

MEDIAWEEK

Vol. 7 No. 9

THE NEWS MAGAZINE OF THE MEDIA

March 10, 1997 \$3.00

The Dolans' Garden Grows

Cablevision's first family achieves dream of controlling MSG **PAGE 5**

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Jim Guthrie plans unified sales push for 75-title stable

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Big Four re-tune their Web voices in a flurry of deals

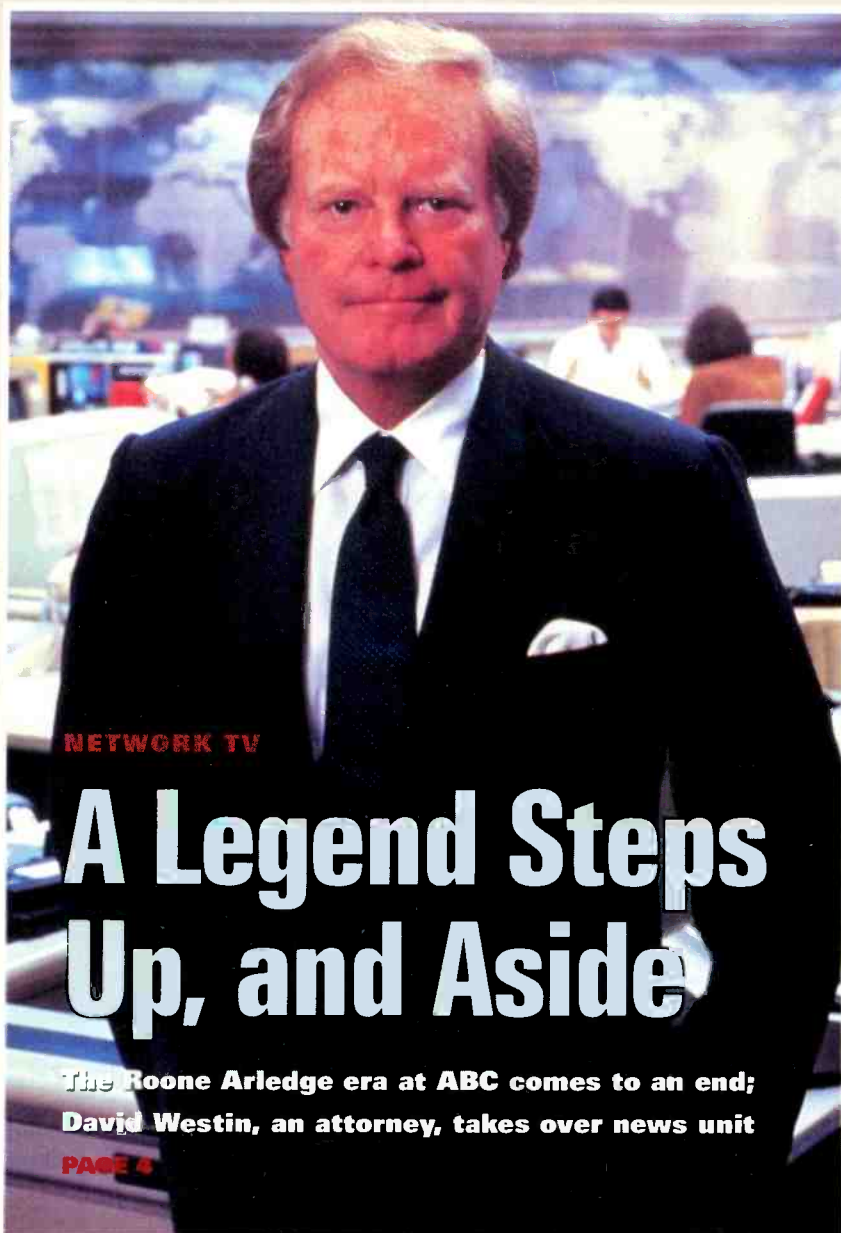
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A Legend Steps Up, and Aside

The Roone Arledge era at ABC comes to an end; David Westin, an attorney, takes over news unit

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MARKET INDICATORS

National TV: Tight

Second-quarter scatter continues to be tight, with premiums still around 20 percent. Daytime has sparked the most activity.

Net Cable: Moving

Second-quarter scatter business continues to trickle in for the larger networks, while the rest are filling last-minute first-quarter inventory. Sales execs expect second-quarter CPMs to rise up to 10 percent over upfront rates.

Spot TV: Reviving

March has become a strong turnaround for an otherwise soft first quarter. Automotive, retail and fast-food are all up. Pre-Oscars, movies are somewhat softer than expected.

Radio: Steady

Things remain upbeat, with networks pulling in better-than-expected ad sales. Several markets are seeing increases in auto and apparel buys.

Magazines: Slowing

The fashion-meets-entertainment craze seems to be slowing. But one publisher says the first quarter was so strong that some big-spending advertisers are just taking a breather.



Ladies and gentlemen,
we would like to introduce you
to the #2 television network.



And by the way,
have you met some of the fastest
growing shows on television.



King of the Hill



Millennium



Party of Five

FOX is the #2 television network among Adults 18-49.

Source: Nielsen NTI average audience estimates, including preliminary estimates, in head-to-head common hours of prime time.
Broadcast season-to-date (9/16/96-2/23/97) and February sweep (1/30-2/26/97). Subject to qualifications.

Laura K. Jones

MAR 18 1997

AT DEADLINE

Hollywood Buzz Has Roseanne Talking

Following official word from ABC last week that the network will not renew *Roseanne* for next season, Hollywood sources last week buzzed that the series' star is being pitched for a variety of projects, among them a daytime talk show or another series for ABC. Fueling speculation about Roseanne, Michael King, president/ceo of King World, said he will make a "major announcement" April 15. (Last year, Roseanne hinted that she was getting involved in King World's *Planet Hollywood Squares*.) Roseanne's manager, Jeff Wald, said that no pitching has been done on Roseanne's behalf.

Court TV—CNNfn Merger Nixed

A hoped-for merger of Court TV with Time Warner's CNNfn has received the official thumbs-down from partners NBC and Liberty Media, following a meeting last week between the three partners. Time Warner, the 46 percent owner and managing partner of Court TV, was pressured in the meeting to come up with alternate plans to grow the network, which reaches 30 million homes and gets low ratings.

'BusinessWeek' to Do TV Series

BusinessWeek has partnered with Washington, D.C., public TV station, WETA, to produce a new half-hour weekly series, *This Week in Business*. The magazine will provide editorial resources and expertise. Production could begin as early as late spring.

PCs, Clothes Lead TV Ad Gains

Local television ad sales rose 8 percent and spot television spending increased by 7 percent in 1996, according to a Television Bureau of Advertising report released last week. Largest gainers in the spot category included insurance (+12%), proprietary medicines (+14%), apparel & footwear (+32%) and computers & office equipment (+33%).

Seymore Succeeds Ferrari at 'YM'

G+J's *YM* has a new editor, Lesley Seymore, who has held editing posts at both Condé Nast's *Glamour* and *Vogue*. She succeeds Christina Ferrari, who left to edit a still-unnamed Time Inc. start-up—a *People* spin-off for teens—set to launch in early 1998.

MediaCom In Joint Venture In Canada

MediaCom Worldwide, the global media-buying network owned by Grey Advertising, announced last week a joint venture with Toronto-based Media Buying Services Limited. As a result, a new media company will be created under the name The MediaCompany/

MBS, which will have billings of more than \$255 million (US). MBS, headed by Peter Swain, will also operate as a separate company from the joint venture and will remain Canadian-owned.

"Magic" Signed for Late-Night Talker

Former basketball star Ervin "Magic" Johnson has reached a preliminary agreement with Twentieth Television to host a late-night talk show for launch next season. A senior-level source at Twentieth sister company Fox Television Stations Group said the Johnson project—if the pilot impresses Fox chairman Rupert Murdoch—could bypass syndication for a national run on the Fox network.

Katz Plans Separate Unit for ABC

The Katz Radio Group last week officially signed an exclusive long-term agreement to represent all 21 radio stations owned by ABC Radio (*Mediaweek*, Feb. 3.) Katz plans to form a separate sales rep company for ABC Radio, which has projected 1997 billings of \$70 million. Bob McCurdy, formerly president of Sentry Radio, will head the new unit.

DirecTV Adds Channels, Ups Fees

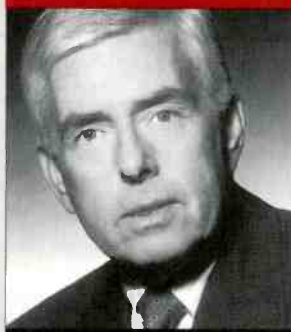
DirecTV will restructure and increase the price of some of its program packages by as much as \$5.04 per month as the direct broadcast satellite service adds 14 channels over the next five weeks. As expected, the new networks include the embattled Fox Sports West 2, joining on March 28; two other regional sports networks; and the much-requested Chicago superstation WGN (April 10), featuring nearly a full schedule of Cubs baseball games and many Bulls and White Sox games.

Addenda: Station reps said last week that some client stations had been informed by MTM Television that *The Cape*, a freshman syndicated action hour, will not return next season. MTM execs were unreachable for comment... *Men in Black*, the Columbia Pictures film about alien-busting federal agents set for summer release, will become an animated TV series for Kids WB in the fall... *Más Futbol*, a Berkeley, Calif.-based bilingual monthly covering pro soccer, with an emphasis on the Latino personalities in the game, will hit newsstands on

April 28. The 100,000-circulation, tabloid-sized publication is a spin-off of Burling Communications' weekly *Soccer America*.

Correction: A Media Wire item last week on Fox/Liberty Networks gave an incorrect title for Guy Sousa. He is executive vp of entertainment ad sales for fX and reports to Lou LaTorre.

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MEDIA WIRE

\$450-\$500 Million Take Seen For Harte-Hanks Properties

The media operations of Harte-Hanks Communications are expected to fetch a price of \$450-\$500 million, analysts said. The San Antonio-based company's ceo, Larry Franklin, last week announced a desire to sell all Harte-Hanks' newspaper holdings, as well as its TV station and radio station. The company plans to focus on its direct-marketing operations, which account for 75 percent of Harte-Hanks' total annual revenue of \$666 million.

Up for sale are six daily newspapers, 25 non-daily publications and San Antonio's CBS affiliate KENS-TV and radio station KENS-AM. Harte-Hanks has retained Donaldson, Lufkin & Jenrette as its financial adviser.

Christopher Shaw, a partner in the New York-based Sextant Partners investment bank, which specializes in media transactions, said he believes the short list for the newspapers will include media companies having a strong presence in the Southeast. Shaw cited the Hearst chain, which has six dailies in Texas; Richmond, Va.-based Media General; Toronto-based Thomson Publishing and Morris Communications of Augusta, Ga.

Likely bidders for the San Antonio broadcast properties include Clear Channel Communications and A.H. Belo Corp., both of Dallas, a senior Harte-Hanks official said. —*Claude Brodesser*

ABC Radio Nets Gain; CBS, Westwood Off in Fall RADAR

Network radio suffered a 3.8 percent loss in listenership in the Fall 1996 RADAR report, issued last week by ABC Radio Network Research. According to the survey, the dip is largely attributable to ABC's folding of its Excel network earlier in the year. ABC replaced Excel with The Advantage network.

Individual networks posted a mix of losses and gains in the Fall report. ABC's Advantage, despite lagging behind Excel's numbers, posted a healthy 45.9 percent increase among listeners 12-plus, the largest gain in the survey. Second was ABC's Galaxy network, which posted an 8.3 percent audience gain from the previous RADAR survey (continued on page 6)

1960
Joins ABC Sports as a producer

1961
Launches the *Wide World of Sports* anthology series



1968
Named president of ABC Sports; begins mentoring Don Ohlmeyer

1970
Monday Night Football makes its debut

1972
Live coverage of the terrorist siege at the Munich Olympics

Arledge Era

The man who reinvented news and sports make

NETWORK TV / By Richard Katz

In a shakeup that marked the beginning of the end of an era in television, ABC on Thursday bumped **Roone Arledge** up to chairman of ABC News and named **David Westin** president of the news division. ABC had long been expected to appoint a successor to Arledge, but Westin, president of the ABC Television Network Group, was a surprise choice. Westin joined Capital Cities/ABC as general counsel and has no news experience. In an unusual switch, he will give up his job running the network and report to Arledge, who formerly reported to Westin. ABC did not name a new network president.

The appointment of Westin, who will relieve Arledge of day-to-day oversight of ABC News, marked an end to Arledge's long and influential rein at the network. Arledge, who headed ABC Sports from 1968-1986 and was president of ABC News since 1977, introduced a host of innovations to both sports and news TV.

"For some time there was a feeling at ABC corporate and to some degree at Disney that they needed to shake things up at the top of the news division," said **Brit Hume**, a former long-time ABC News correspondent who recently joined Fox News. "Roone was not known as a

management favorite but he was untouchable because he was creative and could deliver shows. Once it was clear that he wasn't doing a lot of that, it was a matter of time for him."

