video Music Awards. This year's award nominees list is topped by Korn, which scored nine nominations for their video *Freak on a Leash*. Martin (*Livin' la Vida Loca*), TLC (*No Scrubs*) and Will Smith (*Wild Wild West* and *Miami*) tied with six noms each for their videos. The awards, to be hosted by Chris Rock, will be broadcast live by MTV from the Metropolitan Opera House in New York City on Sept. 9 at 8 p.m.

Citadel Bulks Up in Baton Rouge

Citadel Communications has agreed to purchase KOOJ-FM in Baton Rouge, La., from KTBT Radio Broadcasting Co. for \$9.5 million, giving it six stations in the market. Citadel already owns WXOK-AM, KQXL-FM, WEMX-FM, WKJN-FM and WIBR-AM. The transaction brings Citadel's radio holdings to 84 FMs and 35 AMs in 22 markets.

CPB Sets List-Sharing Guidelines

In the wake of the controversy over public radio and TV stations swapping their donor lists with Democrats and other political groups, the Corporation for Public Broadcasting recently set new guidelines to bring the practice under control. Under the new policy, stations must certify that they have not sold,



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Media Notes

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rented, leased, loaned, traded, given, donated, transferred or exchanged membership or donor names with any candidate for public office or any political committee or organization that supports candidates for public office. Stations must also keep accurate records and be able to produce them on request. Failure to comply with the guidelines will disqualify a station from receiving federal money and CPB support.

XM to Go Public

Washington, D.C.-based XM Satellite Radio, one of the two companies that plans to offer 100 digital radio channels direct to consumers via satellite late next year, has filed an initial public offering worth \$172.5 million. It will trade on Nasdaq as XMSR. XM's competitor, New York-based CD Radio, already trades on Nasdaq as CDRD.

BBC to Provide Satellite Programming

XM Satellite Radio has announced that BBC World Service will join its lineup of 100 digital radio channels. The BBC channel will be a mix of 60 percent news and 40 percent other programming. In addition, the BBC will make its archives available for use in original XM programming. To fill up 100 channels, XM has struck similar deals with other content providers such as *USA Today*, Black Entertainment Network, Radio One, Bloomberg News Radio and CNN/Financial Network.

Rate Changes Afoot at TV Guide

Among several pending changes at *TV Guide*, the title will reduce its rate base for the second time in less than a year. Starting with the Aug. 28 issue, the rate base goes from 11.8 million to 10.8 million. Also, ad rates will drop by 8.4 percent to \$139,400 for a color page and \$116,150 for a black-and-white, and the cover price will increase 30 cents to \$1.79. The title also plans to launch three new editions and a spinoff: *Guide's Ultimate Cable*, a "mature edition," a Spanish insert and *TV Guide Celebrity Dish*, a monthly cooking mag set to debut in November. The other new editions are expected on newsstands later this year.

Entercom Balloons With Sinclair Deal

Entercom Communications, owner of 42 stations in eight markets, has agreed to purchase 43 radio stations in nine markets from Sinclair for \$821.5 million in cash. The transaction

does not include Sinclair's six radio stations in St. Louis, which along with one TV station could go to Emmis Communications via a deal with former Sinclair exec Barry Baker. Baker acquired the rights to the stations through his employment agreement. The deal will double Entercom's radio station holdings and boost its rank from No. 6 to No. 5, edging out Cox Radio, which was also bidding for the Sinclair stations. The only market in which the two overlap is Kansas City, where Entercom will have to spin off four stations to comply with ownership rules. The announcement comes one month after Sinclair, which also owns 58 TV stations, announced it was mulling a sale of its radio properties.

Industry Standard Adds Staff

The Industry Standard announced a number of new appointments last week. James Fallows, former editor in chief of *U.S. News & World Report*, will join as a regular columnist, writing every other week. Amy Bernstein, editorial director of *Brill's Content*, will join *The Standard* as executive news editor. Thomas Goetz, formerly of *The Wall Street Journal*, has been named New York news editor.

Senate Passes Sweepstakes Bill

The Senate unanimously passed a bill last week to prevent direct-mailing companies from running misleading sweepstakes mailings in order to boost magazine subscriptions

or other product sales. Under the new legislation, called the Deceptive Mail Prevention and Enforcement Act, companies like Publishers Clearing House and American Family Publishers will be required to clearly inform recipients of the rules and regulations that have often been left to the fine print. Mailings must now clearly state that no purchase is necessary to enter the contest and that a purchase will not increase the odds of winning.

Fast Company to Launch Net Spinoff

Net Company, a spinoff of *Fast Company* will launch on Aug. 24. Devoted to digital business, the quarterly from U.S. News & World Report will be distributed to *Fast Company* subscribers and available on newsstands.

CTN Extends Reach to Campuses

College Television Network has acquired advertising and promotions company Market Place Media and its subsidiary All Campus Media in a \$30 million deal. The acquisition of MPM, which sells and distributes advertising to targeted markets such as college campuses, allows CTN to offer its clients broader marketing programs. CTN reaches 1,300 college locations with its single channel broadcasts, magazine and Internet services.

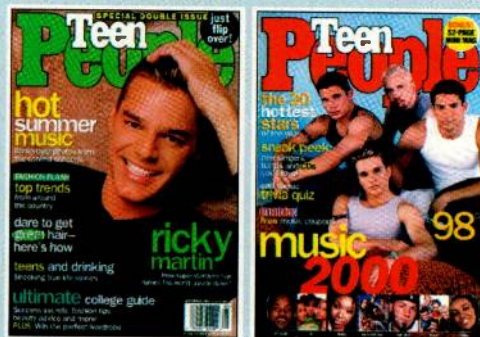
Survey Charts Online Ad Spending

A recent Myers Group survey of advertising executives on online advertising predicts that online ad spending will hit \$2 billion in 1999, experience a slight downturn in 2001, then surge to \$32 billion in 2005, commanding 8 percent of all ad spending. About 80 percent of the survey respondents cited targeting precision as the reason they considered online advertising.

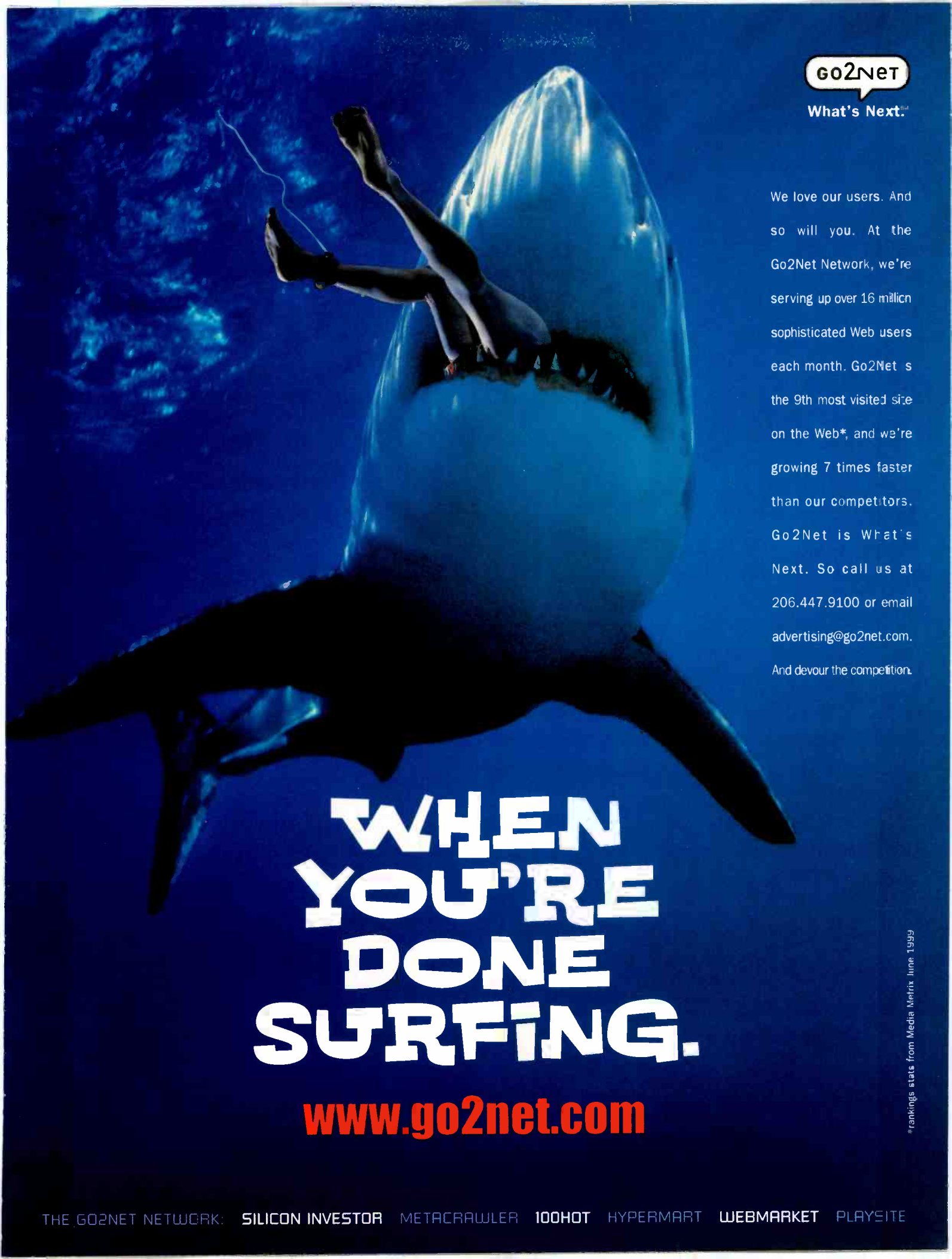
TP Fuels Dateline Segment

Teen People and *Dateline NBC* have teamed up for an entire episode of the Peacock net newsmagazine focusing on teens and violence. The special segment, titled *Teens*

and *Violence: What do we know, what can we do?*, will offer a discussion between *Teen People*'s "Trendspotters" reporters and *Dateline* cohost Katie Couric. Scheduled to air Aug. 11, the program is an extension of the special report in *TP*'s September double issue, which sports a "flip-flop" cover to promote the issue's Music 2000. It's the biggest ever for the Time Inc. title at 326 pages. *TP* and *Dateline* have collaborated before, on shorter segments.



Between *TP*'s first flip-flop covers is a special report on teen violence.



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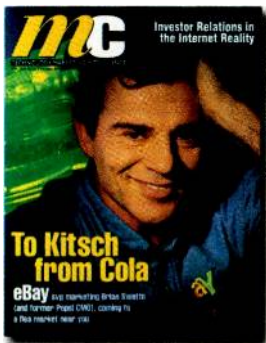
AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

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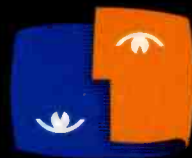
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The House last week passed a bill permitting states to haul out-of-state companies into federal court for violating local alcohol sales restrictions. Originally meant to ban online sales of alcohol to minors, the bill became a dirt-world attack on alcohol e-commerce sites, protecting local distributors from virtual competitors. An amendment that would similarly restrict gun sales online, however, was declared out of order. (Half the House Judiciary Committee didn't turn up to vote, including chairman Henry Hyde.) Microbrews are apparently more deadly than AK-47s. Bottoms up.—*Sloane Lucas*

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ESPN Revamps Pay Area

Sports portal **ESPN.com**, New York, today relaunches its ESPN Insider premium area. The revamped section will be a virtual sports club, offering enhanced content and exclusive "members only" benefits, such as discounts on ESPN on- and offline products. Fans will have unlimited access to ESPN Insider for \$4.95 a month or \$39.95 annually.

E-Dialog Tackles NFL

Lexington, Mass.-based opt-in e-mail firm **E-Dialog** today kicks off its direct marketing partnership with the **National Football League**, New York. E-Dialog will develop a campaign, beginning with an e-mail newsletter, to build relationships with NFL fans online.

Free Access for Surfers

San Francisco-based "virtual" ISP **Surfree.com** in the fourth quarter will roll out its new proprietary e-tool, The SurfBar, a free-floating window that will serve ads to Surfree.com subscribers in exchange for reduced rates. Depending on the amount of ads viewed, users can receive discounts on their \$14.95 monthly fee for unlimited usage until the fee is eliminated. Users can also opt-out of viewing ads, but will pay the full fee for Internet service.

New Shoes Site, Dude

A new site for **Gravis Footwear**, designed to appeal to skaters and boarders, goes live today. The Burlington, Vt., company's site also is a base for corporate and dealer communications. Consumers can check out product photos, then locate the nearest dealer while listening to music loops from indie label **Boom Records**, San Francisco. **Paris France**, Portland, Ore., designed the site using identity work by **CINCO Design Office**, also Portland.

Lycos, mySimon Tout New User Guides

By Sloane Lucas

Search powerhouse Lycos and shopping bot mySimon both inked deals with Active Research which they hope will not only provide added value and much coveted stickiness to their sites, but provide yet another source of detailed market research data for them to mine.

Active Research, San Francisco, is a provider of Web-based market research and automated search services that, from a consumer standpoint, provide content on products through its Active Buyer's Guide, located at the dot-com URL of the same name or as a private label back-end option on other sites. From a research standpoint, the Guide helps gather data on consumer behavior, which is then sold to marketers.