In sports, Arledge popularized the instant replay and built ABC Sports into a force, largely through the network's coverage of the 1968, 1972 and 1976 Olympics. Arledge also specialized in wooing talent from other networks and grooming young staffers into powerful executives. In news, he raided **David Brinkley** from NBC and **Diane Sawyer** from CBS. At ABC sports, he hired the three current network sports heads: **Dick Ebersol** (NBC), **Sean McManus** (CBS) and **Steve Bornstein** (ABC/ESPN).

ABC News rose to number one under Arledge's watch. His approach of star anchors leading glitzy newscasts required an open checkbook. Recently, however, ABC News has been plagued by a series of mishaps. *Good Morning America* has fallen behind NBC's *Today*; *World News Tonight* has slipped below *The NBC Nightly News* and ABC News was found liable in the now infamous Food Lion case.

"Morale is bad, ratings are slipping and there are legal problems," said Hume. "It's like Murphy's law over there."



David Westin, the new president of ABC News

ANDREW ECCLES/ABC

1978
20/20 newsmag launches, with **Barbara Walters** and **Hugh Downs**



1979
Nightline debuts with **Koeppel** and coverage of Iran hostage crisis

1981
This Week With David Brinkley premieres

1983
Names **Peter Jennings** anchor of *World News Tonight*



1976
Pays Barbara Walkers the then-ungodly sum of \$1 million a year



1977
Named president of ABC News while retaining ABC Sports title

Ends

Way for David Westin

"Arledge's style of news management was very '80s," said Andrew Tyndall, publisher of *The Tyndall Report*, which monitors network news. "We're no longer living in the free-spending environment of the '80s. ABC needs someone to do what Andy Lack has done at NBC and that's think about the future."

A senior ABC news staffer, who spoke on the condition of anonymity, said that many in the division welcomed the change because Arledge previously lacked a clear successor.

"I'm ecstatic it's David," said the ABC News insider. "He, more than anyone, defended us in the Food Lion case." The source added that even though Westin has no direct news experience, neither did Arledge when he took over the division in 1977.

Hume added that Westin was well regarded by ABC management, who want to keep him happy at the company. "This might be a way to keep David in the fold and stop the bleeding at the news division," said Hume.

Still, a few network pundits outside ABC interpreted the change as a demotion for Westin. "The mouse people pushed him aside," said one observer, referring to Walt Disney Co.'s ownership of ABC.

Media buyers took a wait-and-see attitude about ABC's executive switches. "What I care about is if the product or pricing is going to change significantly," said Steve Grubbs, executive vp/director of national broadcast for BBDO in New York. "I don't think either one will be impacted by these changes."

Neither Arledge nor Westin was available for comment. ■

1997
ABC News found guilty of fraud; jury orders \$5.5M award

1997
Corporate shuffle brings new title of ABC News chairman



A Garden of Cable Delight

Cablevision's Chuck Dolan realizes a decades-old dream

TV SPORTS / By Michael Bürgi

Cablevision Systems Corp. moved quickly last week to secure its position as the preeminent owner of sports in the New York market. Despite its heavily leveraged status, Cablevision late Thursday announced it had a deal in principle to acquire the 50 percent of Madison Square Garden, including the New York Knicks and Rangers, the MSG Network and the building itself, that it doesn't own from current partner ITT Corp.

As the deal stands today, Cablevision has agreed to pay ITT \$500 million for 38.5 percent of the Garden, which would bring Cablevision's stake to 88.5 percent. ITT retains a "put option" that would require Cablevision to buy out its remaining 11.5 percent for \$150 million in the two years following the closing. After three years, Cablevision can exercise a "call option" to buy the stake at the same price. Cablevision chairman Chuck Dolan said it's possible his company could take on partners at some later date.

The move could permanently alter the way fans find their favorite sports on television—broadcast or cable—in the New York market. Details remain vague, but Dolan has long spoken of offering to viewers differing tiers of sports programming, including such hyper-specific arrangements as a channel for New York Yankee fans or a channel just for the Rangers. The prospect of games heading to pay-per-view is also possible, but both Dolan and president/ceo Jim Dolan (his son) declined to elaborate on just what fans can expect.

If the deal reaches consummation, Dolan would be in the right position to act on that intent. Cablevision, through its Rainbow Programming subsidiary, owns SportsChannel New York, a regional sports network in New York that has local rights to carry New York Mets and Islanders and the New Jersey Devils

and Nets games. SportsChannel New York is in the latter stages of being merged with MSG Network, the 5.4 million subscriber regional sports net arm of the Garden that carries the Knicks, Rangers and Yankees.

"Ever since [1967], we've been about the business of giving the public access to sports...Our goal will be to make that experience of being at the Garden more enjoyable and affordable," said Charles Dolan at a Friday press conference.

The affordable part seems to be raising the most questions. "He wants you [the sports fan]

to pay more for less," argued Bob Gutkowski, the former head of the Garden who now runs the Marquee Group, a sports representation, TV and marketing consultancy. Gutkowski has a history with Dolan that includes a nasty dispute over Cablevision's unsuccessful 1988 attempt to make MSG a pay service.

The Garden has improved cash flow from less than \$20 million in 1994 to close to \$100 million last year. But annual interest on the \$850 million in financing Cablevision's Rainbow unit obtained from Chase bank to fund the deal is \$65 million, according to Bill Bell, Cablevision vice chairman.

The financing makes additional capital available to guard against potential rival bids before the deal closes in June. But Rand Araskog, ITT's chairman, said that no serious contenders for the Garden have emerged.

"We've been contacted, but there's been nothing consequential at this time," he said.

But interested parties a few weeks ago included News Corp. (either with its regional sports partner Liberty Media or alone) and the Walt Disney Co. Nevertheless, Dolan, as Araskog pointed out, "has been waiting for this day for about 30 years." Dolan indicated he plans to keep management in place for the most part, including the Garden's president for the last three years, Dave Checketts. ■



The Garden as seen from Eighth Avenue

"Chuck Dolan has been waiting for this day for about 30 years," said Rand Araskog, CEO of ITT Corp.

MEDIA WIRE

last spring. American Urban Network was third, with a 6.9 percent increase. Other gainers included ABC's Genesis network, up 3.4 percent; Westwood's Adult Contemporary, with a 2.6 percent advance; and Variety, with a 1.5 percent bump.

Six networks posted losses for the period. At Westwood, the CNN network dropped 7.5 percent; the Country network was off 6.9 percent; Source declined 4.5 percent; and Young Adult network dropped 2.5 percent. Both CBS Networks posted declines: CBS Radio dropped 1 percent and the Spectrum network was off 2.4 percent. —Mark Hudis

'Vanity Fair' Weighs In on H'wood With Biggest Issue

Vanity Fair's third annual April "Hollywood" issue hits stands this week, featuring the usual triple-gatefold group portrait by Annie Leibovitz. At 384 pages, it's the Condé Nast book's fattest issue ever.

The cover, like *VF's* first "Hollywood" cover in 1995, features a group of soon-to-



Future A-listers: VF dresses up the movies' up-and-comer class

be-famous actresses, styled to the nines in glamorous haute couture—among them Claire Danes and *Jerry McGuire* star Renee Zellweger. The 10 women pictured have nearly two dozen films set for release this year. Last year's gatefold featured men, including the then-unknown Matthew McConaughey.

Inside, there is a 40-page photo "portfolio" of movie stars, featuring portraits by Leibovitz, Herb Ritts, Karl Lagerfeld and others. —Jeff Gremillion

Sanitsky Sees Slow, Steady Growth for New PolyGram TV

PolyGram last week named Bob Sanitsky head of its new TV production unit, PolyGram Television. (continued on page 8)

Polishing Petersen's Pages

With 75 books, new sales chief Guthrie wants network advertisers

MAGAZINES / By Jeff Gremillion

Petersen Publishing last week hired one of the magazine industry's most capable and visible cheerleaders to oversee its marketing and sales division—the latest move by Petersen's new owners to reshape and reposition the company. James Guthrie, the longtime executive vp of marketing development for the Magazine Publishers of America, will assume his new post as executive vp for marketing and sales of Los Angeles-based Petersen next month.

"This is the best of special-interest publishing companies; we've got some great, unpolished gems," said Neal Vitale, Petersen president/coo. "We're in the process of polishing them up and making people aware they're there. Hiring Jim is a key link in that process. It tells people we're players."

Guthrie outlined his ambitious plans. "We'll be positioning the magazines to get new advertisers on a network basis," he said. "Petersen reaches more male readers than any other publishing company. And we're not just talking about numbers, but also about empathy and relationships. It's up to me to

package that and deliver that to advertisers."

Petersen publishes more than 75 magazines, including *Motor Trend*, *Teen*, *Sport* and *Hot Rod*. Its titles reach more than 50 million men and more than 8 million teenage girls every month. Former Hearst Magazines president Claes Bahrenburg, now ceo of Petersen, and Vitale led a group of investors in purchasing the company from founder Robert Petersen last year for about \$440 million.

Guthrie said that boosting "primary research"—to gauge the Petersen books' current advertising effectiveness—is high on his new agenda.

Branding will also be a key objective. "My charge is to preemptively position and promote Petersen's brands," said Guthrie.

He added that the company is in the process of hiring other executives to handle new brand-extension efforts.

"It's like an organ," said Guthrie. "We're pulling out all the stops to make the most glorious sound—in editorial, promotions, marketing and sales."

Petersen's other recent major shape-up moves have included trimming staff, folding the smaller teen title *Sassy* into the larger *Teen*, and, just last month, acquiring three new sports publications from CS Communications—*Richard Petty's Stock Car Magazine*, *Dick Vitale's College Basketball Yearbook* and *Bob Griese's College Football Yearbook*.



Guthrie is keen on packaging

Nets Stake Out Cyberspace

News and sports are king as ABC, CBS, NBC decipher the Web

NEW MEDIA / By Anya Sacharow

Although the Big Four TV networks have distinct identities in prime time, news and sports, they all are still feeling their way in cyberspace. Internet ventures by CBS, ABC, NBC and Fox are constantly evolving as the nets look at new media more as a necessity and less as a novelty.

ABC is expected to soon announce a major news-oriented Web presence—possibly with Starwave—to compete directly with MSNBC.com. ABC has begun hiring staff for the new

news site; a launch date as soon as April 1 has been proposed, a source said.

ABC so far has been unable to leverage its strong TV news position online. Just last week, ABC pulled out of the now-defunct PoliticsNow Web site. The joint venture between ABC News, the Washington Post Co. and Times Mirror was disbanded so that each partner can focus on politics in its own on-line venture.

ABC parent Disney has been in negotiations to acquire a stake in Starwave. Tom Phillips, senior vp of Starwave, declined to comment on



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MEDIA WIRE

Sanitsky, vp and chief of syndication and cable packaging for Hollywood-based International Creative Management (ICM), hopes to establish PolyGram as a new player in supplying programming for broadcast and cable networks, domestic syndication and international distribution.

Sanitsky said that the identity of ITC Entertainment, acquired by PolyGram in 1995, may be maintained for some PolyGram TV series and telefilm projects. ITC recently entered the network series development arena for the first time in its 30-plus-year history, with two projects for CBS' fall schedule: a drama based on the movie *Fargo* and a sitcom called *Cali*.

"We are not going to be rushing out product for the sake of putting it in the market," said Sanitsky, best known at ICM for packaging *The Rosie O'Donnell Show* for Warner Bros. "We're really looking to be an intelligent independent and pick our spots. Aggressive does not always equal smart." —*Michael Freeman*

'Xena' and 'Hercules' Heroic For Universal in Feb. Sweeps

Universal Television Enterprises reported last week that *Xena: Warrior Princess* and *Hercules: The Legendary Journeys* earned their best-ever ratings during the February sweeps. *Xena* scored the highest weekly rating of any syndicated action-adventure this season, with an 8.7 average Nielsen rating for the week of Feb. 10-16.

Xena's season-to-date 6.3 rating has put the show ahead of Paramount's *Star Trek: Deep Space Nine* (6.2) in the action-adventure race.

The second half of Universal's two-hour "Action Pack" block, *Hercules*, also reached season-high ratings in February. Since its debut in January 1995, *Hercules* has bulked up its ratings by 30 percent.

Ned Nalle, executive vp of first-run programming for Universal, attributed the consistent growth to "exceedingly excellent" writing, producing and directing from the series' executive producers, Sam Raimi and Rob Tappert, as well as the acting of Lucy Lawless (*Xena*) and Kevin Sorbo (*Hercules*). Nalle also credited client stations, particularly the Tribune group, for extensive on-air promotions of the block. —*Michael Freeman*

the talks last week. In addition to its SportsZone venture with Disney's ESPN, Starwave owns the pop culture site Mr. Showbiz, among others.

Westinghouse/CBS last week offered a challenge to ESPN SportsZone by acquiring a 22 percent share of SportsLine for \$100 million. The site, <http://CBS.SportsLine.com>, competes directly with ESPN SportsZone, which registers 4 million impressions a day, Phillips said.

NBC and Fox last week made moves to use the Internet to transmit live video. NBC and Microsoft are expected to announce today a relaunch of NBC's Desktop Video, which will run on MSNBC.com using Microsoft's Net-Show technology. FoxNews.com, which already uses video feeds to broadcast the cable news

channel on the Web site, will launch an advertising-friendly redesign on April 14.

Though the networks clearly are becoming more interested in the Net, profits are still elusive. Fox indicated interest in both SportsLine and Starwave, but balked at the cost. "We view this as a business expected to make money through advertising," said Scott Ehrlich, director of issues, information and online services for Fox News.

CBS, meanwhile, is prepared to lose money, but it will wait and see just how much. "We're going to have to deal with that down the road," said Peter Lund, president and ceo of the CBS Television and Cable Group. "We don't have to deal with that today." ■

Belo Co-ops News Channels

Joint TV-cable-newspaper venture in Va. launches; others in works

LOCAL TV / By Claude Brodesser

A.H. Belo Corp. is expanding an initiative to create 24-hour cable news channels in partnership with local newspapers and cable systems. Belo, which last month launched the Local News Channel in Norfolk, Va., this year plans to start up similar offerings in its home market of Dallas, as well as in Houston and Sacramento, Calif.

Belo's strategy with the local news channels is to attract viewers who do not watch news

broadcasts in the traditional pre- and post-prime time slots, said Michael Grant, Belo vp for cable news operations. In February, Belo's WVEC-TV in Norfolk teamed with Landmark Communications' *The Virginian Pilot* newspaper to launch LNC (Channel 13) on the local cable system, owned by Atlanta-based Cox Cable.

In New Orleans, Belo's WWL-TV has re-aired its local news broadcasts on a local cable channel, called NewsWatch 15, since January 1989.

Belo's expansion in the co-op cable news channel field strategy follows the demise late last year of another venture linking print and broadcast news operations, between Knight-Ridder's *The Philadelphia Inquirer* and Tribune Co.'s WPHL-TV in Philadelphia.

A Local News Channel exec in Norfolk noted two stumbling blocks of the Philly opera-

tion—an evening newscast that sometimes scooped the *Inquirer* by airing the next day's news on cable, and paying unionized print reporters additional money for broadcast work. "The *Virginian Pilot* is not a Guild newspaper," said Edward Power, LNC general manager.

LNC viewers in Norfolk see a simulcast or rebroadcast of WVEC's news throughout the day. At 10 p.m., the channel airs its own newscast, produced at the *Pilot's* newsroom.

For Belo, the next market will be in Dallas,

where the resources of Belo's WFAA-TV and the flagship *Dallas Morning News* will be pooled. The newspaper will produce content for the channel, which will likely be carried on systems owned by Tele-Communications Inc. and Marcus Cable. Start-up is expected "within the next six months," Grant said.

Talks are also under way for similar efforts involving Belo stations in

Houston and Sacramento. KHOU-TV may partner with the *Houston Chronicle*, while Sacramento station KXTV is talking with the *Sacramento Bee*. According to a TCI source, the cable operator is "having discussions with Belo about a news service in Dallas...should those discussions prove fruitful, TCI would look to other areas, like Houston [where TCI is the dominant MSO] and Belo has a strong presence." ■



WVEC anchor Kathryn Barrett also broadcasts for the new Local News Channel in Norfolk

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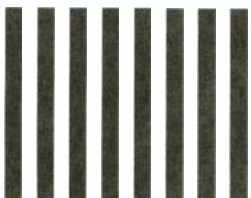
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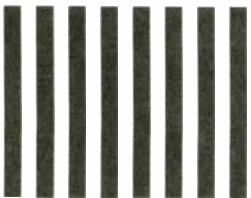
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'Real TV' Gets a Boost in N.Y.

Paramount's sibling rivalry triggers a downgrade for 'Hard Copy'

SYNDICATION / By Michael Freeman

Real TV, the freshman newsmagazine from Paramount, is earning some good ratings grades but is finding it hard getting to the head of the class. With many markets experiencing continuing tightness in prime-access time slots (6-8 p.m.), Paramount has even gone to the extent of offering the access slots of sister magazine *Hard Copy* to jockey *Real TV* into higher-viewing time periods. But only a handful of stations so far have agreed to downgrade *Hard Copy* to make room for *Real TV*. Nearly 60 markets, representing 45 percent of U.S. broadcast coverage, have signed for either renewals, new station sales or second-run repeats of *Real TV*.

Real TV's most significant time-period upgrade so far is in New York, where WCBS has slotted *Real TV* to take over *Hard Copy*'s prime-access position next fall. Jim Picinich, WCBS program director, said *Hard Copy* will be downgraded from its 7-7:30 p.m. slot (to the 4-5 p.m. hour, with Worldvision's *Judge Judy*), so that *Real TV* can share the coveted prime-access hour with Paramount stalwart *Entertainment Tonight*.

Several station reps question how quickly Paramount will be able to press its upgrade campaign for the reality-based strip. "I would have to wonder how high and how fast *Real TV* can soar, taking into consideration the lack of available quality early-fringe and prime-access time periods," said Tom Bumbera, associate program director for Seltel, the New York-based rep firm.

Bumbera cited the major-market station groups' "inter-corporate alliances," including: long-term commitments for King World Productions' *Wheel of Fortune* and *Jeopardy!* through the 2001-2002 season with the ABC O&O station group; the NBC group's production of Twentieth Television's *Access Hollywood* and its equity stake in Warner Bros.' *Extra* magazine; and the CBS O&Os' commitments to *ET* and *Hard Copy* in a number of markets. In addition, the Fox O&Os, Tri-

bune Broadcasting and Chris-Craft/United TV Stations have all staked their futures and major dollars on off-network sitcoms for the foreseeable future.

Yet the New York upgrade is a valuable momentum-builder for *Real TV*, saddled with lower-rated daytime clearances in many top 20 markets. This season in New York, *Real TV* has the noon-12:30 p.m. slot on Tribune's WPIX. In the February sweeps, the show got a mediocre 2.6 rating/9 share average in households on WPIX (NSI, Jan. 30-Feb. 26).

"Our station and maybe one other CBS O&O will be airing *Real TV* next season, so there is no sweetening of an overall group deal to get this done," said WCBS' Picinich.

"In New York, it was just an opportunity for Paramount to get out of a poor time period on WPIX and a much better one on our station."

In a few other key instances since last year's November sweeps, Paramount has agreed to push back *Hard Copy* to lower-rated time periods on stations including KOIN in Portland, Ore. (from 7 p.m. to 4:30-5 p.m.); WSYX in Columbus, Ohio (from 7 to 6:30 p.m.); and WTVW in Evansville, Ind. (from

6:30 to 11:30 p.m.).

Joel Berman, president of Paramount Domestic Television, said that the "scattered" downgrades of *Hard Copy* represent a "small minority" of time periods. Berman added that a "growing," unspecified number of stations are pairing *Real TV* with *Hard Copy* in early-fringe (3-6 p.m.) time periods. "In terms of flow, both shows fit together perfectly and provide a stronger lead-in for [local] stations' early newscasts," Berman said.

In January, CBS-owned WJZ in Baltimore bought the rights to *Real TV* from Scripps-Howard Broadcasting ABC affiliate WMAR. WJZ slotted *Real TV* as a 4-4:30 p.m. (scoring a 5.9/16 average) lead-in to *Hard Copy* (6.6/16). The series' 16 share ranked second in the market, ahead of Warner Bros.' *The Rosie O'Donnell Show* (5.6/14) on WMAR. In Or-



Berman sees pairings in early fringe for 'Real' and 'Hard Copy'

SYNDICATION

Eight of the 16 nationally syndicated talk shows held even or improved on their sweeps ratings in February from February 1996, based on Nielsen metered-market averages. The largest increase was posted by Warner Bros.' *The Rosie O'Donnell Show*, whose 5.8 rating/15 share average (NSI, Jan. 30-Feb. 26) in households was up 50 percent in share over year-earlier time-period levels (3.9/10). While *Rosie* has trended strongly upward since her debut last June, established talk shows posted surprising gains. Columbia TriStar's *Ricki Lake* moved up 29 percent from her year-ago share levels with a 4.1/9 average, while Universal Television's talk tandem of *Sally Jessy Raphael* (3.9/15) and *Jerry Springer* (3.3/12) posted 25 percent and 20 percent increases, respectively. King World Productions' *Oprah Winfrey* held on to her early-fringe talk-show crown with an 8.7/22 average, but *Oprah* did experience a 4 (continued on page 12)

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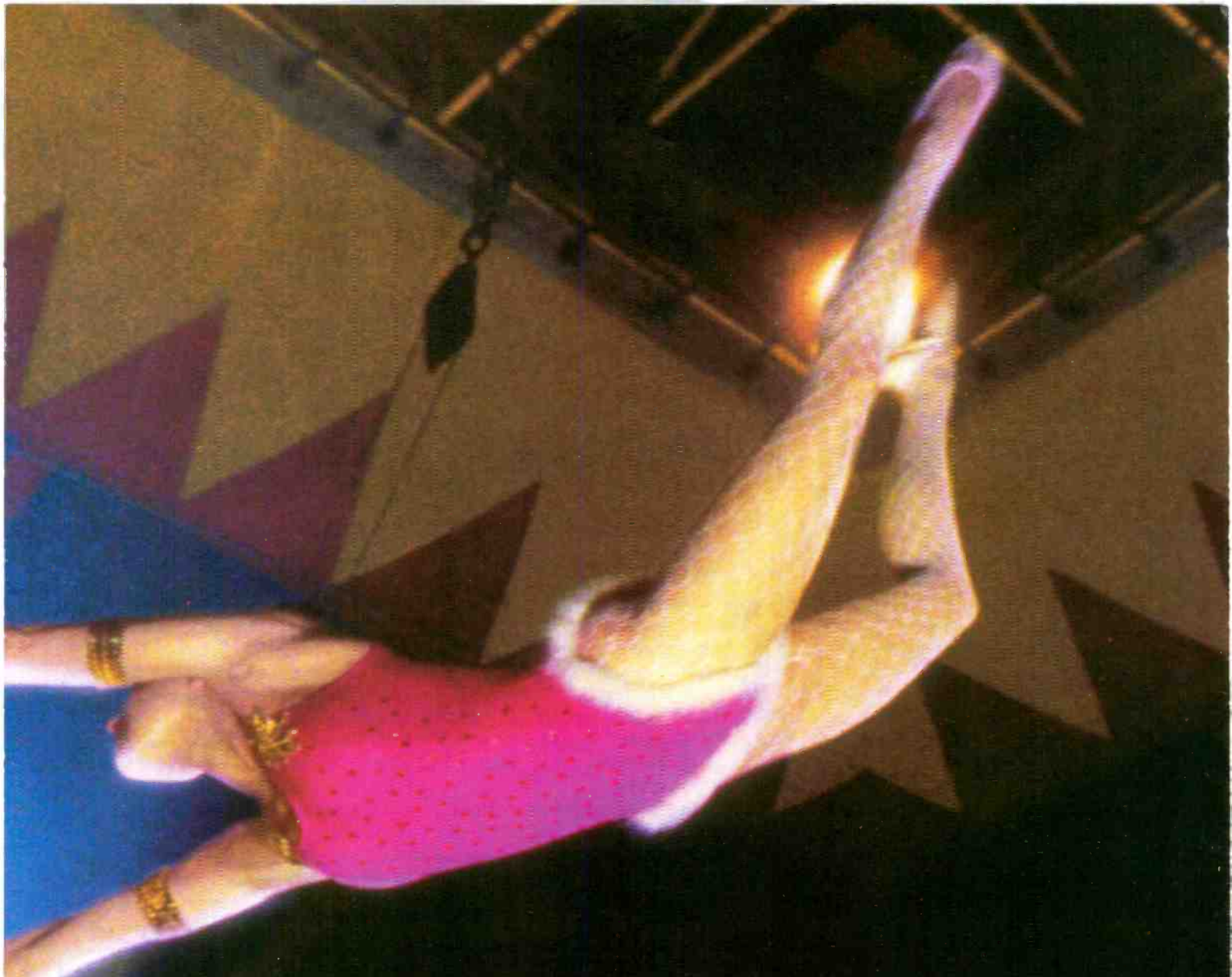
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SYNDICATION

(continued from page 9) percent drop from February '96 averages. Buena Vista Television's *Live With Regis & Kathie Lee* (4.6/17) maintained its hold on the morning daypart but dropped 11 percent in share. Warner Bros.' *Jenny Jones* is recuperating well from her recent legal problems, posting an 18 percent gain in February to a 3.6/13 average. Paramount's duo of *Maury Povich* (4.4/16, up 16 percent) and *Montel Williams* (4.8/12, even) and King World's *Geraldo Rivera* (2.6/9, even) also held their own. "Rosie had the most impressive sweeps, but it is more than a few years since I can remember when all of the preliminary numbers were favorable for so many of the other talk shows," said Ron Martzolf, director of programming for Pety Television. "We'll have to get a better look at how these shows did when all of the [diary] markets come in, but it may be that some of these shows have settled into their own niches." The launch of only three talk shows since last June and the fallout of more than a half-dozen since last season "helped to lessen the cannibalism" of previous years, Martzolf said. There was one casualty of the February sweeps: King World canceled *Rolonda* (Watts) after it posted a 1.9/7, down 10 percent, and no growth during a 2½-year run. Warner Bros.' *In Person With Maureen O'Boyle* (2.4/9, down 10 percent) is in a sensitive position, while Twentieth Television's *Gordon Elliott* (1.6/6, down 25 percent) and Universal's *Pat Bullard* (1.2/8, down 38 percent) are on cancellation watch.