The Guide takes users through a series of questions that help them narrow choices. (Everything from

DVDs to vacuums are listed.) Manufacturers provide detailed descriptions of products and the site then offers links to retailers. The site even searches auction mainstay eBay to find what items up for bid might match user criteria.

The Lycos deal, the early stages of which took effect a few months ago, will be announced officially today. Rather than provide consumer electronic data or appliance run-downs, Lycos has commissioned Active Research to create lifestyle guides that allow users to determine things like the perfectly matched pet or the ideal city to move to.

According to Lycos product manager Mike Genstil, the search giant wanted to try out the guides before announcing and expanding any deals. Attracted to what Genstil calls the Guide's "traction," Lycos is now planning to add more. In the works: a date finder to help romantics plan the perfect night out, an option to narrow your search for the perfect national park in which to vacation and a guide to choose an online broker.

MySimon in late August will begin utilizing the Guide in a more traditional manner, to help consumers decide exactly what to buy before

sending the mySimon shopping bot scurrying across the Web for deals. This marks the first in a series of new features for the site.

"Being an unbiased shopping site is very important to mySimon," said Josh Goldman, mySimon President and CEO.

"It's something we take very seriously. The Active Buyer's Guide fits in with our vision, because it helps shoppers determine what they want without being self-serving."

Both Santa Clara, Calif.-based mySimon and Waltham, Mass.-based Lycos will share ad revenue with Active Research, which will offer the data it gathers to each respective site.

"Lycos represents the real flexibility of our approach," said Active Research CEO Tom DuBois, adding that the combination of the 2-year-old Active Research and "mySimon really represents the next generation of shopping." ■



Lycos and mySimon will both incorporate versions of the Active Buyer's Guide into their sites.

Zapa.com "Arrives" at New Distribution Pact

BY ADRIENNE MAND—Zapa.com, whose claim to fame is its Gizmoz animated Web components, is poised to begin distribution of its technology via free domain registration company Arrive.com in return for referring Zapa.com visitors to Arrive's site.

Gizmoz, which include greeting cards, photo albums and original animated characters, are Javascript programs with animation, sound and moving text that can be used on Web sites and in e-mail. Arrive.com provides URLs to Web masters for free and says it has registered 50,000 users since its April launch.

The distribution deal works with Tel Aviv-based Zapa.com's viral marketing business model to propagate the use of Gizmoz. Co-founder Yossi Amossi said that while neither company will be paid for the referrals, their communities will grow. Zapa.com, however, creates some Gizmoz with space for advertising, and will split revenues with advertisers who use them. It also will introduce commerce-enabled Gizmoz and will earn revenue through sales.

Gabriel Foux, vice president of software development at Miami-based Arrive.com, said most of its users make personal homepages or

sites for small businesses. The company provides short, easy Web addresses that all begin with arriveat.com. "A lot of our users will have an interest in using Gizmoz," he said.

Arrive.com currently is paid on a per-click basis for driving traffic to affiliate sites. It also will provide advertising on its own site and users' homepages, Foux said, and it plans to begin brokering domain names.

Zapa.com, which launched Gizmoz in April, recently provided its Web IDz Gizmoz—personal information cards that can be distributed to others on the Web—to instant messaging software company Tribal Voice, and soon will distribute those and other Gizmoz



Zapa.com's Web gadgets and "gizmoz" will be available to Arrive.com users.

to members of chat community Chatropolis. Surfers who make Gizmoz earn points toward cash and products whenever a branded Gizmo is passed on to other users, Amossi said. Gizmo recipients also get coupons for products.

In addition to Web IDz, Gizmoz include Characterz, animated cartoons whose faces are photos sent by the Gizmo creator. Zapa.com also provides animated welcome signs and rollover buttons for Web sites, and a Gagz Gizmo that provides jokes. ■

LaunchPad Re-emerges With EntryPoint Identity

BY SUSAN KUCHINSKAS—LaunchPad Technologies this week heralds its reinvention as EntryPoint and the beta release of a new product with the same name. It's a free "desktop companion," one of a new genre of applications that reside inside the user's computer and add functionality to accessing the Web.

A movable tool bar, EntryPoint offers a scrolling ticker and icons for news, finance, shopping, general information and search. It combines features from LaunchPad's original product, eWallet, introduced in November 1998, with some of those from push media company PointCast, which San Diego-based LaunchPad bought last May.

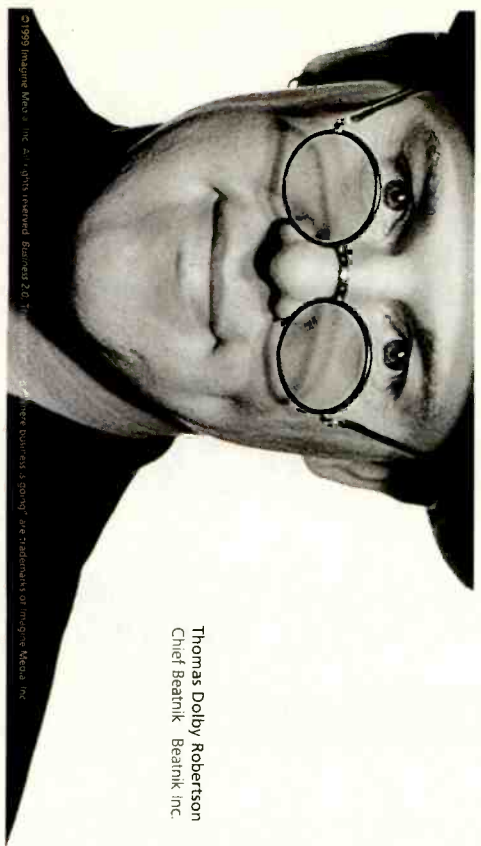
PointCast's product was criticized for hogging bandwidth and slowing down computing, delivering information to desktops using the now reviled "push" method (since rehabilitat-

ed under the moniker streaming media).

EntryPoint has pared down the information pushed from the Web, and instead provides links for those who want to download more. Content comes from more than 30 PointCast partners including Reuters, Associated Press and S&P Comstock.

"We wanted the opportunity to take [PointCast's] news component and add it to [eWallet's] commerce component," said Francis Costello, former LaunchPad COO, now EntryPoint president and CEO. For now, PointCast will be supported for existing users.

EntryPoint is ad-supported with paid-for merchant buttons, ads in pop-up screens and banners on the EntryPoint site. Ads can appear in the news ticker, while offers for credit cards can pop up when a user selects a competitor's card with which to shop. ■



Thomas Dolby Robertson
Chief Beatrix Beatrix Inc.

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Ad Shops Upgrade Data

BY ADRIENNE MAND—In the quest to provide advertisers with insight into their audiences and the effectiveness of their ads, ad network DoubleClick, New York, and ad management system AdKnowledge, Palo Alto, Calif., this week will both introduce initiatives that provide new data to gauge return on investment.

While the new offerings in some ways mimic those provided by other rival shops, they represent a trend among media shops to provide more and better data mining technology. "We've had the cry going out across the wasteland of Internet advertising for ROI over the last year," said Jim Nail, senior analyst at Cambridge, Mass.-based Forrester Research.

DoubleClick is bolstering its DART for Advertisers ad serving service with technology from San Francisco-based Mediaplex providing "enterprise information," such as inventory availability and pricing, to better target ads before they are served. AdKnowledge's new service helps determine the effectiveness of a campaign that has already run.

David Rosenblatt, vice president and general manager of closed loop marketing

solutions at DoubleClick, said the agreement to use Mediaplex's Mobile Java Objects (Mojo) technology will allow DART to better target campaigns.

For example, a commerce site could serve an ad offering a special price for items based on how many are in stock. "[DART] identifies the consumer, and Mojo will create the most relevant marketing message," explained Mediaplex chairman and CEO Gregory Raifman. In addition, Mediaplex has hired DoubleClick to handle its ad delivery, previously done in-house. Terms of the multi-year deal were not disclosed.

AdKnowledge's new data mining tool, DataDNA, is part of its eAnalytics group, which includes its Advisor tracking service and Voyager Profile demographic system. The system tracks what an impression did over time. The technology will record what user was exposed to what ad and, even if they don't click through, the system will track that user until they find their way to the advertiser's site. This offers data that links impressions to hits, regardless of click-through. ■

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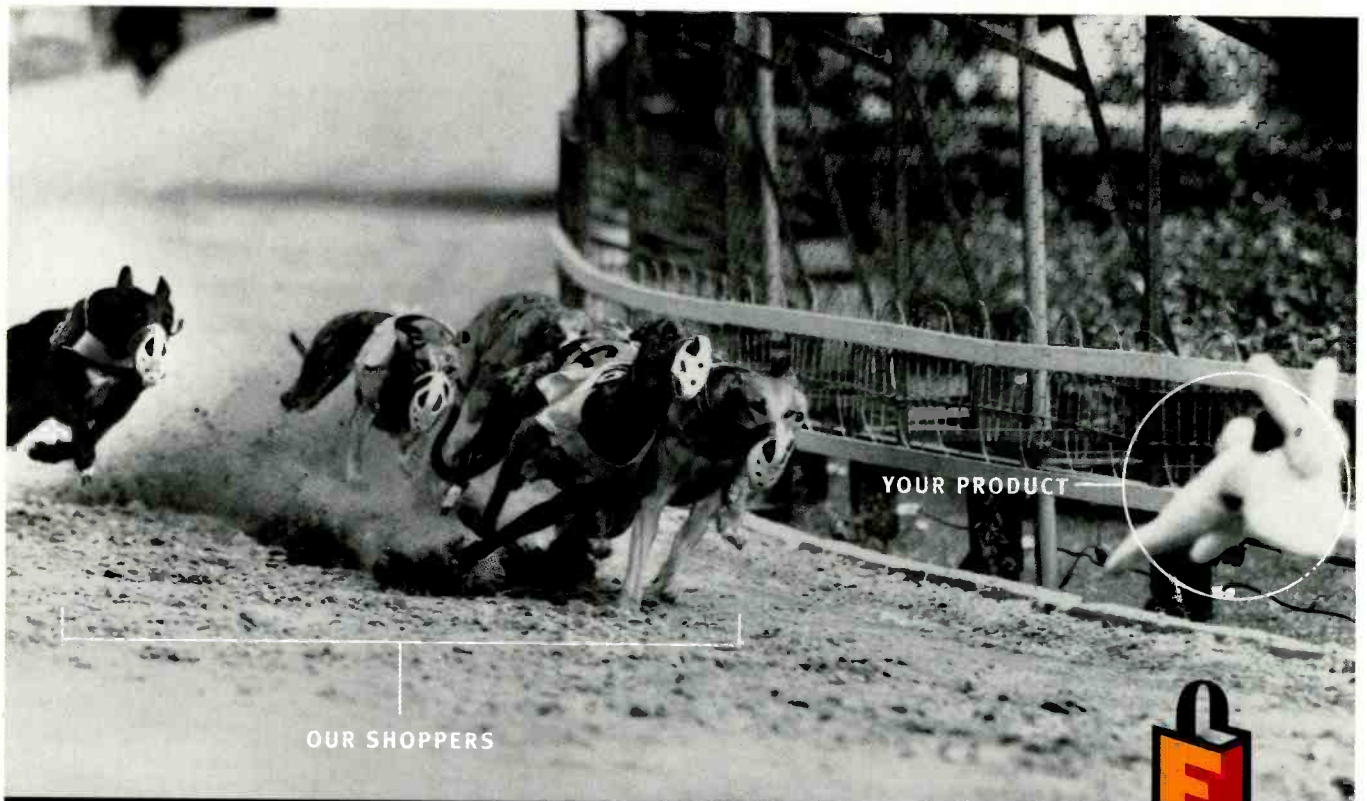
• **Oxygen Media**, New York, the online and cable women's network founded by Geraldine Laybourne, acquired the Girls On network of content



sites from **Concrete Media**, New York. Terms were not disclosed. The Girls On Film, Girls On TV, Girls On Music and Girls On Books properties will join Oxygen's group of sites.

• **TFA/Leo Burnett Technology Group**, Chicago, will open a full-service subsidiary in San Francisco. Robert Ahearn, previously director of business development with **Euro RSCG Worldwide**, Marketing Services Network, was named president. Five employees will staff the office, with 22 planned by year's end. The agency expects \$14 million in billings from the office.

• **Sega of America**, San Francisco, named Basking Ridge, N.J.-based **AT&T's** WorldNet service the preferred ISP for the Dreamcast game console, which includes a 56K modem and Web browser. Dreamcast buyers will have full Web access from the Dreamcast Network gaming portal. Sega also named **IGN.com**, San Francisco, the exclusive news and reviews provider for the network.



Want the most motivated shoppers? Try the site that ranked in the top ten among all e-commerce sites according to Media Metrix.* Call 1-800-631-7847 for a media kit.

* Media Metrix, May 1999.

FreeShop.com

BuyMedia Sells TV, Radio

BY SUSAN KUCHINSKAS—BuyMedia.com's online broadcast buying service is ready for prime time. Today the Burlingame, Calif., company claims to be the first out of the gate to allow buyers to purchase first-choice TV and radio advertising online.

The system lets media buyers automate buying and selling spot ads. Since 1996, about 50 shops have beta-tested the system as the company continued to add functionality. "We believe we've now perfected the system and launched a final product that has the capability of achieving the volume we expect to receive," said president and CEO Michael Jackson.

BuyMedia.com has re-written its system using Java technology, beefed up servers and



BuyMedia.com will offer broadcast buys online.

added security, authenticated by VeriSign, a Mountain View, Calif.-based provider of encryption technology and security certification. A Web interface allows media buyers to search for television and radio stations that match

their preferences, to create and distribute their avail requests, and to finalize the buys.

BuyMedia supports several of the most-used media software products, including Strata, SmartPlus and CoreMedia, and offers an electronic interchange system for sending data.

If BuyMedia.com claims to be the first, it certainly won't be the last. Nipping at its heels is San Francisco-based Adaction.com, which last week officially announced that it, too, would eventually launch a division to sell broadcast using its auction format; its president and CEO, Chris Redlitz, said he expects to have a

complete offering by the end of the year. Steve Pechman will lead Adaction.com's broadcast sales effort as vice president and general manager; broadcast.

Participating TV and radio stations pay BuyMedia.com commissions on each order they receive; non-participating stations remain part of the system, however, so that buyers have access to the entire marketplace. (Buyers are incented to choose participating stations, tagged with a dollar sign, with a 2 percent rebate on buys through them.) The service

boasts more than 1,700 participating radio stations and 200-plus TV stations. Buyers also receive a certificate for a bottle of wine from Virtual Vineyards for every order they make through the service.

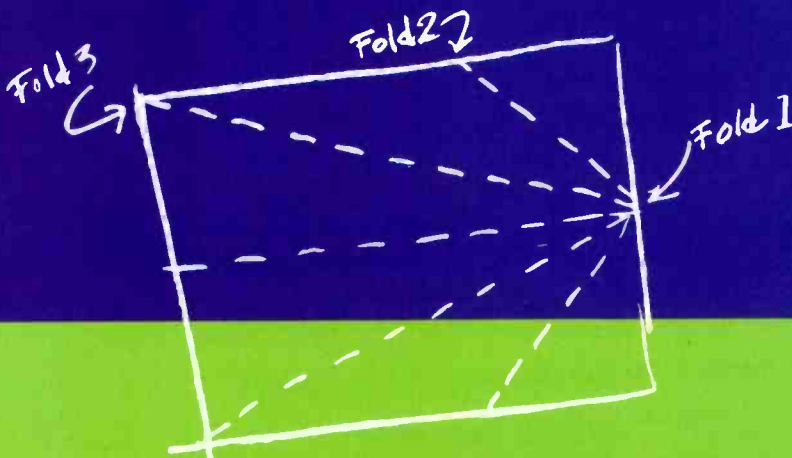
One downside, per users: BuyMedia.com's application lets buyers include a preferred contact's name but not change the fax number. Broadcast media buyer Bridgette Zellmann of CSK Automotive in Phoenix, Ariz., has been a beta tester for two months, and said she might have thrown in the towel if it weren't for the free wine. "It's easy and it saves you a little time because you're not standing at the fax machine," Zellmann said, "but at the same time, I can't fax exactly where I want to." ■

bits

- New York-based **Gay Financial Network**, gfn.com, will partner with **Out Publishing**, also New York, to launch **OUT.com**. The site, which is set to go live in October, will provide news, commentary and interactive features, with links to gfn.com.

- Desktop helper application maker **iWare**, Scotts Valley, Calif., today launches a radio campaign for its personalized Web link. Created by **Darien & Kilburg Advertising**, San Francisco, the \$500,000, eight-week campaign will run on 12 Bay Area stations, with the potential to expand nationally. Spots promote a sweepstakes and a rewards program through **MyPoints**, San Francisco.

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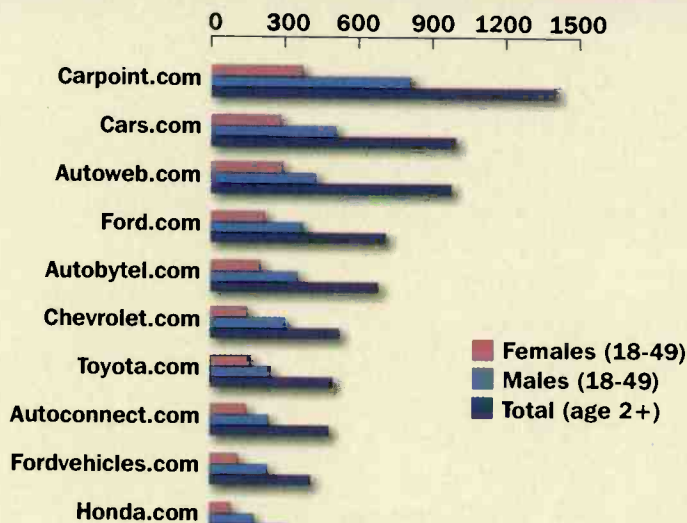
Would You Like A Car With That?

If you're going back to school this September, you'll need a way to get there, and that raggedy model you're still driving from the last decade just won't do. A variety of e-commerce providers are trying to take the fuss and muss out of buying a car by making it easy to jump online, pick a make and model and have it delivered to your door, sort of. While none of the big automakers allow you to buy direct (yet), new tactics spurred by competitors like Autobytel.com have caused unpleasant haggling with pushy sales reps to fade into history.—*Samson Okalow*

Top 10 'Stickiest' Auto Sites By Age, June 1999

SITE	AVERAGE MINUTES SPENT/MONTH (AGES 18-49)
Carpaint.com	25
Autobytel.com	22
Cars.com	21
Autoconnect.com	18
Chevrolet.com	16
Toyota.com	14
Autoweb.com	11
4adodge.com	10
Carprices.com	9
Ford.com	7

Unique Visitors By Gender, June 1999



Media Metrix defines unique visitors as the actual number of users who visited each Web site, without duplication, once in a given month. More than 40,000 individuals throughout the U.S. participate in the Media Metrix sample.



Online School Guide Tempts College Users

Just in time for the back-to-school rush, CollegeU.com today officially opens its virtual doors to the public. The Englewood Cliffs, New Jersey-based CollegeU.com is a college guide free to students, parents and alumni. It offers registered users virtual discount coupons to be redeemed at campus-area vendors.

Local merchants who advertise on individual campus microsites will receive placement in exchange for providing discounts and offers on their products and services to students.

"That's when the product really starts to work, for students and for advertisers," said Jeremy Liebhoff, director of sales and business development at CollegeU.com. "Students are saving money, and we encourage businesses to be as creative as possible on their discounts."

The Web site features local information on where to eat, shop and live, and gives access to campus administrative information. CollegeU.com provides e-tools for student stringers who input data into college-customized "modules."

Additionally, CollegeU.com builds what they call "survival guides" for campus communities, including school information, bulletin boards for jobs, housing and student opinions.

Liebhoff wouldn't elaborate on the revenue model, saying only that CollegeU.com will be primarily advertising-supported. Student stringers are compensated for contributing.

At launch, there will be microsites for approximately a dozen colleges in the northeast region, with a nationwide rollout expected over the next six months.—*Kipp Cheng*

movers

Chris Marriott has been appointed to the new position of senior vice president, director of client services at Snyder Communications' circle.com, Wilton, Conn. He previously held the same title at Think New Ideas, New York ... **Laura Durkin** was promoted to vp of Fox News Online, New York. Durkin was previously a senior producer at the Fox News Channel ... **E! Entertainment Television**, Los Angeles, promoted **Doug Sylvester** to senior vp, new business development, strategy and online operations. Sylvester was previously vp, new business development ... **Laurel Wyner Dunlea** joined E! Online as vp, marketing. Wyner Dunlea was most recently vp of marketing for Bizbuyer.com, Santa Monica, Calif. ... **Goli Sheikholeslami** was promoted to general manager of CondéNet, New York. Sheikholeslami was previously director of business development.

PEOPLE'S DECISION #

2002

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Setting Their Sites On Generation "Y"

Should Marketers Hop On the Teeny-Bop Bandwagon?

By Kipp Cheng

There's a youthquake trembling across America and the seismic tremors rumbling through the corridors of pop culture and the economy are affecting everything from movies and television programming to spending habits and purchasing trends. Little wonder, then, that advertisers have finally caught on to the country's current obsession with all things Teen by aggressively chasing the mindshare and dollars of the "it" demo of the moment, Generation Y, a.k.a. teens age 12 to 19.

According to U.S. Census projections, Gen Y is 30 million strong and growing, nearly three times the size of the aging and passé twenty- and thirtysomething Generation X. Add to Gen Y's enormous cultural influence the expendable cash burning holes in their \$150 Tommy Hilfiger jeans and they become a big-time target, indeed.

"The demographic of Generation Y, growing as rapidly as it is, and the emergence of the Internet really highlights the importance of Gen Y in the entire economy," says Jim Johnson, chief operating officer at Alloy, the New York-based offline girlz and boyz-gear catazine that boasts 2.5 million members on its e-commerce site.

While Hollywood and trend watchers have already jumped on the teeny-bop bandwagon, it was only recently that Web companies finally stepped up to the tattooed, pierced and hair-jeweled masses by addressing this lucrative audience with Web sites featuring sticky teen-oriented content and compelling e-commerce offerings.

So what's taking big name advertisers so long to identify and serve this highly prized audience on the Web?

The somewhat stealth nature of Web enterprises aimed at teens is perhaps due to all of the bad press and negative media attention focused on the many minefields

teens must navigate through while they're online. In the wake of schoolyard shooting sprees, such as the Columbine tragedy, old guy and gal pundits were often quick to point out the evils of this thing called the Internet and equally quick to vilify teen users for spending more time online looking for bomb recipes—and the hate mongering Web sites that host them—than for using the Internet for homework and Bible study.

In reality, though, adults may not have given teens enough credit for their ability to discern what's good and what's bad content online.

"I think the thing adults need to know about Generation Y is that they're a generation of multimedia, multitasking people," says Susan Mernit, director of new media at react.com, the New York-based Gen Y e-zine. "Teens are typically on the phone, with the computer on, surfing the Web, instant messaging or chatting and either listening to music or watching the television, all at the same time. That's just standard operating procedure for them."

So while the exact same attention dividing activity was termed "slacking off" a half generation ago, the born-with-a-mouse-in-hands Gen Y-ers have cleverly reast their split-focus endeavors as "multitasking." Contradictory to teens' spread out approach to receiving and participating in media, purveyors of teen content are convinced that



Bolt.com president and CEO Dan Pelson (left) argues that teens and the Internet—despite alarmist news reports to the contrary—are a good match. He urges advertisers to earmark dollars for Web marketing if they want to woo the lucrative Generation Y contingent.

Teen site Bolt.com (below) now claims to have 1 million registered Boltsters.



teens really are paying attention and advertisers are breaking through the clutter. And unlike their slacker predecessors, Gen Y is actually getting involved.

"There's a gorgeous convergence going on here," says Dan Pelson, president and CEO of Bolt.com, which now claims 1 million registered users to its service. "It's teen empowerment with technology, media and

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communications. The argument that the Internet and teens are bad news together we think is bulls--t."

The grown-up media preoccupation with the hazards of the Internet may be grounded in some anecdotal evidence, but the simple fact is that teens today have the attractive one-two punch of thick wallets and plenty of free time. And despite their overall cynicism, teens are, in fact, receptive to marketing messages, as long as those messages are pertinent, well-executed and enticing.

"I think teens today are more jaded, a bit more skeptical than we were at that age," says Brad Mehl, vice president of marketing at Bolt.com. "Teens readily reject false images. If a marketer is being dishonest, it will ring false to them. They have highly sensitive B.S. detectors that just go off the charts if they're lied to."

Card-carrying members of Generation X may look at their upstart rivals with a bit of envy or scorn, but the reality is that Gen Y-ers simply spend more than their predecessors, and they are flexing their collective purchasing muscle to the tune of \$141 billion annually, according to Mediemark, New York.

While advertisers may have found in Gen Y the new marketing Holy Grail, the young group has proven to be both elusive and fickle, possessing a media savvy unlike previous generations of teens. Fueled by equal doses of ironic skepticism and the pseudo-intellectualism of shows such as "Felicity" and "Dawson's Creek," Gen Y-ers don't carry the stigmatizing label of slackers that their Gen X forebears do. The question remains, though, can companies effectively reach the teen market on the Web?



New York-based Alloy (left) targets male and female teens with both an offline catalog-magazine and a corresponding e-commerce site which to date boasts 2.5 million members.

Lycos-owned Tripod recently ramped up efforts to lure a Gen Y audience by launching TeenSpeak (below), an online forum for teens to air their issues.

to be sitting in front of a television a lot."

Nielsen Research has found that younger teens today watch less television than 18-49 year-olds but spend more time online than any other demographic. Marketing to teens on the Web therefore gets them where they live, or at least where they surf.

"Traditional media products for teenagers, by and large, are dumbed down," says Margaret Gould Stewart, general manager at community site Tripod. "They don't treat teenagers, generally speaking, like they are smart young adults who are capable of absorbing complex concepts. But at the same time they're dealing with the realities of drug and substance abuse, violence and teen pregnancy that even 10 years ago teenagers weren't dealing with in such major numbers. So I think teenagers are sort of caught in the crossfire."

Stewart thinks the Web offers an effective alternative to traditional media. Tripod, a part of the Waltham, Mass.-based Lycos Network, recently launched TeenSpeak, an area that gives teens a forum to talk about their issues.

Mernit believes the current teen revival is neither a detriment to society nor does it signal a decline in the level of discourse.