Burl Hechtman, president of King World Direct, left the company when his contract expired on Feb. 28. Hechtman, said a company insider, departed after failing to agree to the terms of a new contract. Jacob Weisbarth, King World Direct vp of operations, will serve as acting president of the direct marketing division until a permanent successor is named, according to a company statement. Hechtman, who was unreachable for comment, joined parent company King World Productions in 1990 as president of cable and special projects and was named to lead the new direct marketing and infomercial production arm in 1993.

—Michael Freeman

lando, Fla., *Real TV* is enjoying its highest ratings among metered markets, posting a second-ranked 10.3/16 as a 7:30–8 p.m. lead-out from *ET* (9.2/15).

Among Nielsen's 35 metered markets during the February sweeps, *Real TV*'s 3.8 rating/8 share average was a 13 percent share increase from November 1996 and February 1996 sweeps averages (both 7 shares).

Meanwhile, all the other syndicated news

magazines either remained flat or lost share points last month compared to February 1996. Twentieth Television's freshman *Access Hollywood* (3.8/8) dropped 20 percent in share from programming formerly in its time periods; Warner Bros.' *Extra* (4.7/10) dropped 9 percent; *Entertainment Tonight* (7.1/12) fell 8 percent; King World's *Inside Edition* (5.5/12) and *American Journal* (4.3/11) remained flat, along with Paramount's *Hard Copy* (4.8/10). ■

Nets Want Spirited Effort

Hollywood conjures up shows with supernatural bent for fall

TV PROGRAMMING / By T.L. Stanley

The backdrop is a violent landscape where spectacular shootouts between cops and robbers are being beamed live onto television screens across the country. Perhaps it's no wonder that viewers and, in turn, the Hollywood community that aims to serve them, are searching for a little calm and spirituality in their TV programming.

Several projects in development, which have received pilot orders from the major networks, have a supernatural bent. At least one sitcom pilot, ordered by ABC, has the same tone. While these projects do not have the outright religious message of a *Touched by an Angel*, benevolent ghosts and do-gooders abound in the shows under consideration for the networks' schedules next fall.

CBS, hoping to keep its otherworldly momentum going from the hits *Early Edition* and *Promised Land*, has ordered three such pilots. Paul Haggis, who created the complex, mesmerizing *EZ Streets* for the network, is executive producer of *Ghost of a Chance*, which features a beautiful ghost who connects with a despairing man. Haggis describes the concept as a romantic comedy with a major contradiction: The character who is dead is more "alive" than the living one.

The idea for a ghostly show came from CBS Entertainment chief Les Moonves, Haggis said. "I think we go through cycles like this, where people want to look at the supernatural," the producer said, mentioning film and television classics *Harvey* and *Topper* as exam-

ples of Hollywood's longstanding fixation with the fantastic. "I want to do this show as long as it's quirky."

Haggis is no stranger to ghost characters, having created one as a producer of the early episodes of *Due South*.

A ghost makes an appearance in another pilot for CBS called *Rag and Bone*. The drama, based on an idea from novelist Anne Rice, gives a twist to the traditional cop show by making one of the detectives a ghost from the 1950s. Set in Rice's hometown of New Orleans, the show will be overseen by Rice, Jim Parriott (*Dark Skies*) and David Goyer (*The Crow: City of Angels*). Columbia TriStar TV produces.

A Warner Bros. show tentatively called *The Travel Agency*, also for CBS, will give its characters a look at their pasts and futures, à la *Early Edition*. And a Columbia TriStar-produced show for NBC, *Sleepwalkers*, intends to combine the scientific with the spiritual.

The sitcom for ABC, called *Teen Angel*, features a young character who dies tragically, only to return as his best friend's guardian angel. Touchstone TV is handling the project.

Media buyer Paul Schulman, president of the New York-based firm that bears his name, said that "bigger-than-life" programming is needed by the networks but cautioned that "the imitators are never as good as the original."

Producers and studio execs predicted that only a few of these projects will actually make it to the air next season. "You can't have the all-afterlife network," Haggis joked. "Maybe an all-afterlife evening." ■



Paul Haggis (left) and Anne Rice will oversee projects with ghost themes



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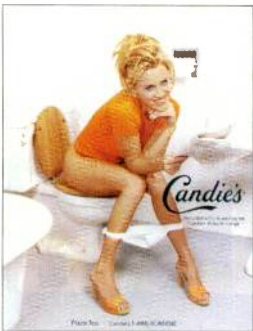
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LETTERS

These Shoes Don't Fit

I noticed this distasteful advertisement while I was scanning my daughter's April issue of *YM* magazine and showed it to a number of people who were equally offended by its crudeness. Perhaps we will all be spared from seeing this tastelessness in the future.



McCarthy's new ad for Candie's

I forwarded a copy of the ad to [Hearst Magazines Enterprises president] John Mack Carter, only to learn that he had already seen it and had pointed it out to his wife and daughter-in-law. I also sent a copy to a fellow I know who is an

executive of MTV. Naturally, I voiced my opinions to *YM* and *Candie's*.

Specifically, I would like to know exactly

what message *Candie's* is trying to convey in this ad. I am also shocked that [MTV host] Jenny McCarthy would "sit" for such an ad, not because I hold her in such high regard, but she is known and can't be that desperate for work. Is it an infantile gesture of being naughty to get noticed?

I am not involved in the media business, but I would imagine that this ad must have been conceived by at least a couple of people, okayed by several others and executed by still others. That is frightening to me. Who are these people and where do they come from?

I would be most interested to learn who was involved in this and hope that they find some other line of work. There is enough garbage in the world.

*Louise Baudoin
Bronxville, N.Y.*

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FORUM

Where does your station stand on the issue of live coverage of police pursuits and shootouts with violent crime suspects?

Bill Lord

News Director, KNBC-TV, Los Angeles

"Our decision to go live is based on a story's news value. In the case of [the bank robbery two weeks ago in] North Hollywood, it was an extraordinary event where the public interest was served by getting the story on the air, particularly for people in that area. We do everything we can to avoid graphic violence during live coverage—we'll often back our cameras off when we think violence will occur. But it can't always be avoided."

Sue Krivelow

News Director, WHDH-TV, Boston

"A blanket policy, in this case, won't work. Obviously, no one wants to cover a situation in which someone will be seriously injured on-camera. I take into account what the police are

telling me and what my reporters are telling me. In the Los Angeles situation, there was a public-safety issue—they wanted to keep people off the streets. The local news channels used mainly aerial shots, eliminating the worry about close-up violence."

Lee Giles

News Director, WISH-TV, Indianapolis

"These kinds of decisions are the toughest we have to make, and it seems as if we're having to make them more frequently. There have been incidents—standoffs with armed men in buildings, for instance—and we've had to make the decision, is this live TV or isn't it? We did cover one of the situations live recently and we second-guessed ourselves after the fact. You have to use judgment—there's not always a right answer."

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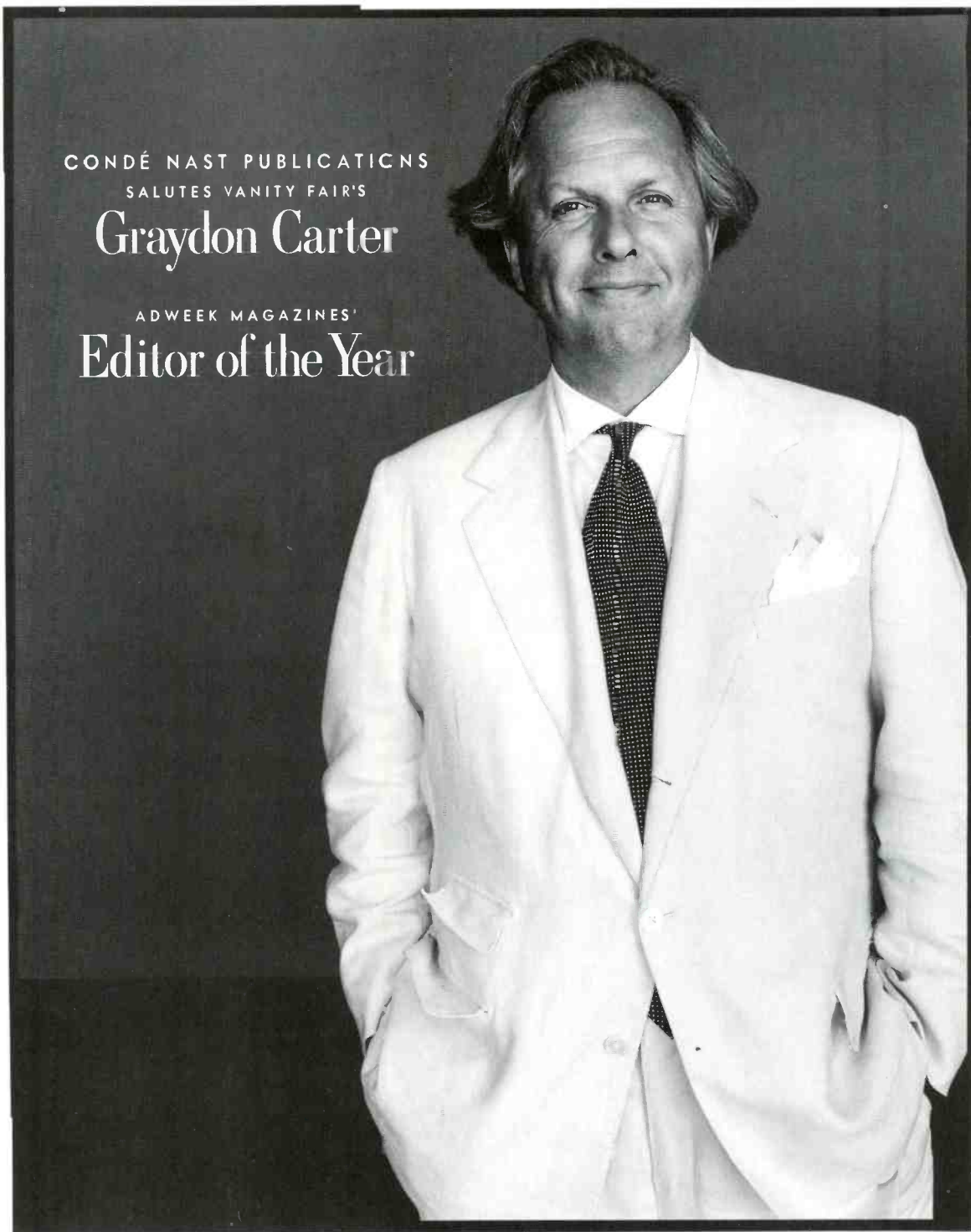
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Magazines

By Jeff Gremillion

A magazine many thought was long dead resurfaces to vilify two of the bigger names in publishing

Here's 'Spy' in Your Eye

Magazine articles come and go. In an industry that packages and sells them like commodities, few make strong impressions—good or bad. A rude and ribald *Spy* feature roundly trashing two top magazine executives, though, is a real stand-out. Photocopiers and fax machines have been working overtime; it has become a must-read. The article, by Bagher Hossein in the March/April issue, makes use of familiar industry-lore off-the-record sources, and some measure of creative license to exco-