For advertisers, it's a matter of whether or not teens will buy what they're selling. "Teens, I think, tend to be as brand-loyal as anyone out there," says Pelson. "People tend to say that they are brand disloyal, but if they trust the brand, they are extraordinarily brand-loyal. If they don't trust the brand, they run away screaming. There's no middle ground."

Mernit agrees, with a condition. "They can be very loyal—but loyalty in their world represents six to eight months. During that six to eight months, they will only listen to that radio station, they'll buy that brand of jeans, and then they'll move on to the next brand. This is not a generation that's shopping on price. It's completely the opposite. They want style and they want what they think is quality."

Still, the marriage of teens and the Internet looks like one that will last, at least until the next fad (can we say broadband?) rolls along.

"Teens are unquestionably the drivers of this medium," says Pelson. "They've made the Internet absolutely part of the fabric of their culture today. It's their rock and roll. In the '50s, my parents were focused on being in a band. Today it's being an Internet developer or doing your own Web site." ■

"People tend to say that [teens] are brand disloyal, but if they trust the brand, they are extraordinarily brand-loyal. If they don't trust the brand, they run away screaming."

—Dan Pelson, president and CEO of Bolt.com

"It's very difficult to reach teens through traditional media outlets," says Pelson. "They're in school all day and then they're hanging out with their friends. They're not in a dormant situation where they're going

"I personally don't think it's a dumbing down of our culture," she says. "On one hand, there's a greater acceptance of vulgarity. On the other hand, I think the Web has facilitated a huge push toward literacy."

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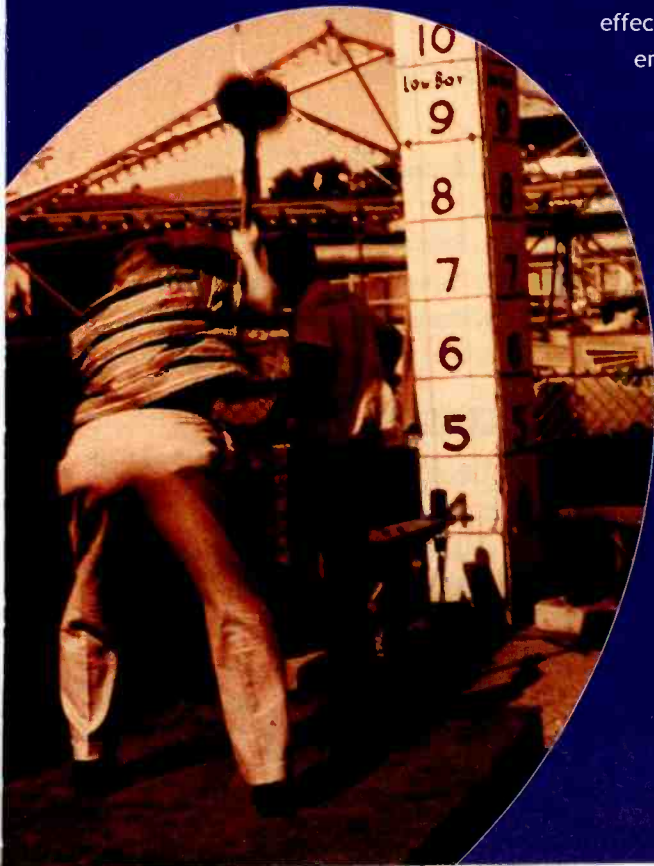
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CULTURE TRENDS

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.

<i>This Week</i>	<i>Last Week</i>	<i>Peak Pos.</i>	<i>Wks on Chart</i>	<i>Title</i>	<i>Artist</i>
1	1	1	6	Genie In A Bottle	Christina Aguilera
2	3	1	8	Bills, Bills, Bills	Destiny's Child
3	16	3	11	Tell Me It's Real	K-CI & JoJo
4	2	1	12	Wild Wild West	W. Smith/D. Hill/ KMD
5	5	1	13	If You Had My Love	Jennifer Lopez
6	4	2	11	Last Kiss	Pearl Jam
7	7	7	12	All Star	Smash Mouth
8	6	6	16	I Want It That Way	Backstreet Boys
9	8	4	15	Where My Girls At?	702
10	15	10	4	Summer Girls	LFO
11	9	4	14	It's Not Right But It's Okay	Whitney Houston
12	13	12	6	Jamboree	Naughty By Nature
13	11	4	18	Fortunate	Maxwell
14	14	14	12	I Will Remember You	Sarah McLachlan
15	10	1	17	Livin' La Vida Loca	Ricky Martin

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MTV Around the World

Week of 8/2/99

MTV Mandarin

<i>Artist</i>	<i>Title</i>
1. Lee Hom	Julia
2. A Mei	Don't Put the Salt Over the Night/2
3. Richie Ren	You Make Me Feel
4. Coco Lee	Willing To Lose
5. Na Ying	

MTV Latin America (North Feed)

<i>Artist</i>	<i>Title</i>
1. Mana	Se Me Olvido...
2. Backstreet Boys	I Want It That Way
3. Shakira	Inevitable
4. Enrique Iglesias	Balilamos
5. Aleks Syntek	Sexo, Pudor Y Larimas

MTV Brazil

<i>Artist</i>	<i>Title</i>
1. Backstreet Boys	I Want It That Way
2. Raimundos	Mulher De Fases
3. Aerosmith	Full Circle
4. Mariah Carey	I Still Believe
5. Geri Halliwell	Look At Me

MTV Russia

<i>Artist</i>	<i>Title</i>
1. Lou Bega	Mambo #5
2. Linda	Otpusti Menia
3. Mihey&Inna Still	Tuda
4. Legalny Bizness	Pachka Sigaret
5. Eminem	Guilty Conscience

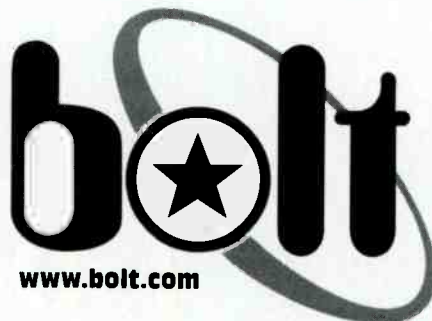
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Direct Marketing
Thurs. 6-8 p.m., Sept. 9
Main Building, Room 507

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CULTURE TRENDS

MTV's BUZZWORTHY

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

Week of 8/2/99

Artist/Group: **Macy Gray**
Song/Video: **"Do Something"**
Director: **Mark Romanek**

The voice of Macy Gray is a wondrous thing. It can be as intimate as the wee small hours or as exciting as a packed nightclub, disarmingly sweet on one song, harsh and raspy on another. The obvious comparison is to the post-war Billie Holiday, but there are traces of other singers both legendary and little known: Abbey Lincoln, Betty Davis, Nina Simone, Karen Dalton, Tina Turner. Yet in the end, Macy Gray sounds like no one but herself: Within eight bars of any given song on her debut album, "On How Life Is," the voice is unmistakable.

Artist/Group: **Len**
Song/Video: **"Steal My Sunshine"**
Director: **B-Rad/The Burger Pimp**

Len, a new-to-this-side-of-the-border beat outfit from Ontario, Canada, gets off to a flying-saucer-sized start on their major label debut, "You can't Stop the Bum Rush," with their infectious poppin' "Steal My Sunshine" (currently distinguishing itself on the *Go* soundtrack). It's the perfect summer song—the kind you can't help but get addicted to.

©1999 MTV

The Hollywood Reporter's Box Office

For weekend ending August 2, 1999

<i>This Week</i>	<i>Last Week</i>	<i>Picture</i>	<i>3-Day Weekend Gross</i>	<i>Days In Release</i>	<i>Total Gross Sale</i>
1	New	Runaway Bride	35,055,556	3	35,055,556
2	17	The Blair Witch Project	29,207,381	19	36,140,299
3	New	Deep Blue Sea	19,107,643	5	25,164,533
4	1	The Haunting	15,256,799	10	63,966,505
5	2	Inspector Gadget	14,131,868	10	47,851,589
6	3	American Pie	6,784,260	24	77,159,480
7	4	Eyes Wide Shut	4,320,243	17	48,652,355
8	5	Big Daddy	3,558,738	38	152,661,284
9	10	Star Wars: Phantom Menace	3,420,720	75	408,597,032
10	8	Tarzan	3,035,186	47	158,352,002
11	6	Lake Placid	2,679,079	17	26,606,388
12	9	The Wood	2,570,771	17	20,594,390
13	7	Wild Wild West	2,503,573	33	108,878,844
14	12	The General's Daughter	2,284,984	45	97,758,300
15	11	Drop Dead Gorgeous	1,766,480	10	7,991,044
16	13	Arlington Road	1,335,511	24	22,242,239
17	14	Austin Powers	1,231,068	53	198,003,561
18	15	South Park	902,152	33	49,893,282
19	16	Muppets From Space	887,582	19	14,103,440
20	18	Notting Hill	884,995	66	111,679,705
21	19	An Ideal Husband	825,627	45	15,682,922
22	31	The Matrix	612,428	124	168,932,002
23	20	The Mummy	510,725	87	153,112,105
24	26	T-Rex: Back to the Cretaceous	411,701	283	27,811,855
25	22	Run, Lola, Run	331,092	45	3,322,794
26	25	The Red Violin	273,588	52	6,940,186
27	24	Entrapment	261,948	94	86,712,959
28	28	Everest	238,514	514	69,086,557
29	27	Tea With Mussolini	208,133	80	13,038,687
30	30	Buena Vista Social Club	191,033	59	2,938,708
31	35	Island of the Shark	155,740	101	2,310,423
32	21	Summer of Sam	152,958	31	18,845,489
33	29	Instinct	141,539	59	33,648,989
34	44	The Dinner Game	140,942	297	1,522,156
35	41	Africa's Elephant Kingdom	118,897	458	13,801,274

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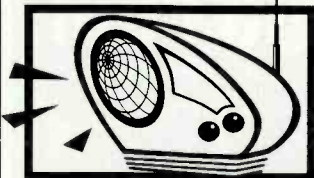
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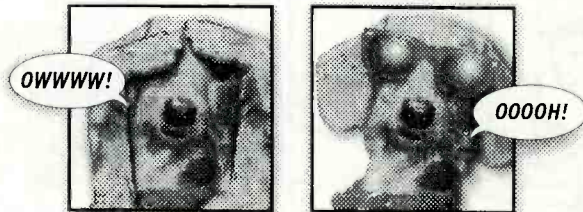


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Hot Jobs

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Paladin Staffing Services "Worksite" has **new postings every week** for freelance advertising and marketing jobs at top companies and agencies in the Tri-State area. Short or long-term, on site or off. Some temp-to-perm jobs. All skills and titles, including creative. EOE/M/F/D/V



www.paladinstaff.com

DIRECTOR OF MARKETING

Brooklyn Botanic Garden seeks creative & highly motivated individual for newly created position to manage & promote services & product worldwide, increase visitation & market Web Page. 5 yrs exp mktg consumer products & services. Recorded success in creative solutions. Demonstrated ability to work with and motivate diverse staff. BS in Marketing, MBA +.

Send resume and cover letter to:

Personnel

Brooklyn Botanic Garden

1000 Washington Avenue
Brooklyn, NY 11225
Fax: 718-622-7826

EOE M/F/D/V

Growing 10-Person Agency Needs Creative Director and Web/New Media Programmer/CD

Jeff St. Onge & Friends

Seeks copy-side tech-savvy Creative Director, 7 years + exp. Direct & Gen. Bkgrnd. preferred

Also seeks Web & New Media Designer/Programmer to head growing department. 2 years +

Fax or Email resume and cover letter to : Jeff St. Onge
212.505.3300 or jeff@jsf.com

ENTREPRENEURIAL DRIVE A MUST!

COPYWRITER BRAND MANAGEMENT

Leading consulting firm seeks exp'd copywriter with proven corp comm. skills. Position focuses on transforming research-based positioning platforms into a variety of brand mgmt tools, including messaging guides, brand books, CI manuals, profile brochures, newsletters, intranet and internet columns, and presentations. Ideal candidate has 5 - 10 yrs of copy writing exp., preferably at the corp. level, a mktg background, and enjoys working on a variety of cross-functional teams. Exp. in financial svcs and/or telecom plus. Ex. sal and benefits pkg, highly entrepreneurial environment, great opport for advancement.

Fax resume to:
Personnel (212) 332-3589

ADVERTISING SALES

Exciting, unique opportunity for enthusiastic salesperson to develop quality ad sales base for expanding, prestigious business title edited for top executives worldwide. Position based in New York City. Minimum two years experience in magazine ad sales. Excellent base with lucrative commission structure.

Fax resume and cover letter,
including salary history
& requirements to
212-551-6101

PUBLIC RELATIONS PRO

Small growing ad agency seeks freelance PR pro with strong background in promoting agencies, plus well rounded in BtoB and consumer accounts. Minimum 5 years experience with excellent media contacts, strong strategic and writing skills. Fax resume to:

Human Resources Dept.
(212) 431-5383

ACCOUNT PLANNER

We're looking for a budding superstar planner with a reasonable amount of experience and good briefing skills. *If that's you, we need to talk. Call 404.221.1188 & ask for Chip Clark. Discover an agency where planning is truly valued, in a city (Atlanta) that offers the most dynamic business environment in the country today.*

ADVERTISE CALL 1-800-7-ADWEEK

HELP WANTED

THINK YOU KNOW MUSIC?