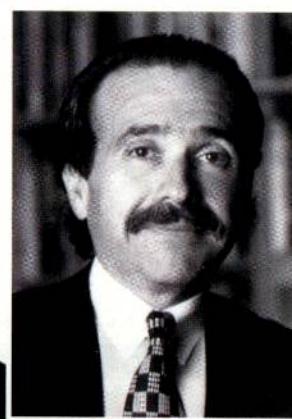
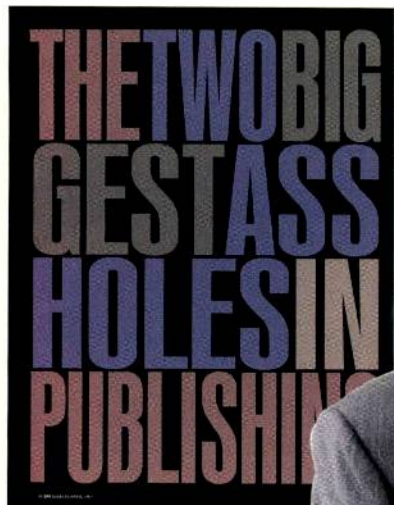
ciate David Pecker, Hachette president/ceo, and Ron Galotti, publisher of Condé Nast's *Vogue*.
"I've never seen anything light up the business like this," one publisher said last week about the buzz—and umbrage—the article is generating. "The conversation never stops."
"It stings," said a Condé Nast confidant of Galotti, who is depicted in the piece as a mobster-wannabe who routinely drives underlings to tears. "He's not happy with it," the Galotti friend said. "He thinks it was an unnecessarily aggressive position to take against him. It was a hostile attack." Galotti, who was traveling in

Europe last week, could not be reached for comment.
The CN staffer characterized the *Spy* piece as "the way Ron used to be. It's a pretty accurate depiction. But he has worked hard to shake that reputation. It really wasn't necessary to bring up all that old news. It was a really low way to get attention. Editors with any integrity would never run that kind of story."
At Hachette, staffers were similarly irked by the piece. "We are not responding," said a company representative, speaking for Pecker. "We

have no comment on that article."
In the *Spy* piece, Pecker is described as having little use for editorial integrity and as an "unusually nerdy" number-cruncher who won the Hachette top job "almost by default."
"That story really pissed us off," allowed one Hachette insider. "David Pecker isn't loved as the ultimate editor's boss, and the showdown with Chris Connelly did happen. [As the *Spy* article recounts, *Premiere* editor Connelly quit a year ago, very publicly protesting Pecker's meddling in editorial matters.] But the story suggests that this sort of thing is just rampant around here. It's not. David typically doesn't get involved at all in the editorial process. David may not have a true love of editorial, but he certainly has a lot of respect for it."
The Hachette source noted that *Car and Driver* regularly "hammers the products of its major advertisers. The publisher doesn't know what's going to be on the cover until he sees it in his mailbox."
Jim Meigs, who succeeded Connelly as editor of *Premiere*, agrees. "David and the rest of the company have been completely aboveboard with me," Meigs said. "He has totally lived up to the agreement he made

with me before I started—that I would have the authority to run *Premiere* without editorial interference."
Bruno Maddox, executive editor of *Spy*, defended the editor, explaining that the magazine's motives were quite simple. "We've decided to start going after people we find aesthetically displeasing and slamming them," Maddox said. "We've been getting a bit bogged down with conceptions of good and evil, and with important, will-it-hold-up-in-court? kinds of stories. But we went after these two for their personal tackiness."

Writer Hossein's credentials aren't clear. A Lexis-Nexis search didn't turn up any previous clips by Hossein, and editors at *Spy* didn't seem to know much about him; he



The *Spy* who loathed me: *Vogue*'s Galotti (left) and Hachette's Pecker (inset)

60 SECONDS WITH...



Nancy Novogrod

Editor, *Travel & Leisure*

Q. Congratulations on making our annual *Hot List* last week. What does it mean for you? **A.** It confirms that American Express Publishing is a player. We've been the little engine that could—we've come from behind.

Q. You also just reached 1 million in circulation for the first time. What are you doing right? **A.** We show travel as a part of life—it's become an essential element of the way Americans live. We are using writers who are not really travel writers. We try to tap into our writers' personal history or passions. We send them places where they've been or where they've always dreamed of going. And we're using photographers who aren't really travel photographers—they come from lifestyle and fashion. **Q.** I was surprised initially to find out how competitive you guys and *Condé Nast Traveler* are. It's fierce. How much time do you spend analyzing what they are doing? **A.** My sensibility is so different that I really don't have to look over my shoulder. We're not showing travel in a conventional way. *Travel & Leisure* is a lifestyle magazine with a strong, cutting-edge service component. I like to present service in a slightly eccentric way. We tend to be playful. It's very spirited and opinionated and quirky. Service is sexy, information is power. **Q.** Where do you like to go on vacation? **A.** I've loved everything I've seen in Asia, from Hong Kong to Burma. I love the American West—Colorado, Wyoming, Montana. I'm a new scuba diver. I just got my certification, off the Island of Maui. There were breaching whales as I made my dive. **Q.** You really do have a dream job, don't you? **A.** It's an incredible job. I can't believe my good fortune. Travel has always been so tempting to me, but never this possible.

could not be reached for comment. "He's a fun guy to talk to," Maddox offered. It should be noted that in the past, *Spy* writers routinely used pseudonyms.

Perhaps ironically, *Spy* editor-in-chief Owen Lipstein is not particularly well regarded himself. In fact, many industry watchers *Mediaweek* contacted for this item said Lipstein—criticized for past failures to pay his employees, poor management skills and general "ill repute"—deserves a prominent place on any list of industry stinkers.

Lipstein did not return several phone calls, but Maddox dismissed the counterattack. The *Spy* piece "isn't about editorial practices," said Maddox, "and, personally, I find Owen aesthetically pleasing."

The piece did accomplish one

thing, which was perhaps the magazine's intent in running it in the first place. It reminded many in the industry that *Spy* is still publishing.

On the Auction Block New York Times to Sell Custom Unit

The New York Times Co. said last week that it will sell its custom-publishing division, which had revenue of \$13.7 million last year. Hachette, already heavy into custom work, would be a likely suitor. A Hachette official would not comment.

Other companies active in custom publishing include Meredith, Time Inc. (particularly through its Sports Illustrated Presents unit) and Time subsidiaries Southern

Progress and Sunset Publishing. But those companies typically work with longstanding advertising clients on projects that adhere closely to a particular editorial slant. None of the seven NYT custom books—including titles for IBM, Blockbuster Entertainment and the Four Seasons Hotels—are brand extensions of any of the Times' sports and leisure consumer books.

Estimating what the unit might fetch isn't easy, says one executive in the custom game. "When you buy a custom-publishing operation, you're buying the talent and the relationships the company already has in place," the exec said. "It's really more like buying an ad agency than a publishing company."

A Walk on the Wild Side Is Three Company, Or Just a Crowd?

Gloria Steinem would be shocked. *Condé Nast* is perpetuating a seamy double standard—or is it a triple standard?

Blanche Vernon, the sex-advice columnist for CN's *Mademoiselle*, exudes caution in response to a reader's question about setting up a *ménage à trois*. "Whoa. Back up, Caligula," writes Vernon in the April issue, due on stands next Tuesday. "Have you spent enough time considering how [a threesome] will change your relationship with your boyfriend?" The columnist goes on to suggest the couple just talk about the "triumvirate" rather than actually going through with it.

Conversely, Allison Glock, sex-meister of CN's *GQ*, answers an almost identical question from a male reader in the March issue with near-reckless zeal. "Make a list of pals who you suspect might be amenable to riding the train," advises Glock, "and then casually suggest hopping on board the next time the three of you are together, and, preferably, in an experimental and open-to-life frame of mind, which is to say, drunk." ■

The Writers' Block

A sample of great writing from a recent issue of a consumer magazine:

"As a nation, we barely managed to suffer through the 1996 election. Now we're watching it all over again in film-noir replay, the underside of politics reduced to its greedy essence."

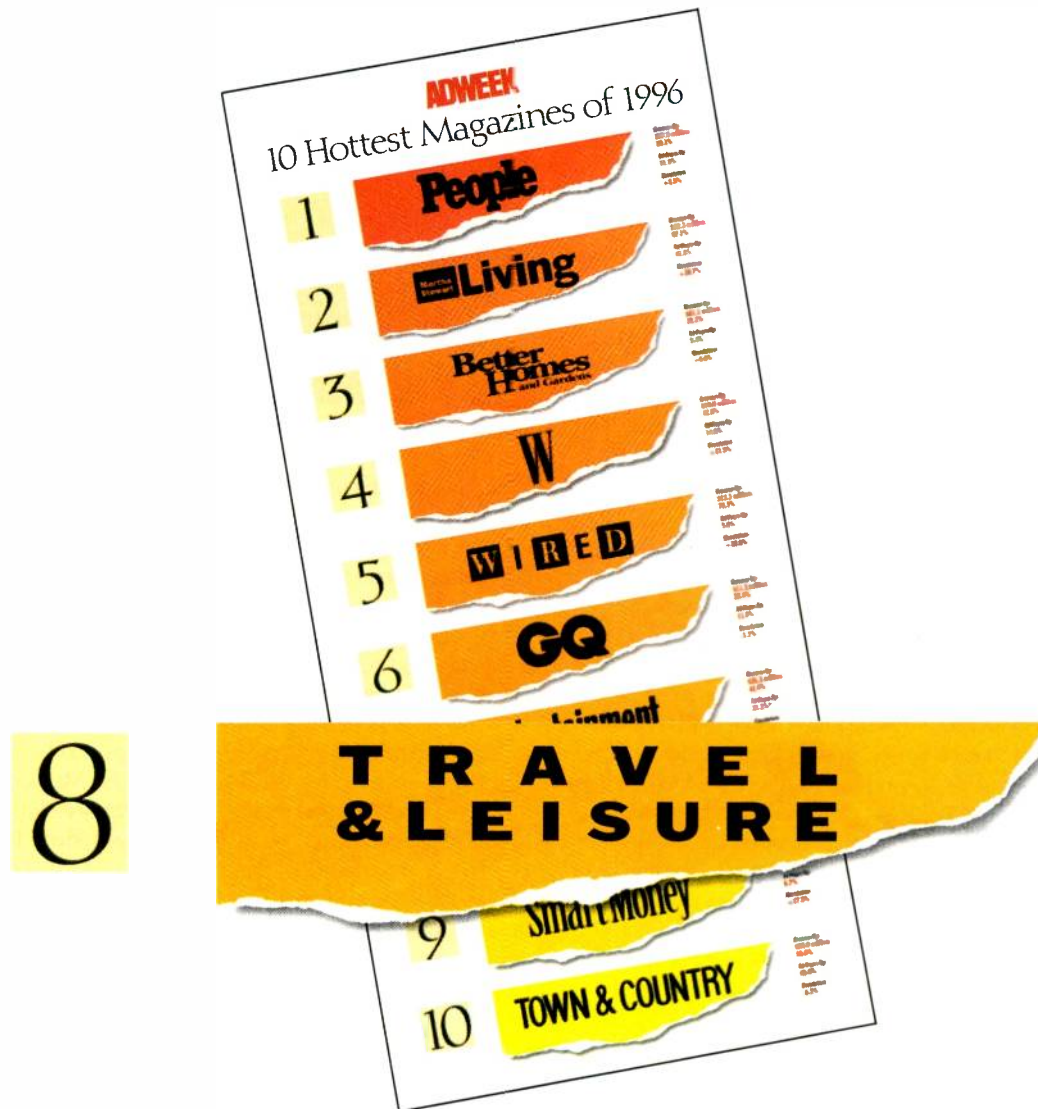
—Howard Fineman
and Michael Isikoff

on President Clinton's fundraising efforts, "Strange Bedfellows," *Newsweek*, March 10

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MOVERS

NETWORK TV

CBS has promoted Jay Fine to senior vp/general manager, East Coast broadcast operations. Fine had been vp/gm of the unit.

CABLE TV

Lou Koskovolis has been promoted to vp of ad sales, eastern division, at ESPN. Koskovolis had been an account executive with the sports network since June 1991. Also at ESPN, Mark Quenzel has been promoted to vp of programming. He had been director of programming... MTV Networks Latin America has named Harry Neuhaus vp of advertising sales. Neuhaus had been vp and regional manager, Latin America, for Turner International.

RADIO

Scott Herman has been named senior vp of news for the CBS Radio Networks. Herman continues as general manager of WINS-AM, New York... Pete Silverman has been tapped as vp of MSG Radio. Silverman will oversee MSG's radio properties, including the rights to the New York Yankees radio package. Since 1994, Silverman had been at SportsChannel, where he was vp of programming and an executive producer.

REP FIRMS

Mark Burchill has been named vp and general sales manager of Petry Interactive, a division of Petry Media. Before taking the post, Burchill spent a year developing Petry's international sales division. Also at Petry Interactive, Scott Cohen has been

The Media Elite

Sonny Rises on Ratings

Everyone on Capitol Hill knows about Sen. John McCain's (R-Ariz.) temper. But nobody was expecting the outburst that came during the Feb. 27 hearings on the new TV ratings system. Like a dozen other politicians with a nose for PR, Rep. Sonny Bono (D-Calif. and the ex-Mr. Cher) had asked to testify before McCain's Commerce Committee on TV violence. Bono had jumped to get on the list when he saw that the original lineup comprised hand-wringing, anti-violence types.

Bono began by extemporizing on his lengthy TV experience, to which McCain snapped: "A lot of us up here have had lengthy military experience, but we don't ask to testify... whenever the Armed Services Committee has hearings." Bono looked like he wanted to crawl under the witness



AP/WIDE WORLD PHOTOS

Bono at the moment of impact during the ratings hearings

table. But he hung on. As "chair" of the Entertainment Task Force (the so-called "Hollywood" subcommittee), Bono said that it might be easier to deal with sensitive, artistic producer types by using the quiet backchannels of his group. Holding televised hearings only 56 days into the new ratings system, Bono contended, was just an occasion for Washington to hit Hollywood on the head and get publicity.

"I wanted to point out that the industry had complied, voluntarily, with what they'd been asked to do. Why didn't [the Commerce Committee] just sit

down first with the industry, instead of calling them on the carpet?" Bono said later through a spokesman.

Bono astutely asked Rep. Billy Tauzin (R-La.) to join the task force recently—Tauzin is the chair of the House subcommittee dealing with TV, the V-chip and ratings, and he is the nemesis of Rep. Ed Markey (D-Mass.), who is already calling for a different ratings system. Bono's spokesman said the congressman will head to L.A. in late March to talk to industry reps about their relations with Washington and the ratings system. —Alicia Mundy

Lippert's Arrival Gives 'New York' a New "Image"

Like some sort of Madison Avenue Dorothy Parker, Barbara Lippert will use her formidable sense of humor and keen eye to skewer and explicate modern trends in media in a weekly *New York* magazine column that debuts today.

"The Image" will "examine the intersection between media and pop culture," explains Lippert, former *Adweek* columnist and ad critic. This week's column takes a look at a massive car

wreck at one such intersection: Howard Stern.

"It's going to be a different take on [him]," assures Lippert, "...about how he's trying to reach more women by billing [his just-out movie, *Private Parts*] as a love story, which is appalling."

Lippert says that advertising will remain under her watchful eye at *New York*. Her column-cum-personal philosophy? "What I really think works best is when you focus on details." —MAH



FRANK VITTORENY

Lippert is sharpening her skewer for a broader target

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MOVERS



Fine climbs at CBS

named vp of business development. Cohen most recently served as director of new business development at New World Communications Group.

PRINT

Susan Bolotin has been named deputy managing editor of *Life*. Bolotin had been assistant managing editor... **Alan Glass** has been upped



ESPN ups Koskovich

to president and ceo of K-III Directory Corp.; he had been chief operating officer. Glass will assume overall executive direction of the company, which publishes *Musical America*, *Pacific Shipper* and *U.S. Custom House Guide*. In 1990, Glass joined International Thomson Transport Press, the company that K-III acquired as a basis for its Directory Corp.



MTV Nets L.A. gets Neuhaus

Dan's the Man at D.C. Press Dinner

No dull affair, the 14th annual Washington Press Foundation dinner on Feb. 27. This black-tie gala, at which veteran CBS anchor Dan Rather received the Excellence in Broadcast Journalism award, was a hoot.

Rather was introduced by CBS reporter Bob Schieffer, who noted that Rather's hair is still pretty dark for a guy pushing 70—which made the crowd roar and made Rather blink. Schieffer also inserted a reference to Rather's mugging by an apparent lunatic 10 years ago, noting that when Rather calls Whitewater special prosecutor Kenneth Starr, he says, "Kenneth, what's the frequency?"

Other honorees included Ann Landers and Dear Abby, the twins, in the flesh. Though Landers and Van Buren each stand about a foot shorter than Rather, they managed to upstage



MICHAEL CARPENTER

Rather's hair held up through the roasting

him, drawing a crowd with their burbling about how they got started in the advice biz.

Rather's moment in the spotlight included a travelogue of his visits to war zones, garbed in mufti. But the best picture of him was the one in the dinner program, showing him in the de rigueur trenchcoat, collar turned up, just like Hollywood's version of a foreign correspondent. What do you think—Harrison Ford for *The Dan Rather Story*? —AM

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Notable Quote

Speaking at the recent Marketing Magazines retail conference in Dallas, *Newsweek* president and editor-in-chief Richard Smith quipped: "For those in our business with patience and deep pockets, there will be money to be made eventually, but I strongly believe that [the magazine industry's financial growth] will come from creative new products that are complements to—not replacements for—our print publications. If that sounds a little like playing both sides of the street, so be it. In fact, I like to think of us as the Tennessee veterinarian who decided to take up taxidermy as well. His new slogan: 'No matter what, you get your dog back.'"

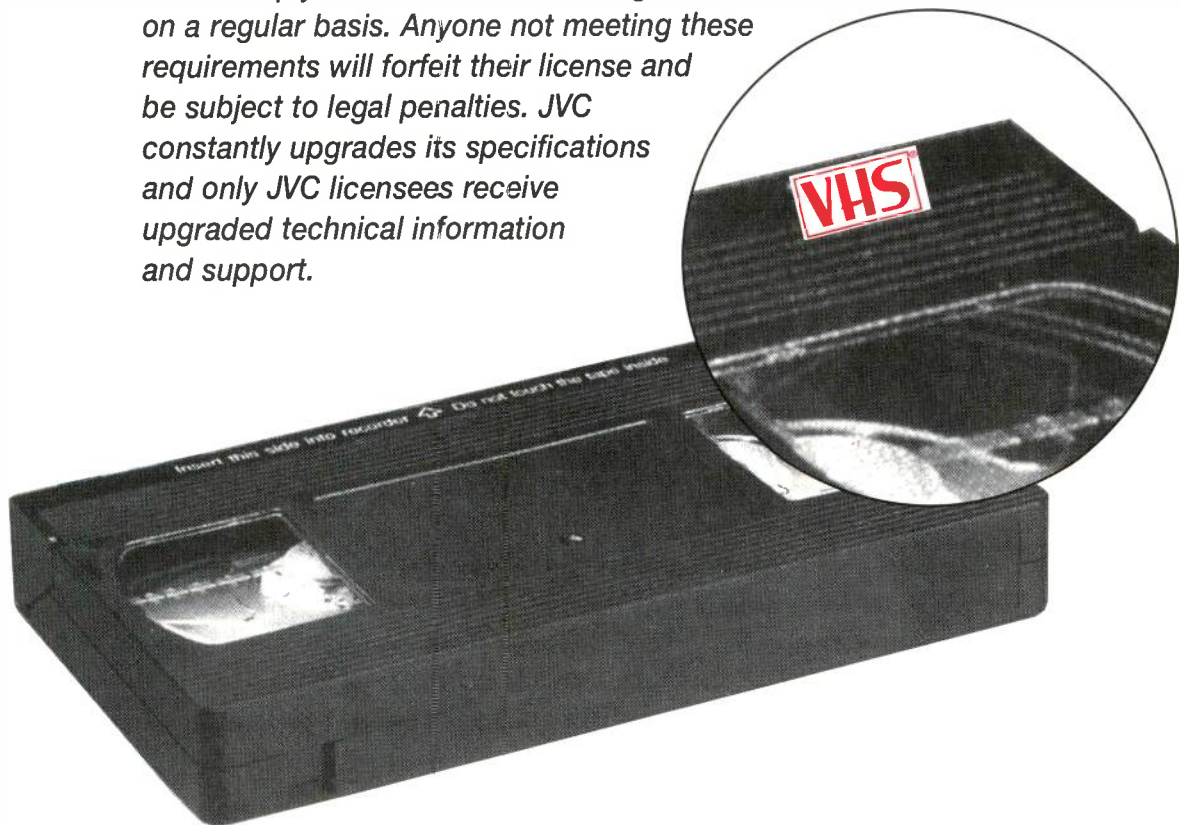


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CULTURE TRENDS

The Hollywood Reporter's Box Office

For 4-Day Weekend ending March 4, 1997 \$2,047,804.

This Week	Last Week	Weeks in Rel.	Picture	4-Day Weekend Gross	Total Gross Sales
1	1	1	Empire Strikes Back	13,145,852	40,220,927
2	New	--	Donnie Brasco	11,660,216	11,660,216
3	2	4	Star Wars	6,856,626	125,081,792
4	New	--	Booby Call	6,429,364	8,005,192
5	3	2	Absolute Power	5,728,082	36,863,422
6	4	3	Dante's Peak	5,268,165	52,335,485
7	5	2	Vegas Vacation	4,558,084	27,252,589
8	6	2	Fools Rush In	3,603,175	21,420,382
9	35	10	Marvin's Room	3,250,409	5,380,309
10	8	1	Rosewood	2,909,767	7,177,238
11	9	11	Jerry Maguire	2,581,293	135,106,602
12	7	2	That Darn Cat	2,495,131	14,273,057
13	10	15	The English Patient	2,228,209	54,745,722
14	11	14	Shine	2,182,618	26,066,924
15	12	10	Scream	1,301,110	83,310,972
16	15	9	Michael	968,438	87,384,255
17	17	13	Sling Blade	880,872	3,197,516
18	31	1	Lost Highway	832,835	1,111,029
19	13	9	Evita	757,665	47,470,268
20	18	22	Secrets & Lies	484,309	8,815,077
21	19	16	Ransom	479,929	134,974,141
22	21	15	Space Jam	343,161	89,837,787
23	14	3	Beautician and the Beast	320,101	10,514,486
24	24	12	Everyone Says I Love You	294,655	8,716,229
25	20	9	Mother	276,143	18,186,928
26	16	2	Dangerous Ground	271,704	4,933,508
27	28	10	One Fine Day	270,122	45,490,879
28	26	9	Hamlet	252,067	3,518,612
29	30	11	Mars Attacks!	193,226	37,471,556
30	25	6	Beverly Hills Ninja	187,079	29,109,303
31	23	1	Blood & Wine	161,353	703,165
32	33	5	Kolya	154,263	966,133
33	29	10	My Fellow Americans	150,027	22,047,804
34	22	6	Metro	137,055	31,045,128
35	45	18	When We Were Kings	135,551	375,690

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MTV's Buzz Clip

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

Week of 3/3/97

Artist/Group: **Fiona Apple**
Song/Video: "**Shadowboxer**"
Director: **Jim Gable**

This 19 year-old, smoky-voiced chanteuse writes and sings with depth and insight beyond her years; she also presents her talents with a self-assured charisma befitting her big-city New York roots. This second single is from her debut LP, *Tidal* -- Beware of the undertow.

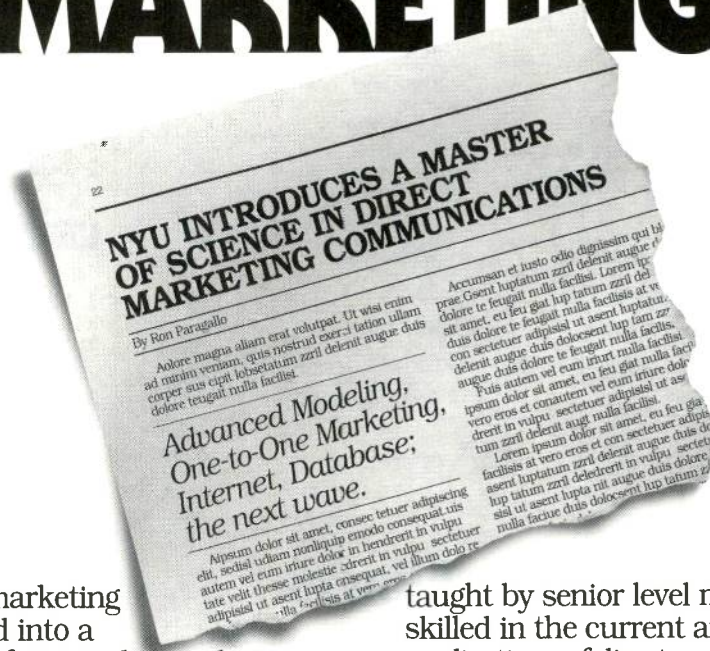
Artist/Group: **Erykah Badu**
Song/Video: "**On & On**"
Director: **Paul Hunter**

Badu's graceful vibe is evident in the poetic, first single from her debut album - *Baduizm*. Her voice - a hint of southern belle forever stuck in her throat - flows like the clearest, sweetest honey. Her phrasing, so reminiscent of Billie Holliday, one momentarily forgets Diana ever sang them blues.