WE'LL PAY YOU FOR IT.

If you're a copywriter who loves music, wants to get paid to write about it, work in the television industry, and wants to manage several other writers in the process, then consider bringing your knowledge and skills to VH1, the channel for adults who love music. We have an exciting opportunity for an experienced editorial professional to join our Off-Air Creative team.

Editorial Director - VH1 Off-Air Creative

The successful candidate will initiate copy direction for off-air advertising campaigns and motivate our talented writing staff. Partnering with the Editorial Director, On-Air, you will help create a consistent tone throughout all projects and ensure that copy communicates with all target audiences. Additional responsibilities include pitching concepts to the Creative Director and internal clients, and performing management duties.

The ideal candidate will have a college degree and 5-7 years agency or in-house copy experience. Ability to prioritize projects and meet tight deadlines and knowledge of print production and timelines are essential.

Proficiency in Word for Windows and/or Mac is important.

We offer a competitive salary and benefits package. For immediate consideration, email your resume and cover letter, with salary requirements, to: ellen.czelada@mtvn.com, Attn: EC-VH/ED (any attachments MUST be MS Word). If unable to respond electronically, send to: MTV Networks, Staffing Resources - 99, Dept. EC-VH/ED, 1515 Broadway, 16th Floor, New York, NY 10036. NO PHONE CALLS PLEASE. We regret that we can respond only to those candidates who meet the above requirements. We are an equal opportunity employer embracing and encouraging diversity in the workplace.



Music First™

DIRECT RESPONSE ACCOUNT MANAGER/BUYING SUPERVISOR

Act as liaison between DR planning grp., buying dept., acct. grp. and client. Min. of 4+ yrs. of direct response broadcast exper. Heavy client contact. Strong writing and presentation skills needed.

Please send or fax (212-907-7253) resume with cover letter indicating salary history to:

TN MEDIA DIRECT
101 Park Avenue, H.R. Dept.
New York, NY 10178-0065

EOE/AA

M/F/H/V

CAREER SURFING?

www.rga-joblink.com

Roz Goldfarb Associates
(212) 475-0099

NATIONAL SALES

NY Broadcasting Company seeks sales professional for network sales with a proven record of success and established contacts at major corporations. Agency experience a must. Salary + commission.
Fax resume to Dan 516.228.9133

REAL MEDIA

Marketing Innovators Needed

Real Media is a global Internet advertising solutions company offering smart folks, fun culture, intense and rewarding work and unlimited opportunity for team players.

Our marketing team needs fast-thinking, creative, get-it-done individuals who thrive in a fast-moving, collegial environment. Immediate opportunities for:

Senior Marketing Manager to help guide our advertising network and software products and services promotion, research, events and corporate communications efforts. You'll help manage our in-house creative design team developing both online and offline promotions.

Promotion Manager to produce great copy and oversee production of all offline and online sales promotion, sales presentations and advertiser merchandising.

Research Manager to develop user and market surveys, and brand impact studies, as well as work with outside research vendors.

Marketing Communications Manager to generate publicity and manage external communications activities.

We offer a great work environment, competitive salary, bonus plan, stock options and full benefits package. Equal Opportunity Employer with a strong commitment to diversity and professional values. No phone calls please. Fax or send your resume with cover letter

Julie Nolan at
Fax (212) 725-4573 or e-mail:
hmrkt@realmedia.com
www.realmedia.com

QLM IS GROWING...COME JOIN US!

We need mid- and senior-level marketing pros to assume leadership roles in helping manage several of the Agency's top accounts. Pharmaceutical and/or packaged goods experience would be a good experience base. Significant experience (client and/or agency side) would make these positions appropriate for you. There is an excellent compensation and benefit package.



Please fax resume to (609) 921-8847

Email: elizg@qlm.com

Check us out at www.qlm.com

EOE

Use ADWEEK MAGAZINES to get National Exposure

HELP WANTED

Wanted: One Amazing Graphic Designer

Senior Graphic Designer

The Long Island based, in-house marketing department of Computer Associates is looking for a talented, senior graphic designer to lead their team of designers and layout artists. Must have great design skills as well as the ability to manage and direct growing staff. Work will be varied and fulfilling -- includes brochures, product literature, direct mail, logo design, annual reports, etc. Requires a hands-on designer who isn't afraid of rolling up their sleeves. Should have a minimum of 5 years experience. Mac skills required. This position is located in our Islandia, NY office.

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

Computer Associates International, Inc.

Human Resources Dept -AW

One Computer Associates Plaza, Islandia, NY 11749

Tel: 800-454-3788 • Fax: 800-962-9224

Or E-mail your resume in ASCII text to: resumes-usa-r1@cai.com

For fastest response, you may apply online at: www.cai.com/career/cajobs.htm

© 1999 Computer Associates International, Inc., Islandia, NY 11749. All product names referenced herein are the trademarks of their respective companies. Computer Associates International, Inc. pledges equal access to employment, facilities, and programs, regardless of race, color, creed, religion, sex, sexual orientation, age, disability, national origin, veteran status, or marital status.

COMPUTER ASSOCIATES
Software superior by design.

ACCOUNT DIRECTOR

Washington, DC agency seeks a results-oriented, high-energy leader to manage large fast-food account. Responsible for overseeing field offices and field staff along with serving as primary client contact. Responsible for strategic direction and day-to-day account management. Strategic thinking and strong leadership and interpersonal skills a must. Working knowledge of media and broadcast and print production needed. 7+ years fast food experience required. Bring your high energy and positive attitude to an energetic and fun agency.

Send resume in confidence:

ADWEEK Classified-Box SE01059

1515 Broadway, NYC 10036

or email: conad@adweek.com

(Subject field: 02-V-0017)

Reach your ad community in
ADWEEK CLASSIFIED

MAGAZINE RESEARCH... WITH A TWIST

The Douglas/Jones Group, the magazine publishing industry's leading full-service marketing services firm, is seeking to add to its growing family with the addition of a Research Associate. We're looking for an innately curious, client-focused candidate to support the needs of our rapidly growing client roster (60+ publications) in the area of outsourced research and marketing support for magazine publishers. If you think you can thrive in a non-corporate, entrepreneurial environment that appreciates talent and offers great chances to get better and better, this could be ideal for you.

The qualified candidate is a self-starter with working knowledge of magazine research and databases, such as: MRI, Mendelsohn, J.D. Power, IntelliQuest, IMS, Telmar and New Age. You'll need 1-2 years of magazine or agency hands-on experience and great facility with Excel, Word, PowerPoint and the Internet. Excellent communications skills are a must for use in direct client contact.

If you've got what it takes to join a leading firm in the fast growing world of outsourcing, send your resume to **Debbie Kaplan, Managing Director, 47 East 44th Street, 4th Floor, New York, NY 10017, fax: 212-370-9780 or email debbiek@thedjg.com**. Only qualified individuals will be contacted.

DJG
THE DOUGLAS/JONES GROUP

Sapient Architects for the New Economy

Brand Strategist
Designer
Design Director
Creative Director
Content Strategist
Information Architect

www.sapient.com

EMAIL careers@sapient.com

ASSOCIATE MANAGER CREATIVE SERVICES

Creative services group seeking high energy, sharp supervisor with the following skills:

- The talent to oversee and maintain the production flow of creative projects from beginning, through scheduling, to trafficking and delivery.
- The ability to liaison with product managers, copywriters, designers, services bureaus and printers.
- The experience to organize and manage multiple projects at the same time.

Direct response and magazine experience a major plus and must have knowledge of Quark, Illustrator and Photoshop. Interest in writing or design also a plus.

MAIL RESUMES TO: EMPLOYMENT MANAGER, USNEWS HR - 11TH FLOOR, 450 WEST 33RD STREET, NEW YORK, NEW YORK 10001.

FAX RESUMES TO: 212 643-7842

EOE

DBI MEDIA HAS THE BEST INTERNET MEDIA JOBS IN TOWN!!

As you explore the jobs below & find yourself qualified, you will find these to be the best Internet media jobs in NYC.

- 1. Director:** You must know your stuff! 5-7 yrs. traditional media planning, 1-3 yrs. Internet exp. Offline, Online, Live, are all key points. Excellent exp. In rich media. Written & oral presentation skills must be superb.
- 2. Planning Supervisor:** Very strong package goods, excellent traditional media planning skill with 3-5 yrs. exp. Some Internet experience preferred.
- 3. Media Manager:** You're an excellent planner, been at your job for 2-3 yrs., you are ready for the next step. You've had Internet experience or are interested in growing in this area. If you want to make the right career move, this job is for you.

Salaries are extremely commensurate w/experience.

Please include salary history.

Contact: Lee Rudnick President, DBI Media

Tel: (212) 338-0808

Fax: (212) 338-0632

Email: dbimedia@mindspring.com
www.dbiny.com

HELP WANTED

DIRECTOR STRATEGIC PARTNERSHIPS

Are you a proactive & creative individual with strong sales, communication & negotiation skills? Do you have at least 3-5 years exp. in marketing, sales and/or purchasing? **Choice Hotels International**, the world's 2nd largest lodging franchisor with nearly 5000 hotels worldwide, seeks a highly-organized professional to join us at our corporate HQ in the **D.C. Metro** area.

Responsibilities include maximizing revenue from a portfolio of hospitality vendor accounts related to guest services (e.g., credit cards, newspapers, business centers), negotiating new national account agreements & developing marketing plans to increase vendor sales. Bachelor's degree required; hospitality experience a plus.

Your valuable contribution will be rewarded with a competitive salary, generous benefits & bonus potential. Please forward resume **WITH SALARY HISTORY** to: **Choice Hotels International, Attn: HR Dept. DSP, 10750 Columbia Pike, Silver Spring, MD 20901. Fax: (301) 592-6161.**

CHOICE HOTELS
INTERNATIONAL

*We value diversity in the workplace.
All qualified candidates are encouraged to apply.*

For more information, visit us at www.choicehotels.com

Research Manager

Redwood Custom Communications Inc, a customer magazine publishing agency (member of the OMNICO group), are looking to recruit an experienced, bright and numerate Research Manager. Reporting to the Publisher, you will be responsible for compiling, analyzing and interpreting marketing and media information for the advertising sales teams of our magazines. You will also be assisting the Publisher and New Business Director by providing information for both existing and potential clients.

Ideally, you will have a sound knowledge of all media research databases including Simmons, MRI, ABC and Client specific research. You will also have a working knowledge of the US media and magazine markets. Computer literacy is essential, as are enthusiasm, initiative, flexibility and the adaptability to work within a fast growing and dynamic Publishing agency.

You will be based in Toronto, but occasional travel to Dallas, Chicago and New York will be necessary regarding specific pitches/projects.

Redwood offers a competitive salary and benefit package. Salary is based on experience.

All interested applicants should send a cover letter and resume to:

George Luxford
Advertising Director
Redwood Custom Communications Inc.
65 Front Street East, Second Floor
Toronto ON Canada M5E 1B5
e-mail: george@redwood-cmp.com

The successful applicant will be required to travel to Redwood Publishing LTD in London, England for their orientation.

MARKETING MANAGER

The New York Times, a leader in the newspaper industry, currently has an outstanding opportunity for a Marketing Manager in our Advertising Marketing department. As a member of our team you will work with our advertising sales staff and senior management to develop sales and marketing strategies to build revenue and market share across a variety of advertising categories. Our sales staff produces over \$1 billion per year in national and local advertising revenue.

As a consultant to our sales teams you will be responsible for keeping abreast of competitive and industry trends, analyzing new revenue and product opportunities, and translating business and operational issues into appropriate marketing and planning projects. The position reports to the Senior Marketing Strategy Manager.

The ideal candidate will possess an advanced degree or a minimum of three years of business experience in marketing, consulting, or strategic planning. Previous media, internet, or advertising experience is desired. You will need strong analytical skills with demonstrated ability to use quantitative and qualitative information to create actionable sales and marketing plans. Strong interpersonal and communications skills required.

In addition to an excellent salary and benefits package, you will find an environment committed to diversity, challenges and growth. For consideration, please email or fax your resume including salary requirements to:

hrresume@nytimes.com

The New York Times

Expect the World™ www.nytimes.com

FAX: (212) 556-4011

Equal Opportunity Employer

Sports Marketing Account Management

MARKETING

Clarion Marketing and Communications, a full service marketing agency headquartered in Greenwich, CT, is seeking candidates for all level account positions in our Sports Marketing area.

Detailed individuals will possess account management skills and have intimate knowledge of sponsorship marketing. Must have the desire to manage or support in the conception, development and execution of sponsorship programs for key clients.

If the above sounds like you, send your resume and salary history to: Sports/KH, Clarion Marketing and Communications, Greenwich Office Park 5, Greenwich, CT 06831, or fax: 203-862-6001.

Clarion will only respond to those resumes that we are interested in pursuing. Clarion is an equal opportunity employer.

Clarion

HELP WANTED

Are you the interactive type?

MEDIA

EURO RSCG/DSW Partners is looking for an **Interactive Media Supervisor** for either their Salt Lake or San Francisco office. Must have 5 years media experience with 2-3 years planning and placing interactive advertising.