Artist/Group: **The Verve Pipe**
Song/Video: "**The Freshmen**"
Director: **Mark Neale**

***Villians*, the major label debut from Michigan's The Verve Pipe, has a musical scope that defines melodic power pop -- muscular, rough and passionate, yet retaining keen intellectual drive. The band is known for their live performances, which serves as a testament to years of touring. When asked about the future of the band, drummer Danny Brown simply says, "We just look forward to playing and having people know our music, and we're happy to have an album we're proud of."**

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CULTURE TRENDS

Billboard's Top 15 Singles

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

<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	7	Wannabe	Spice Girls
2	3	2	7	Can't Nobody Hold Me Down	Puff Daddy featuring Mase
3	2	1	20	Un-break My Heart	Toni Braxton
4	5	4	15	You Were Meant for Me	Jewel
5	4	2	13	I Believe I Can Fly	R. Kelly
6	7	6	9	In My Bed	Dru Hill
7	6	2	18	Don't Let Go Love	En Vogue
8	10	8	6	Everytime I Close My Eyes	Babyface
9	8	8	3	Don't Cry for Me Argentina	Madonna
10	9	3	23	Nobody	Keith Sweat featuring Athena Cage
11	11	4	11	I Believe in You & Me	Whitney Houston
12	17	12	4	Get It Together	702
13	13	11	15	Cold Rock A Party	MC Lyte
14	14	12	15	Ooh Aah...Just A Little Bit	Gina G
15	15	12	7	On & On	Erykah Badu

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Billboard's Heatseekers Albums

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

<i>This Week</i>	<i>Last Week</i>	<i>Wks. on Chart</i>	<i>Artist</i>	<i>Title</i>
1	2	15	No Mercy	No Mercy
2	10	21	The Verve Pipe	Villians
3	8	5	Bill Engvall	Here's Your Sign
4	5	16	Duncan Sheik	Duncan Sheik
5	3	12	Kenny Chesney	Me & You
6	4	2	Frankie Cutlass	Politics & Bullsh*t
7	6	12	Paula Cole	This Fire
8	14	7	Squirrel Nut Zippers	Hot
9	7	4	Johnny Lang	Lie To Me
10	16	20	Soul Coughing	Irresistible Bliss
11	12	22	Merril Bainbridge	The Garden
12	19	32	Kenny Lattimore	Kenny Lattimore
13	18	27	Ann Nesby	I'm Here For You
14	21	4	Space	Spiders
15	27	7	Sweetback	Sweetback

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MTV Around the World

Week of 3/3/96

MTV Europe

<i>Artist</i>	<i>Title</i>
1. Madonna	Don't Cry For Me Argentina
2. U2	Discotheque
3. En Vogue	Don't Let Go
4. No Doubt	Don't Speak
5. Depeche Mode	Barrel Of A Gun

MTV Latino

<i>Artist</i>	<i>Title</i>
1. U2	Discotheque
2. Sheryl Crow	Every Day Is A Winding Road
3. Cafe Tacuba	Como Te Extranó Mi amor
4. Spice Girls	Wannabe
5. Kula Shaker	Tattva

MTV Brasil

<i>Artist</i>	<i>Title</i>
1. Kid Abelha	Te Amo Pra Sempre
2. Viper	8 de Abril
3. Raimundos	Puteiro Em Joao Pessoa
4. Shaggy	Boombastic
5. Smashing Pumpkins	Thirty Three

MTV Japan

<i>Artist</i>	<i>Title</i>
1. U2	Discotheque
2. Spice Girls	Wannabe
3. Kula Shaker	Tattva
4. Blur	Beetlebum
5. Jamiroquai	Cosmic Girl

MTV US

<i>Artist</i>	<i>Title</i>
1. Jewel	You Were Meant For Me
2. Spice Girls	Wannabe
3. Live	Lakini's Juice
4. The Wallflowers	One Headlight
5. Aaliyah	One In A Million

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*Diana Van Leuven, Marketing Research
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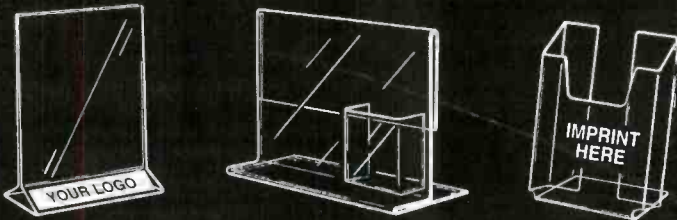
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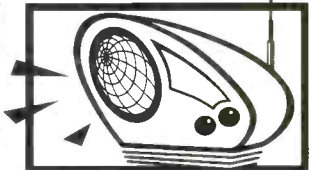
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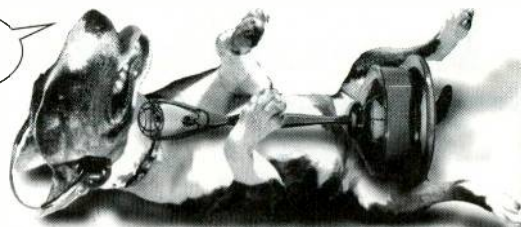
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We are looking for a candidate who is assertive, goal-oriented, flexible, possesses excellent oral & written communication skills. Minimum 4-6 years media sales experience, college degree and valid driver's license required.

We offer a competitive salary plus commission and comprehensive benefits. Please fax or send your resume with salary history & requirements to (Please, no calls):

3M MEDIA Networks, Inc.

Attention: Human Resources
985 Old Eagle School Road
Suite 519
Wayne, PA 19087

Fax: (610) 975-0388

Principals Only EOE-M/F/D/V

MEDIA SUPERVISOR

We're in the leadership business and need a smart and aggressive Media Supervisor at our rapidly growing \$20M agency located in Hilton Head, SC. 5-7 years experience in both broadcast and print. Responsibilities include Business to Business and Consumer media, research, planning and buying. Computer literacy essential. Fax resume to: The Anderson Communications Group (Attn: John Parker) 803-686-3711.

**PRODUCTION
& TRAFFIC
MANAGER**

Leading Jewish non-profit organization needs detail-oriented production/traffic pro to assist creative director in busy marketing/communications dept. Must have excellent organizational skills & ability to manage heavy art dept. work flow to internal print shop & outside vendors. Knowledge of all aspects of advertising & promotion print production, MAC computer & pre-press design, & media estimating/ placement required. Min 5 years experience preferred. Salary commensurate with experience.

Fax resume to: (212) 836-1622

National Sales Manager

National Sales Manager needed at KTBC/KVC-TV in Austin, Texas. National sales experience a plus. Proficient in ratings, negotiating and research; customer focused; possess a strong work ethic.

Mail resume and cover letter to:
Human Resources, Attn: GSM, Ref: NSM
KTBC/KVC-TV
19 E. 10th Street, Austin, TX 78701
No phone calls, please. EEO Employer.

ATTN: FREELANCERS

ADWEEK can offer you the exposure you need in our **Services & Resources** section. If you need to get your service out to the people who matter, **you need to advertise now.** Call for info 1-800-7ADWEEK.

Classified Advertising
1-800-7-ADWEEK

HELP WANTED



MEDIA RESEARCH

JWT has exciting opportunities throughout our US offices for Research Analysts and Supervisors with 2-7 years of advertising or media-related experience.

Qualified candidates must have strong knowledge of media research sources (MRI, Nielsen, Simmons) and computer systems (IMS, Donovan, flowcharting); experience evaluating media research services and analyzing qualitative and quantitative data. Excellent communication, presentation, writing & computer skills required. Modeling, statistics and database knowledge a plus for the Supervisor position.

For confidential consideration, send resume/salary requirements (& geographic preference) to: J. Walter Thompson, 466 Lexington Avenue, New York, NY 10017, Attention: Department MC, 4th Floor, or FAX (212) 210-7130. EOE M/F/D/V.



Advertising

Rock Solid Opportunities.

Prudential is America's largest insurance company and a world leader in financial services. Currently, our fast growing in-house ad agency has the following opportunities available in NEWARK, NJ:

Advertising

Advertising Designer

We're seeking an exceptionally talented and versatile hands-on designer with substantial experience designing newspaper and consumer magazine advertising. You must be Mac-proficient. Design experience with direct mail kits, collateral and web sites is a plus. Experience with blue chip financial services, insurance and healthcare advertising is also a plus. **Dept NPR0237AW**

Marketing Writers

We're seeking a couple of high energy marketing writers to produce crisp, high content marketing and advertising materials. Including print ads, direct mail, collateral and employee communications. **Dept NPR0238AW**

Direct Marketing Account Executive

We're seeking a high energy person with depth of knowledge and experience managing a variety of direct marketing projects (magazine and television). The ideal candidate has 3-5 years experience as an Account Executive at a major DM Ad Agency. Insurance and Financial services experience is a plus. **Dept NPR0239AW**

Technical Support Supervisor

We're seeking a systems support individual with a strong graphic arts background. You must be an experienced troubleshooter able to run and service equipment, solve network log jams, archive work, and be fluent in both Macintosh and PC protocols. A college degree in computer science or management, or equivalent pre-press/printing operations related experience is preferred. **Dept NPR0240AW**

Prudential offers a competitive salary commensurate with experience, a comprehensive benefits package, and opportunities for advancement. For immediate consideration, please send a scannable (clean, clear, no graphics and unfolded) copy of your resume, indicating position desired by including the appropriate department code listed above, with salary requirements, to: Box BHA5918, 437 Madison Avenue, 3rd Floor, New York, NY 10022; Fax (201) 367-8024. **(Only those resumes which include the appropriate department code will be considered.)**



Prudential

We are an Equal Opportunity/Affirmative Action Employer and are Committed to Diversity in Our Work Force.

SALES/ACCOUNT EXECUTIVE

Business Media Group, an established media company of business and computer magazines seeks aggressive, seasoned sales professionals to join our growing Northern California and New England territories. Candidates must have a minimum of 3 years experience selling magazine advertising to the electronic publishing and/or small business industries. Responsibilities include new business development and account management of sales region. Must have strong communication and presentation skills.

If you have the drive and initiative to meet this challenge, please send/fax resume to:

Business Media Group
Human Resources
462 Boston Street
Topsfield, MA 01983-1232
Fax: 508-887-3177

Advertising Sales

Place-based media company has opening for junior-level marketing executive with 2-3 years experience in HBA or national food client base. Candidate must be: highly-motivated, entrepreneurial & articulate. This is a career spot with solid growth opportunity including partnership potential.

Fax resume with salary expectations to: 201-744-4222

Print Production Manager for Mid-Town NYC Agency

Young communications firm needs an expert to join the creative team. Minimum of 5 years with agencies or printers, delivering exceptional work from complex designs. Must keep up with latest printing technology, uncoated paper developments and bindery techniques. Needs experience estimating, negotiating with suppliers and managing multiple projects. Sense of humor needed. So is press check experience. *Please send your resume and salary requirements to our NC office.*

FGI

206 West Franklin St., Chapel Hill, NC 27516
Or fax to 919-932-8814.

No phone calls, please.

FGI is an Equal Opportunity Employer.

SALES ASSISTANT

Major magazine company needs a highly motivated & well-organized assistant to work with our publisher and two sales managers. You should have a college degree, a great phone manner, and proficiency with Windows 95 and ACT! Software. You must be attentive to detail and at ease in a fast-paced office. And you should have at least one year experience. **Fax your resume & salary history to:**

(212) 536-5353

Attn: Jody

We're an equal opportunity employer.

COPYWRITER

12-person agency with national and local accounts needs experienced writer with a sense of humor.

Send some stuff to
The Dan Rosenthal Co.,
3 Bethesda Metro Center,
Bethesda, MD 20814.

Reach your ad community in
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CALL 1-800-7-ADWEEK

HELP WANTED

Strong New Business Experience
In The North?

WE'D LIKE TO TALK TO YOU IN THE SOUTH.

Highly successful N.C. based 4 A's advertising agency with offices in Greensboro and N.Y.C. seeks Account/New Business pro for continued growth. Candidate must have strong agency background with the ability to think strategically—along with a proven track record in winning client confidence and generating new business. Excellent communication skills and 10+ years agency experience essential. While New York based, position requires some shared time in N.C. and could lead to heading up N.Y. office. Send or fax resume in confidence to Cathy Allen, Coyne Beahm Inc., 8518 Triad Drive, Colfax, N.C. 27235, Fax: 910.996.7789.

C O Y N E  B E A H M

marketing & advertising

NORTH CAROLINA / NEW YORK

ACCOUNT SUPERVISOR-PR/PROMOTIONS

PR/Promotions group at integrated marketing communications agency seeks strategic, savvy and passionate account supervisor who demands great work for two separate positions.

Position requires 6-10 years media relations experience as well as a strong background in developing and implementing innovative promotions and events. Background in interactive, retail & food franchises necessary - entertainment or music industry experience a plus. Some travel required. Knowledge of marketing/advertising is key. Heavy media relations a must.

Position requires 6-10 years experience in event marketing, publicity, and promotions and background with major retailer. Position will require strong knowledge of developing, planning and executing grand openings, national and local market special events. Entertainment or music industry experience a plus. Travel. Knowledge of marketing/advertising also key.

Please send resume and salary history and designate which position you are applying for to:

Human Resources/PR
Kirshenbaum Bond & Partners
145 6th Avenue, New York, NY 10013
www.kb.com

PR Senior AE

We're a growing downtown Boston PR, marketing and events agency looking for a PR pro with 5-8 years of experience to fill a newly-created senior account executive position working on a variety of consumer and healthcare clients. Our new SAE will manage day-to-day account activity, write, pitch, supervise staff and participate in new business development.