We're seriously interactive, how about you? Here's an opportunity to work with leading-edge clients like Intel, Iomega, InFocus, and more. ADWEEK just ranked EURO RSCG Worldwide as the world's second largest interactive agency, while Ad Age International ranked DSW Partners 8th in the world in terms of awards won for interactive advertising. So if you can keep up, and you were born to plan and place interactive media, fax your resume to the attention of:

Anita Reed at 801-536-7350
or send via e-mail to:
mediajobs@dsw.com


EURO RSCG
DSW PARTNERS

JUNIOR ART DIRECTOR

Manhattan-based entertainment agency seeks art director with minimum of three years agency experience. Design and production on brochures, posters, ads, etc for diverse range of cultural product including theater, opera, dance and music. Must be proficient in Quark, Illustrator and Photoshop. Experience with interactives a plus.

Send resume and salary requirement
(will not consider without).

Fax: 212-391-6480
E-mail: dewayne@nem-ltd.com

FREELANCERS NEEDED

Growing, lower Westchester communications agency needs freelance copywriters, designer/art directors and account managers to work on a variety of consumer and business-to-business accounts. Versatility in multi-media, direct response and collateral a plus.

Please fax resume and a few, recent samples to (914) 591-7565

CATCH A CREATIVE GENIUS

DIRECTOR, ADV SALES RESEARCH TO 70K

Fabulous opportunity if you are a GREAT storyteller with using MRI upwards downwards and sideways, have excellent grasp of other syn. research such as Media Matrix etc. Help this company grow by leaps and bounds. Your Research and story telling will combine Web Site with a Satellite Delivered TV Service to a special audience. Your challenge, should you choose to accept it, is to combine both, present a comprehensive MRI story, not just numbers crunching and indexing. Excellent writing and in person presentation skills. The compensation package is in line with your experience and ability to deliver. You will not be disappointed.

ALL FAXES MUST INCLUDE SALARY HISTORY TO BE CONSIDERED.

Contact: Lee Rudnick President, DBI Media

Tel: (212) 338-0808

Fax: (212) 338-0632

Email: dbimedia@mindspring.com

Visit our website: www.dbiny.com

FOOSBALL TROPHY ONE SHOW PENCIL

If you're a **Copywriter, Art Director or Media Director** who can help us win either one, we need you on our team. Send your resume to the address below for a tryout. No matter what position you play. You'll be expected to contribute to our strong regional/national award presence and help us go for the gold. But you'll also be rewarded — 401K, health, sports club membership, bonuses, etc. Not to mention living in a city ranked as one of the nation's most livable.

The Johnson Group

430 Chestnut Street, Fourth Floor
Chattanooga, TN 37402
FAX to Angie: 423-267-0475
Email: aburton@johnsgroup.com

ADVERTISING SALES EXECUTIVE

Leading advertising sales organization seeks a creative, dynamic, goal-oriented sales executive for their New York office.

Media sales experience a plus. Emphasis on reaching decisionmakers and on growing existing account base. Must possess excellent written and verbal communications skills. A successful sales history and ability to handle numerous ongoing projects are necessary.

Excellent salary, benefits and incentive potential. EEOC.

Fax resume in confidence to:

212-286-9004

or send to:

ADWEEK Classified, Box 4044
1515 Broadway, 12th fl.
New York, NY 10036

DIRECT RESPONSE COORDINATOR

Position involves heavy reporting for direct response. Minimum 2 yrs. Experience in direct response media using CORE direct, must have strong Excel, knowledge of Novell Netware, ability to work with a minimum of supervision.

Lee Rudnick

DBI Media, Executive Search

Fax: 212-338-0632

Ph: 212-338-0808

Email: dbimedia@mindspring.com
www.dbiny.com

ADVERTISING PRINT TRAFFIC COORDINATOR

High profile agency needs detail oriented coll grad, min 1 yr agency print traffic exp required w/working knowledge of production. Flex team player, ability to prioritize, good computer skills (Mac a+). Excell benefits & 401k.

E-mail resume & sal hist to
jbrooks@dtjp.com
or leave msg at 212-506-0703

MARKETING MANAGER

NYC entrepreneurial magazine company is looking for someone with 3-5 yrs exp. in marketing/adv. sales, presentations, sell sheets and events. Fast paced environment for eager multi-tasked person. Salary 40's; we also offer a competitive benefit package incl 401K and an exciting environment.

Please fax resume to:

HR Dept. at (212) 586-7450

or E-mail at

HRLORMCC@AOL.COM

NEW BUSINESS REP

Growing rep firm in NYC representing ad agencies, corp. id, internet, media buying/barter, package design and publishing groups needs dynamic new business reps with golden client-side rolodex. Candidates should have 5-7 years of new business development experience and have superior communication skills. Retainer and generous commission package.

Email Rebecasail@aol.com or
R. Schiller, Scout Group
418 East 75th St., NY, NY 10021

Chances Are You Know Someone...

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who works here

SENIOR EDITOR/CONTENT PRODUCER

Rapidly expanding Internet company seeks motivated individual with 4-5 years writing/editing experience to produce website's newsletter. Candidates will be highly creative with an excellent understanding of the dynamics of email communications. Send resume and cover letter to jobs@sixdegrees.com or fax to HR: 212-324-1744. An Equal Opportunity Employer.



sixdegrees

You'd be surprised who you know

ACCOUNT SUPERVISOR Advertising/Promotion Agency

Looking for a bright, energetic thinker who is tired of big agency life and its restrictions. Must have experience on agency or client side — both is a plus. Fast food and/or beer/distilled spirits experience a plus. Don't run away from your current job — run towards a great opportunity with a growing agency.

Fax resume to Dan Smith
at (212) 779-0825

ADVERTISING SALES ACCOUNT MANAGER

Est nat'l mag. at the forefront in self-care & alternative medicine, has an exciting opportunity available. Based in our NY office, Resp. will include managing advertising acct. activity in NY and NJ as well as maintaining, prospecting, & developing new business.

Cand. must have 3+ yrs of strong mag. sales exp., including working w/nat'l consumer accts involving both clients and agencies. Knowledge of key agencies and contacts a plus. Proven ability to close the sale a must.

Please fax all resumes w/sal. req. in confidence to: (617) 457-0966, Attn: Ad Director. EOE.

ADVERTISE CALL 1-800-7-ADWEEK

HELP WANTED

SYNDICATED RESEARCH MANAGER

The New York Times, a leader in the newspaper industry, currently has an outstanding opportunity available in the Market Research department for a highly motivated self-starter.

This syndicated Research Manager will provide support for the national advertising sales staff. Acting in a consultative role, this position is responsible for directing marketing and sales staff in the use of multiple national and local syndicated studies to maximize *The Times's* competitive advantages and reinforce its standing as a marketing leader. This position will have strong involvement in managing both internal clients and external suppliers.

The ideal candidate will possess a college degree and a minimum of five years in the advertising/media fields. Previous experience at a national publication or ad agency is preferred.

Must exhibit strong interpersonal and leadership skills and be able to communicate effectively. Knowledge of national syndicated studies such as MRI, Mendelsohn, J.D. Power and Intelliquest is required; experience with local market studies such as Scarborough is desirable. Computer proficiency and experience using IMS or similar software is required.

If you're looking for a responsible position with a publication that offers an excellent benefits and compensation package and an environment committed to diversity, please fax or email your resume including salary requirements to:

hrresume@nytimes.com

The New York Times

Expect the World™ www.nytimes.com

FAX: (212) 556-4011

Equal Opportunity Employer

We regret that we will only be able to respond to those candidates selected for an interview.

CERADINI DESIGN, INC
Package Design & Brand Graphics

Expert package design firm seeks individual to support continued growth. Sal/bnfts/401k

Account Executive

Prospecting & development of new clients; mgmt of new/existing client projects. 3-5 yrs exp. advert or design. mid-\$40k's + bonus.

Send resume to: 1123 B'way, Suite 307, NYC, NY 10010
Fax: 212-255-3705

Catch a Creative Genius
ADWEEK
CLASSIFIED

**Publishers, Sr & Jr
Ad Managers, Regional
Sales Reps, Account
Executives Needed!**

Be pivotal to a magazine company that's growing while others close. All levels of advertising executives are needed to help define new markets and maintain already existing client base. Our current monthly magazines are well written, beautifully designed and lead in respective business technology market niches. If you want to join with us to continue our success, are comfortable in a fast paced, dynamic environment-we would like to talk with you. In particular, we seek advertising professionals based in Los Angeles, San Francisco and New York. Please send resumes to:

CurtCo Freedom Group
H.R. Department - Advertising
29160 Heathercliff Road, Ste 200
Malibu, CA 90265

REALMEDIA

Grow with our New Media Services Group

Real Media is a global Internet advertising solutions company offering smart folks, fun culture, intense and rewarding work and unlimited opportunity for team players.

Our Media Services team needs fast-thinking, creative, get-it-done individuals who thrive in a fast-moving, collegial environment. Immediate opportunities for individuals with Web experience in the following areas:

Account Managers to provide great service to our partners – online newspapers and other branded media sites. You'll help them to better use our software, services, and to generate more revenue from our advertising sales.

Website Consultants/Trainers to help our network partners upgrade their sites, ad traffic management and marketing expertise.

Campaign Manager to work with the sales team and our network partners to execute Web ad campaigns and provide backend support.

Network Technology Support Specialists who understand Web ad delivery platforms as well as superior knowledge of all Web technologies.

Database Services Specialists who can develop user profiles and oversee data management and targeting for a distributed network.

We offer a great work environment, competitive salary, bonus plan, stock options and full benefits package. Equal Opportunity Employer with a strong commitment to diversity and professional values. No phone calls please. Fax or send your resume with cover letter.

Julie Nolan at
Fax (212) 725-4573 or e-mail:
hrmkt@realmedia.com
www.realmedia.com

One of NJ's fastest growing vitamin companies has two (2) excellent career opportunities immediately available:

PRODUCT MANAGER

Self-starting pro to develop annual marketing plan & budget, implement testing & development efforts to accelerate growth, & identify & introduce new line extensions. Requires BA in Marketing or Business; MBA a plus; prior exp in HBA pref'd.

CREATIVE SERVICES MANAGER

Talented pro to design ad layouts, brochures, POP material, & graphics & layouts for web pages. Requires ad l/o exp in consumer product industry & proficiency with Adobe Illustrator & Microsoft Office & ability to work in fast-paced environment.

Please send conf'l resume incl salary req't & POSITION DESIRED, to:

Paula Cohen, IVC Industries
500 Halls Mill Rd, Freehold, NJ 07728
FAX: 732-761-2837 E-mail: pcohen@ivcinc.com

Visit our website: www.ivcinc.com

EOE M/F

HELP WANTED

REGIONAL CIRCULATION MANAGERS

The New York Times is seeking regional circulation managers, who will be responsible for developing and implementing sales and marketing initiatives supporting The Times' national expansion strategy. Openings are available in several geographical areas around the country, with relocation possible for the most qualified candidates.

Responsibilities include retail and home delivery sales and operations through a wide variety of sales channels. Managing and motivating a staff is a key element of this position, as well as working with outside vendors and third-party partners to increase daily and Sunday circulation.

College degree plus a minimum of five years of circulation management experience preferred. Ability to develop and execute strategic initiatives, as well as marketing, promotion, negotiating, and distribution skills are highly desired. Must be PC-proficient, and able to use Microsoft applications well.

For consideration, please email or fax your resume including salary requirements to:

hrresume@nytimes.com

The New York Times

Expect the World™ www.nytimes.com

FAX: (212) 556-4011

Equal Opportunity Employer

Help us improve our NIGHTLIFE.

We're pretty busy here at Lot21. And while that means we're working day and night, it also means that we are hiring like mad. We're looking for fun, passionate and creative people to join our team, lighten our load, and maybe even grab a bite to eat after work.

Lot21 is a rapidly growing interactive advertising agency located in San Francisco. We offer a competitive compensation package including stock options, health benefits, 401(k) and relocation reimbursement for qualified candidates. Immediate career opportunities include:

- Designers
- Copywriters
- Art Directors
- Media Planners
- Creative Manager
- Media Coordinators
- Assist. Media Planners
- Producers
- HR Manager
- Executive Assistant
- Account Executives
- Strategic Consultants
- Jr. Technical Designers

Check out our website for more info and then send your cover letter and resume to terris@lot21.com or fax to (415) 247-0925. EOE



www.lot21.com

ADVERTISING DIRECTOR

SEATTLE WEEKLY, the leading alternative newsweekly in the Northwest, is seeking a visionary who can motivate and inspire on a day-to-day basis while always keeping an eye on the big picture. Requires proven ability to lead an advertising sales force (preferably in the newspaper or magazine industry), strong communication, customer service, training and project management skills. Marketing experience a plus. We offer non-corporate environment, competitive salary, good benefits and relocation assistance. To apply, send resume and salary requirements to:

H/R, 6715 Sunset, Los Angeles, CA 90028
or fax: 323.993.3684.

We are an equal opportunity employer and value diversity in our workforce.

DONATE YOUR BLOOD

(Sweat and Tears) To New Business

Account Supervisor - Six plus years of agency account experience.

Account Executive - Three-five years of agency experience.

must have worked on New Business pitches, be detail oriented, energetic, curious.

Try the "Left Coast" for a change.

Fax resume to: Pat Pelicano,
Director of Human Resources @

asher&partners/Los Angeles (323) 931-3477

MAC/PRODUCTION SUPPORT STAFF

Manhattan-based entertainment agency seeks Mac operator for busy art studio that produces ads, brochures, etc. for diverse range of cultural product including theater, opera, dance and music. Provide production support to multiple art director/designers. Must be organized, thorough, detail-oriented, work under tight deadlines and be proficient in Quark, Illustrator and Photoshop.

Send resume and salary requirement (will not consider without).

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Art Director

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CULTURE TRENDS

MTV Around the World

Week of 8/2/99

MTV Asia

Artist	Title
1. Sixpense None The Richer	Kiss Me
2. Michael Learns To Rock	Strange Foreign
3. Madonna	Beautiful Stranger
4. BSB	I Want It That Way
5. Britney Spears	Sometimes

MTV Latin America (South Feed)

Artist	Title
1. Shakira	Inevitable
2. Mana	Se Me Olvido Otra Vez
3. BSB	I Want It That Way
4. Man Ray	Desnude, Mira Questions
5. Jamiroquai	Canned Heat

MTV India

Artist	Title
1. Vengaboys	We Like To Party
2. Sonu Nigam	Ab Muje RaatDin
3. Jagit Singh	Shaam Se Aankh Mein
4. Shubha Mudgal	Ab Ke Sawan
5. BSB	I Want It That Way

MTV Australia

Artist	Title
1. Taxiride	Get Set
2. Jennifer Lopez	If You Had My Love
3. Frenzal Rhomb	You Are Not My Friend
4. Smashmouth	Allstar
5. Lenny Kravitz	American Woman

Billboard's Top 15 Country Singles

Compiled from a national sample of airplay. Provided by Broadcast Data Systems.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	18	Amazed	Lonestar
2	2	2	15	Lesson In Leavin'	Jo Dee Messina
3	4	3	15	God Must Have Spent...	Alabama
4	5	4	24	Little Good-byes	Shedaisy
5	3	1	22	Write This Down	George Strait
6	6	6	22	A Night To Remember	Joe Diffie
7	7	7	22	Single White Female	Chely Wright
8	10	8	17	You Had Me From Hello	Kenny Chesney
9	9	9	14	The Secret Of Life	Faith Hill
10	12	10	11	Little Man	Alan Jackson
11	8	2	23	Whatever You Say	Martina McBride
12	14	12	26	Who Needs Pictures	Brad Paisley
13	11	1	21	Please Remember Me	Tim McGraw
14	13	12	15	Crazy Little Thing Called Love	Dwight Yoakam
15	15	15	5	Ready To Run	Dixie Chicks

©1999 Billboard/Broadcast Data Systems

Billboard's Top 15 Albums

Compiled from a national sample of retail store and rack sales reports. Provided by SoundScan.

This Week	Last Week	Peak Pos.	Wks on Chart	Artist	Title
1	1	1	10	Backstreet Boys	Millennium
2	2	1	5	Limp Bizkit	Significant Other
3	3	1	11	Ricky Martin	Ricky Martin
4	4	1	28	Britney Spears	...Baby One More Time
5	7	3	6	Sarah McLachlan	Mirrorball
6	10	6	7	Smash Mouth	Astro Lounge
7	11	6	30	Kid Rock	Devil Without A Cause
8	8	3	7	Red Hot Chili Peppers	Californication
9	6	4	6	Soundtrack	Wild Wild West
10	5	5	2	Too Short	Can't Stay Away
11	9	5	10	Soundtrack	Tarzan
12	12	2	90	Shania Twain	Come On Over
13	New	13	1	EPMD	Out of Business
14	17	9	8	Blink 182	Enema of the State
15	13	5	8	Soundtrack	Austin Powers

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ADWEEK

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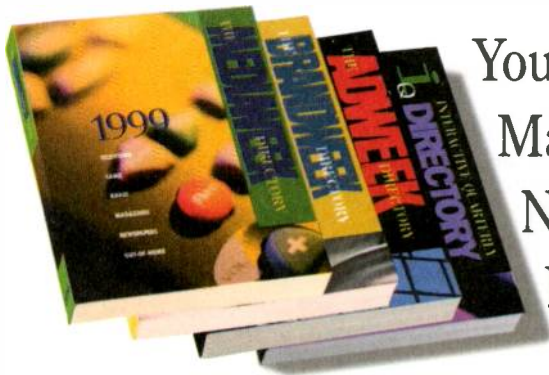
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NOMINATE THE 1999 MEDIA ALL-STARS

The Editors of MEDIAWEEK are looking for a few good media professionals in our business. If you know someone who has what it takes to compete for our 1999 Media All-Stars Awards, then we invite you to complete the ballot on this page and send it in by Friday, September 10th.

In order to nominate, YOU MUST be a working media professional, media sales rep or research supplier doing business with agencies and buying services. Nominations are limited to two per person.

If your nominee is ready to join the elite listed below as last year's winners, simply submit a complete ballot indicating the reasons why you think your nominee should be selected as a winner. Winners are selected for overall excellence in their field, based on exceptional performance on a specific project or account. Enclose an extra sheet of paper if necessary.

Last year's winners

Paulette Stout
Saatchi & Saatchi
Out-of-Home

Virginia Rowe
Ogilvy & Mather
Planning

Rino Scanzoni
Televest
**National
Television/Cable**

Carol Lawrence
Campbell-Ewald
Newspapers

Maggie Ross
The Media Edge
Spot Television

Bill Harmon
Starcom Media
Services/Leo
Burnett
Magazines

Dave Coffey
Pentacom
New Media

Jack Klues
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Nominate _____

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Additional comments _____

Your Name _____

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Please complete this ballot and mail it to Jennifer Minihan, Special Events Coordinator, MEDIAWEEK, 1515 Broadway, 12th Floor, New York, New York 10036 or fax it to Jennifer's attention at (212) 536-5353.

If you prefer, you can register your ballot online by logging on at www.mediaweek.com

Awards Luncheon will be held on December 8 at the New York Marriott Marquis.

For further information, please call (212) 536-6588.

Magazines

BY LISA GRANATSTEIN

Galloping *Gourmet*

Reichl remakes a venerable title—fast

Amid the clutter of boxes and bubble wrap, *Gourmet* editor in chief Ruth Reichl is bracing for a hectic month. In addition to moving this week from the magazine's East Side offices to the new Condé Nast headquarters in Times Square, Reichl recently wrapped up her September debut issue and is already deep into October. And that was the easy part.

Reichl, formerly *The New York Times* restaurant critic, joined Condé Nast Publications in January, succeeding Gail Zweigenthal, who had been with *Gourmet* for 34 years, the last eight as editor. One of her first moves was to recruit a fresh crew of top editors, including *Los Angeles Times* food editor Laurie Ochoa, a former colleague of Reichl's at that paper, as executive editor and New York restaurant critic (and Ochoa's husband) Jonathan Gold, a former reviewer for the *LA Weekly* and *Los Angeles Magazine*. She also hired for the first time in the mag's history a photo editor, a research department and a copy editor and has begun using freelance food stylists.

What makes all this retooling particularly interesting is that Reichl didn't start full-time until May. Before she took up residence at *Gourmet*, she ended her gig at the *Times* and then went on a national book tour for her memoir *Tender at the Bone*.

Still, Reichl found time to enhance *Gourmet*'s departments and concoct new ingredients to add to the magazine's mix. Her first full issue hits stands August 24.

"September isn't a relaunch," Reichl insists. "*Gourmet* saw itself as being extremely useful, but now I'm asking it to be more accessible and friendlier, as well as being the authority." She says the magazine needs to reflect the notion that food has become even more central to people's lives—people eat out more, food has become a fantasy object and kitchens are now a major design statement.

That is something, perhaps, competitors such as sibling *Bon Appétit*, *Saveur* and *Food & Wine* already know. Reichl's intent, she says, is to do to *Gourmet* what she did at *The New York Times*—that is, to "democratize it."

Gourmet opens with a nine-page, breezy, fact-filled section that captures the newest and

hottest people, places and products—including an exposé on tablespoons (fact: not all measure up) and a piece on a kitchen sink that cooks pasta. Restaurant reviews will now extend out from the New York-California axis to Middle America, zeroing in on one additional city every month. Reichl took it upon herself to write September's review of Minneapolis. Other new sections include the "Kitchen Notebook," a behind-the-scenes peek at *Gourmet*'s test kitchen, complete with visual guides, and *Gourmet* "Every Day," which presents practical and quick low-fat dishes.

Perhaps most important, Reichl is raising the bar on the writing. For September's issue, she recruited author Pat Conroy to write about Italy and brought in Spalding Gray to pen an account of a trip to Disney World during which he bonded with his family. And the magazine's recipes

Mediaweek Magazine Monitor

Weeklies

August 2, 1999

Sports Illustrated's double issue this week delivered an 83.15 percent gain over 1998. It has seen tremendous growth this year (7.46 percent), considering it is up against an Olympic year in 1998, says associate publisher Fabio Freyre. *SI* has benefited from the technology boom, seeing significant growth in the dot.com business. —Lori Lefvre



	Issue Date	Current Pages	Issue Date Last Year	Pages Last Year	Percent Change	YTD Pages	YTD Last Year	Percent Change	
NEWS/BUSINESS									
Business Week ^R	2-Aug	48.74	3-Aug	40.26	21.06%	2,533.69	2,227.15	13.76%	
Economist, The	24-Jul	53.00	25-Jul	44.50	19.10%	1,823.32	1,642.55	11.01%	
Industry Standard, The ^{L/D}	2-Aug	76.00	27-Jul	27.33	178.08%	979.51	232.36	321.55%	
Newsweek	2-Aug	25.69	3-Aug	35.18	-26.99%	1,378.45	1,312.28	5.04%	
People ^{X/T}	9-Aug	83.22	10-Aug	66.75	24.67%	2,332.24	2,205.03	5.77%	
Sports Illustrated ^R	26-Jul	80.55	27-Jul	43.98	83.15%	1,641.84	1,527.61	7.48%	
Time ^E	2-Aug	40.83	-Aug	34.46	18.49%	1.7	0.57	1,463.33	20.31%
U.S. News & World Report	2-Aug	33.55	3-Aug	24.09	39.27%	1,099.86	1,031.33	6.64%	
Category Total		441.58		316.55	39.50%	13,549.48	11,641.64	16.39%	
ENTERTAINMENT/LEISURE									
AutoWeek	2-Aug	24.03	3-Aug	25.38	-5.32%	908.29	929.06	-2.24%	
Entertainment Weekly	30-Jul	35.72	31-Jul	28.39	25.82%	1,081.64	960.52	12.61%	
Golf World	30-Jul	13.02	31-Jul	24.54	-46.94%	866.76	952.74	-9.02%	
New York	DID NOT REPORT								
New Yorker	2-Aug	15.05	27-Jul	16.20	-7.10%	966.87	1,002.54	-3.56%	
Sporting News	2-Aug	10.43	3-Aug	11.74	-11.16%	508.29	465.40	9.22%	
Time Out New York	28-Jul	52.90	29-Jul	50.90	3.93%	1,996.85	1,750.05	14.10%	
TV Guide	31-Jul	46.42	1-Aug	30.08	54.32%	1,883.29	1,671.65	12.66%	
Category Total		197.57		187.23	5.52%	8,211.99	7,731.96	6.21%	
SUNDAY MAGAZINES									
Parade	1-Aug	10.26	2-Aug	6.57	56.16%	363.38	369.58	-1.68%	
USA Weekend	1-Aug	7.96	2-Aug	8.12	-1.97%	375.53	362.46	3.61%	
Category Total		18.22		14.69	24.03%	738.91	732.04	0.94%	
TOTALS		657.37		518.47	26.79%	22,500.38	20,105.64	11.91%	

D=DOUBLE ISSUE, E=ESTIMATED PAGE COUNTS; L=LAUNCHED 4/27/98; R=REVISED; T=INCLUDES 6.92 NEP FOR JFK JR TRIBUTE ISSUE, X=ONE MORE ISSUE IN 1998.



MICHAEL DONNELLY

will have a more conversational tone rather than reading like a shopping list and will now assume a certain amount of knowledge.

Though advertisers have not yet seen Reichl's first issue, they have already

Reichl: Spoons aren't alike.

signed up for the next one. September will boast a 20 percent increase in ad pages over last year's issue—118, which also broke a 1988 record of 114, says *Gourmet* publisher Gina Sanders. New advertisers include Donna Karan and Calvin Klein. "For 58 years the magazine has been the magazine of good living," says Sanders. "What's changed is what good living means to consumers, and that's what Ruth is going to be putting out. It's going to establish us as the modern authority in the field."

Gourmet's paid circulation grew 1.3 percent to 891,797, with newsstand sales remaining flat, according to the Audit Bureau of Circulations. Ads fell 8.7 percent to 658 pages.



Double Vision?

Hearst's *CosmoGirl!*, launched last month with great fanfare and an 850,000-circ, has rival *Twist* all in a knot. The 2-year-old Bauer mag claims *CosmoGirl!* drew "inspiration" from a number of its columns, in particular *Twist's* "BlushOmeter," a chronicle of teens' embarrassing moments, as well as its celebrity bubbles, where writers put words in star's mouths comic-book style. "*Cosmo* is original and [founding editor] Helen Gurley Brown is original and had her own vision," said Lisa Lombardi, *Twist's* editor in chief. "Maybe *Cosmo-Girl!* should heed that and develop their own style." Said Atoosa Rubenstein, *CosmoGirl!*'s editor, "To me, frankly, it came as a surprise, but I'm psyched the competition's paying attention." —LG

Mediaweek Magazine Monitor

Weeklies

August 9, 1999

Time Out New York, up 14.08 percent for the year, has been making waves among weeklies. Publisher Allison Tocci attributes this to the book's unique ability to deliver an audience of 30-something New Yorkers. It has seen growth in all categories, but its extra push to attract fashion advertisers in the first half has landed such names as Calvin Klein, Barney's and Henri Bendel. "I've been really marketing the connection between fashion and lifestyle," says Tocci. She also noted a marked increase in broadcast and cable TV ads. —LL



	Issue Date	Current Pages	Issue Date Last Year	Pages Last Year	Percent Change	YTD Pages	YTD Last Year	Percent Change
NEWS/BUSINESS								
Business Week	9-Aug	47.34	10-Aug	37.89	24.94%	2,581.03	2,265.17	13.94%
Economist, The	31-Jul	31.00	1-Aug	34.00	-8.82%	1,854.32	1,676.55	10.60%
Industry Standard, The ^L	NO ISSUE							
Newsweek	9-Sep	32.69	10-Aug	36.58	-10.64%	1,411.14	1,348.86	4.62%
People ^X	16-Aug	66.26	17-Aug	48.57	36.42%	2,398.60	2,253.60	6.43%
Sports Illustrated	9-Aug	54.34	10-Aug	37.57	44.64%	1,696.18	1,565.18	8.37%
Time ^E	9-Aug	49.32	10-Aug	41.88	17.77%	1,809.89	1,505.21	20.24%
US News & World Report	9-Aug	22.79	10-Aug	27.69	-17.70%	1,122.65	1,059.02	6.01%
Category Total		301.26		282.62	6.59%	12,871.33	11,692.03	10.09%
ENTERTAINMENT/LEISURE								
AutoWeek	9-Aug	15.83	10-Aug	19.34	-18.15%	924.12	948.40	-2.56%
Entertainment Weekly	6-Aug	27.41	7-Aug	28.76	-4.69%	1,109.05	989.28	12.11%
Golf World	6-Aug	34.25	7-Aug	29.50	16.10%	901.01	982.24	-8.27%
New York	DID NOT REPORT							
New Yorker	9-Aug	17.89	3-Aug	19.09	-6.29%	984.84	1,021.63	-3.60%
Sporting News	9-Aug	15.08	10-Aug	18.66	-19.19%	523.37	484.06	8.12%
Time Out New York	4-Aug	67.30	5-Aug	59.40	13.30%	2,064.15	1,809.45	14.08%
TV Guide	7-Aug	34.04	8-Aug	39.13	-13.01%	1,917.33	1,710.78	12.07%
Category Total		211.80		213.88	-0.97%	8,423.87	7,945.84	6.02%
SUNDAY MAGAZINES								
Parade	8-Aug	6.79	9-Aug	10.54	-35.58%	370.17	380.12	-2.62%
USA Weekend	8-Aug	10.89	9-Aug	7.87	38.37%	386.42	370.33	4.34%
Category Total		17.68		18.41	-3.97%	756.59	750.45	0.82%
TOTALS		530.74		514.91	3.07%	22,051.79	20,388.32	8.16%

E=ESTIMATED PAGE COUNTS; L=LAUNCHED IN 4/27/98; R=REVISION, X=ONE MORE ISSUE IN 1998.

Biweeklies

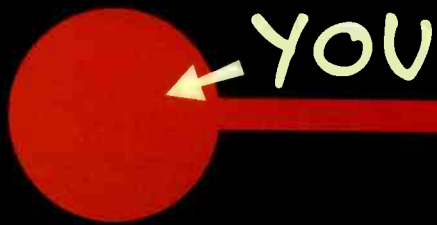
August 9, 1999

Rolling Stone was flat over 1998 this week, and down 4.9 percent YTD. The title had a weak second quarter, losing pharmaceutical and direct response ads, says associate publisher Jack Rotherham. However, Rotherham isn't worried. He expects double-digit gains for 1999. Third-quarter ads are showing growth in dot.com and import automotive advertising. Also, the book is planning two millennium double issues. —LL



	Issue Date	Current Pages	Issue Date Last Year	Pages Last Year	Percent Change	YTD Pages	YTD Last Year	Percent Change
BUSINESS/ENTERTAINMENT								
ESPN The Magazine ^{DD/#}	26-Jul	41.00	27-Jul	80.74	-49.22%	800.28	509.67	57.02%
Forbes	9-Aug	84.80	10-Aug	59.80	41.81%	2,434.53	2,359.87	3.16%
Fortune ^R	16-Aug	101.98	17-Aug	118.49	-13.93%	2,502.87	2,309.53	8.37%
Inc. ^F	1-Aug	71.05	1-Aug	77.61	-8.45%	845.46	820.43	3.05%
National Review	9-Aug	16.25	17-Aug	14.41	12.76%	313.89	306.17	2.52%
Rolling Stone	19-Aug	95.50	20-Aug	96.40	-0.93%	1,095.49	1,151.64	-4.88%
CATEGORY TOTAL		410.58		447.45	-8.24%	7821.13	7327.70	6.73%

F=18 ISSUES PER YEAR; DD=DOUBLE ISSUE IN 1998, #=LAUNCH ISSUE WAS 3/23/98.



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Media Person

BY LEWIS GROSSBERGER



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As If You Scared

(*MEDIA PERSON'S SACRED PLEDGE: THIS COLUMN IS completely free of any reference to Talk magazine, its inaugural party or of the interview in said magazine in which Bill Clinton's marital infidelities were blamed on conflict between his mother and grandmother.*) ♦ After consulting the new eTrend Web site, which unflinchingly forecasts whatever will be trendy the day after tomorrow, Media Person can confidently impart to you the following news: *Booga booga!* Yes, media fans, you guessed it. Fear is The Very Next Big Thing. And, producers, publishers and media moguls will be happy

to note, low-budget fear at that. The out-of-nowhere success of *The Blair Witch Project* presages its inevitable copycatting by all other media. Fear shall be rampant in the land.

This is not necessarily a bad thing. Fear is one of the five basic human emotions, the others being joy, sadness, yearning for sex and detesting the Internal Revenue Service. Biochemists tell us that when you are afraid, your heart beats faster, adrenaline pumps into your bloodstream and your body prepares itself to take decisive action, such as having a major cardiac arrest. Psychologists

have found that while we don't like being really scared (it's too scary), we do enjoy being fake scared, which is why we ride roller coasters, attend horror movies and jump out of closets yelling "Boo!" when an aged, wealthy relative walks into the room.

Yelling "Boo!" is, of course, the basic technique underlying the horror genre, which is believed to have been invented in ancient Egypt when the court jester jumped out of King Ptolemy's mummy case and scared the pharaoh's eldest son so badly the poor boy peed in his toga. Though the jester was dropped into a pit of starving hyenas the next morning, his story was re-enacted on national holidays for the next two or three thousand years as a warning to smart alecks.

The Blair Witch Project continues in this ancient boo-yelling tradition, and across the nation, audiences are described as either frightened out of their wits or stupefied with boredom. What is most innovative about the film is that it cost only \$16.98 to make—but every penny of it is up on the screen. Instead of the special effects used by major studios to frighten with fantastic creatures and gore splatteration (a technical term), *Blair* employs

The American Civil Liberties Union is already complaining because suspects are reportedly eaten without first being read their rights.

No Effects. The audience is scared not by what happens but by the terrible suspense of what *may* happen to its annoying young protagonists. Unfortunately, those who normally require fire-breathing, city-destroying monsters for their booga-booga fix tend to find the climax anticlimactic.

Still, the movie is pulling them in and may do for camping in the woods what *Jaws* did for beaches. Given that the woods are full of Lyme disease-spewing ticks, this is decidedly beneficial for the health of our nation.

The pertinent question at the moment, though, is how other media, particularly television, will pay homage to or (to again employ technical argot) rip off *The Blair Witch Project*. You will soon be very sorry you asked the

pertinent question.

Because executives at the major television networks are already tearing up their fall schedules to inject *Blair*-style programming into the lineup. Fox has the most promising show, *Really Scary Cops*. Instead of police officers responding to calls and dealing with witless trailer trash, dead police officers re-animated as zombies are sent out to chase the human scum around their trailer parks. (The American Civil Liberties Union is already complaining because suspects are reportedly eaten without first being read their rights.)

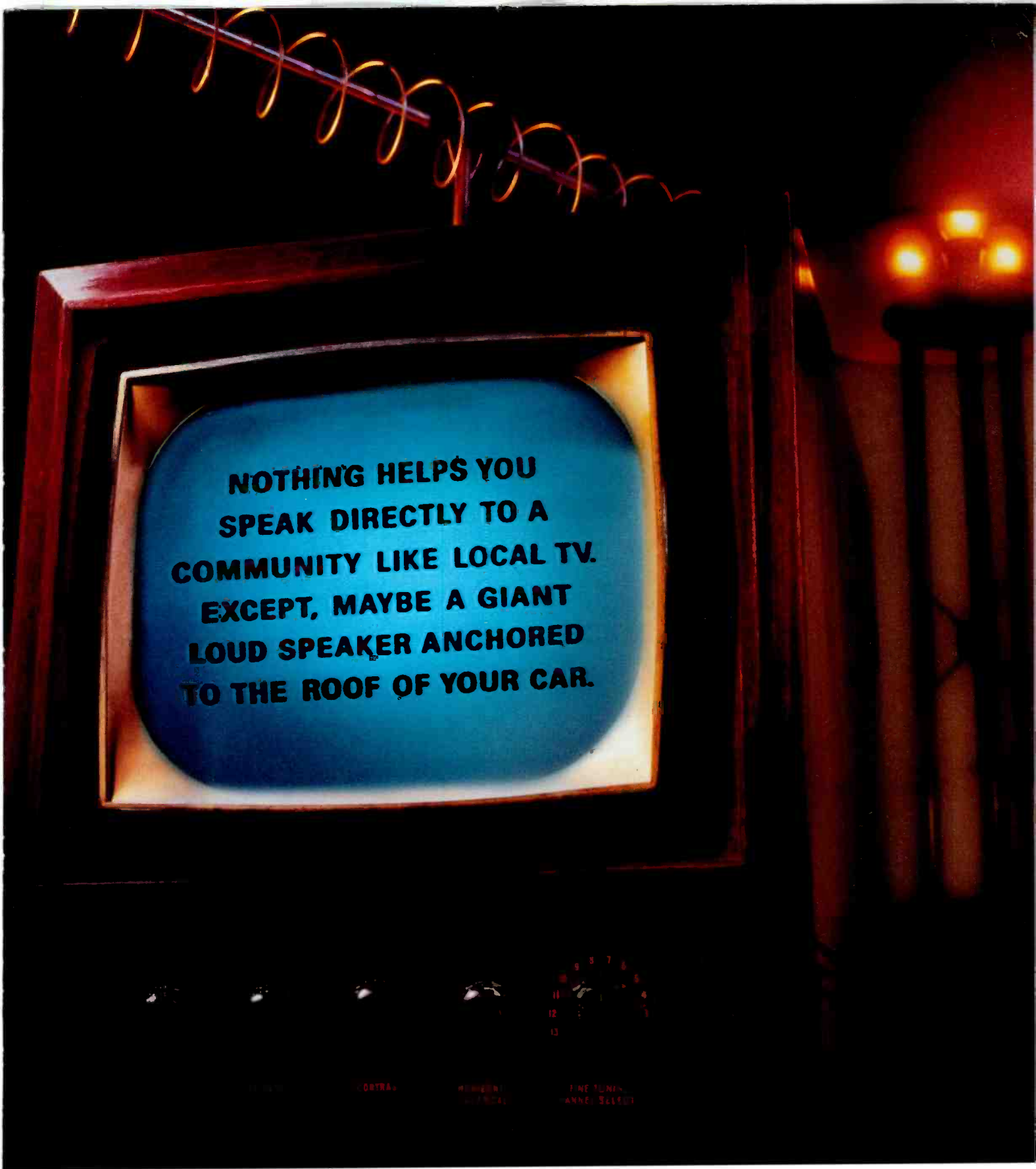
Meanwhile, the ever-fertile David Kelley has informed Fox that this season it will be revealed that the explanation for Ally McBeal's mysterious weight loss is not anorexia, as many suspected, but the fact that her scary secretary has been secretly removing a body part each week. The demonic factotum will be hunted down and burned by the cast of Kelley's newest show, to be seen on CBS, *Sexy Special Agents Who Hunt Down and Burn Demonic Factotums*.

NBC suffered a setback in its cheap-fright strategy when it tried to film a realistically chilling segment of *Dateline*. A camera crew sent to the Maryland woods to shoot a story about the filming of *The Blair Witch*

Project was injured when their SUV collided with that of a crew assigned by ABC's *20-20* to do the same thing.

Adding to the difficulty, *Dateline*'s producer then received a box containing the head of Stone Phillips with a cryptic note reading, "Never get in the way of Diane Sawyer."

Wouldn't you know, though, that it would be WB, so often in the lead on edgy, youth-oriented programming, that has the ultimate scare show, *Gotcha!* Each week, its fun-loving cast rings the doorbell of a random family. When the door is opened, they storm into the house and shoot everyone inside. Then they sit around the living room and critique their own performance, taking calls from viewers around the country. Test audiences are said to have been very positive on the show, though reluctant to return home afterward.



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