Your background can be either agency or corporate, but you must be a team player with superior writing, media relations, communications and interpersonal skills. You'll work in a creative, stimulating, interactive setting, with unlimited growth potential.

Send resume and cover letter to: The Castle Group, 60 State Street, Suite 700, Boston, MA 02109, Attn. Sr. AE Search, Fax 617/854-6571. No phone calls, please.



MEDIA DIRECTOR

Growing Southeast agency with national consumer and business-to-business accounts is looking for a Media Director. Must have 10 years agency experience in buying and planning with an emphasis on print, strong negotiating skills, solid managerial background, client presentation skills and a desire to work in a team-oriented environment.

FAX or mail resume with salary requirements to:

Director of Client Services
KB&A Advertising
200 N. Main St., Suite 201
Greenville, SC 29601
FAX: 864-242-5159

SR. ART DIRECTOR & SR. WRITER

NJ, Western Morris County Ad Agency seeking writer and art director w/a minimum of 7 yrs. exp. (NY agency exp. preferred). Must be able to conceptualize and work well as a team and independently on consumer and business to business. Fax or mail resume w/salary requirements to:

General Manager
FAX: 908-879-2569
P.O. Box 721
Chester, NJ 07930

ACCOUNT EXECUTIVE

Gillespie is looking for a seasoned account executive. Must be able to run accounts, present well, handle organizational details, supervise AAE, and develop strategic approaches. Experience in healthcare, home furnishings, or real estate a plus. Position needs to be filled quickly. Send resume with salary requirements to:

Director Human Resources
Dept. H
Gillespie
PO Box 3333
Princeton, NJ 08543
FAX (609)895-0222

Advertising Sales

National Accounts Manager

SECURITIES INDUSTRY NEWS, the weekly national financial newspaper from Thomson Information Services & The American Banker/Bond Buyer, seeks an accomplished sales professional with a minimum of 5 years experience. We require a self-starting, innovative thinker to develop large, international financial services relationships at the senior-most level. Travel required. We offer an attractive compensation plan and an unlimited growth opportunity. Send resume & salary requirements to: Dept. BH, Securities Industry News, 1 State Street Plaza, NYC 10004. Fax: 212/843-9610. E-mail: denoia@tnf.com eoe m/f/d/v. No Call Please.

SECURITIES INDUSTRY NEWS

PRINT PRODUCTION FOR N.Y.C.

FASHION ADVERTISING AGENCY

Experience required to assist with all phases of production, to include web, offset, and digital printing, color separations, and graphics. (MAC literate).

Fax resume to:
(212) 243-5305

PRODUCTION OPPORTUNITIES

Large NJ Event Marketing agency with solid growth has positions open in several levels of Production Dep't. Candidates must have 2-3/5+ yrs mgt exp with touring/implementation programs and be motivated to work in a high energy, top quality environment. Passionate, get-it-done personnel may fax resume to:

(201) 890-1661
ATTN: Production Dep't.

SELL FOR SCREENVISION

Screenvision Cinema Network, the country's leading national cinema marketing company, needs a super salesperson for the Eastern Region. Join this exciting company and be a part of their strong growth. We are looking for a salesperson with tenacity and five years minimum experience. If you would like to own a piece of Hollywood, send your resumes with salary requirements to:

Screenvision c/o Ed Torres
597 Fifth Avenue
New York, NY 10017

COPYWRITER/ MUSICIAN

You play guitar or keyboards. You have written great consumer ads. And technical collateral material, too. We're a LI agency looking for a hot full time or freelance copywriter. Send samples of your best stuff, your resume and rates to:

FHP, Suite B
125 Wireless Blvd.
Smithtown, NY 11787

PR Executive

Public Relations Executive needed for In-House, Sports and Training facility in central Florida. Must have strong communication and writing skills and computer experience. Please send resume, writing samples and salary requirements to:

Dept 00441, ADWEEK,
5055 Wilshire Blvd.,
Los Angeles, CA 90036.

STRATEGIC PLANNER

We are looking to hire a strategic planner who has worked in an ad agency on financial service accounts. Previous exp. in dealing w/creative and account management departments. Please send or fax resume with cover letter indicating salary history to:

Bozell Worldwide, Dept. SPB
40 W 23rd Street, NY, 10010
Fax: 212-463-8419

Photo Agency Sales Rep

17 year old international agency seeking experienced sales reps in LA, Denver, NY.

info@stockimagery.com
fax 303-293-3140

HELP WANTED

**TWO OPPORTUNITIES
MANAGEMENT SUPERVISOR**

We are a leading integrated marketing communications agency seeking a Management Supervisor to be the lead manager on a major consumer products account. Individual must have at least 6 years agency experience with an emphasis in direct marketing. Ideal candidate will also have a strong traditional advertising background in print (consumer and trade) and broadcast. Experience with service or retail accounts a plus. Must possess strong managerial, presentation, writing, and PC skills. Account requires heavy travel.

ACCOUNT SUPERVISOR

Seeking Account Supervisor to work on a variety of accounts including consumer, business to business, hi-tech, and financial. Qualified candidate will have at least 4 years traditional agency experience. Self-starter with strong strategic orientation a plus. Experience on integrated accounts with direct marketing, print, and broadcast ideal. Must have strong presentation, writing and PC skills.

POPPE TYSON

40 West 23rd Street - 5th Floor, New York, NY 10010
Attn: Human Resources Department - MP
Fax #: (212) 367-4045
EOE/AA and M/F/D/V

**While others may offer you a job,
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Due to tremendous growth -- **Western International Media** -- Nation's largest full service, media management company -- has immediate openings for our Outdoor Services Division nationwide:

- Sr. Account Executive - Dallas
- Account Executive - Dallas
- Account Executive - Chicago
- National Accounts Coordinator - San Francisco
- Operations Coordinator - San Francisco

We are looking for energetic self-starters who thrive in fast paced environments. Positions require 1-3 yrs ad agency, media buying/planning, and/or account management exp. Outdoor/ out-of-home exp. helpful. Must have xint customer service, written/verbal communication, and computer (Word/Excel) skills. Detail oriented, well organized, able to handle many projects at once, and Bachelors degree a must. May be required to travel. Please specify position and submit your resume to:

Western International Media
Attn: Human Resources - OSI
8544 Sunset Blvd.
Los Angeles, CA 90069
(310) 652-1373
www.wimc.com

Only resumes with salary requirements will be considered. NO phone calls please. EOE

Account Executive Not Wanted

We're looking for a thinker whose title happens to be Account Executive. Someone who can write a brief as creative as the work they expect it to inspire. Who can do a media plan they're so proud of, they talk about it at a cocktail party. And get people to listen. We're looking for someone who won't stop thinking of non-traditional ways to grow our clients' businesses. Who wants to be a star. Who is passionate about the work, the work, the work.

Convince us by fax. (212) 219-0992. Dweck & Campbell.

SENIOR FINANCIAL WRITER

AIM Management Group Inc., based in Houston, is one of the nation's top mutual fund managers. Disciplined investments, distinctive management and clear strategies are the fundamentals that put us on the map. An entrepreneurial spirit, progressive thinking and a focus on the bottom line keeps us out in front.

Our Retail Marketing department currently offers an exciting opportunity for an experienced Sr. Financial Writer. Based out of corporate headquarters in Houston, TX, you will be responsible for creating, writing, updating, and producing public and broker sales literature, videos and CD-ROMs for The Aim Family of Funds. You will also serve as project manager, coordinating schedules, design, typeset and production for assigned projects.

This position requires a minimum of 5 years experience as a writer or communications associate and a Bachelor's degree in business marketing, journalism or English. The ideal candidate will possess superior writing, editing, and designing skills, have a clear understanding of the production process and cost analysis, and thorough knowledge of Macintosh computers and related software. Experience working for an advertising agency, mutual fund company, commercial bank or other financial institution is preferred.

When it comes to employee motivation, AIM Management is right on target. We offer a generous salary, relocation assistance and benefits package, a defined career path and a company sponsored 401(k).

We also make the application process extremely user friendly. All you have to do is call our 24 hour/7 day toll-free number anytime. If you appear to be a match, you will be re-contacted promptly. We're an equal opportunity employer.

1-800-348-2221

Or e-mail
recruiter3@aimfunds.com

Please visit our website at
www.aimfunds.com



**There's room in our refrigerator
for a Creative writer.**

Small suburban Phila. Ad agency has immediate opening for a Creative writer. Must be able to write in a variety of styles and tones. Partner with AD's to develop projects. Financial services experience a plus. Need to be a team player, detail oriented, w/creative flair. We're growing fast, so fax a resume, salary reqs. and 3 samples soon, or you may have to eat out.

Fax: 610-873-3454
Attn: Creative Director

**DIRECTOR
OF VENDOR SALES**

If you have strong organizational & communication skills, are creative & a leader, you may qualify for WDBZ-FM's Director of Vendor Sales. Must have experience as retail buyer, manufacturer's rep or distributor, broker sales rep or vendor sales experienced broadcast AE. Work with retailers, must be effective in working with manufacturers, distributors in creating & implementing consumer driven marketing programs.

Call 212-822-4596
to request application.

EOE

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Acct Supvrs.....To \$80,000
Sr Acct Execs.....To \$55,000
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MARKETING

Database Analyst Mgr.....\$50-90,000

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212-818-0200

or fax to 212-818-0216

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PUBLIC RELATIONS PRO

High profile, award winning production & design company needs a PR Pro to develop and execute communications strategy and plan, including targeted press releases, competition entries, speaking engagements, press relations, etc. that reflect company's image and leadership position in industry. Position reports to COO. Minimum of 5 years experience required in film, entertainment, production, advertising or interactive environment. Must be self-starter with can-do attitude.

Send resume in confidence to:
ADWEEK Classified, Box 3958
1515 Broadway, 12th fl.
New York, NY 10036

We are an equal opportunity employer.

Account Supervisor & Account Executive

TBWA Chiat/Day is seeking two motivated individuals for immediate placement in its Southeast full-service office. Both should be dependable team players with agency experience, production skills, good working knowledge of all agency departments, and the desire to work in a progressive and dynamic environment! (Automotive experience is a plus.)

AS should also have the ability to independently oversee all day-to-day operations of the account.

Please fax cover letter and resume ASAP to:

Tammi Martray
(904) 285-4554

No calls, please.

WE'RE LOOKING FOR TROUBLE. YOUR TROUBLE.

If the small ad agency you own is giving you a headache forget the aspirin and call us in the morning. Because we can turn your headache into gold. For both of us. As a medium sized ad agency looking to expand we have the creative talent, the organization and the ability to structure an arrangement with you that will relieve your headache, make us both very happy and very successful, too. The same possibility holds true for Account Execs who control their business.

So call Richard Lipman at
212-684-1100,
or drop a note to him at
LRG Advertising
470 Park Ave. S.
NYC, 10016

GRAPHIC DESIGNER

Growing advertising & Internet development agency is seeking individual fluent in Graphic Design and HTML 3.2. Skills include understanding of Web Site design media, HTML 3.2, Gif, JPEG, PNG. Knowledge of industry standard graphic programs a must, Illustrator, Freehand, Photoshop as well as have some experience in 3D Design and animation. Candidate should also be familiar with Director Studio, Strata Vision, BBedit Pro, Extreme 3D, RayDream Studio, Strata Studio, Bryce, and Poser.

Fax or mail resume and salary req to:
Intersphere attn: JDE
Fax: 215-540-8176
595 Skippack Pk. Ste. 300
Blue Bell, PA 19422

AD SALES

If you have experience working in the creative community, we want to talk to you! Magazine edited for ad agency creatives and graphic designers has opening on sales staff for someone with a proven track record serving this category. If you have experience calling high technology, stock photography, and paper mill accounts, internet experience (a plus!), and have 5 years sales experience, and look forward to developing an existing account list plus pitching new, unsold ones, send your resume, along with a cover letter stating salary history and requirements to:

ADWEEK Classified, Box 3960
1515 Broadway, 12th fl
New York, NY 10036

ACCOUNT MANAGEMENT PHILADELPHIA

Bozell Worldwide is currently seeking qualified applicants with two to four yrs. of advertising exp. for a multi-unit and/or retail client. Must have hands on exp. in the implementation of local promotion and possess strong communication skills. B.A. degree w/ fast-food/retail exp. preferred. Please fax or mail resume w/salary history/requirements to:

Bozell Worldwide
Attn: Jim Bogard
535 S. ANTON Blvd., Suite #700
Costa Mesa, CA 92626
Fax # 714-708-9299

INTERACTIVE SALES

Established NYC Communications Company has opening for interactive services sales/account executive. Must have strong presentation skills, minimum of 3 years related experience, existing client base. Fax resume to:
(212) 807-3599

MILROD ASSOCIATES EXECUTIVE SEARCH

Immediate, national opportunities for direct response executives. Account, Database, Product Management.

Fax: (609) 683-8221
Tel: (609) 683-8787

Senior Account Executive

For Ad Agency, detailed organizational skills, dynamic personality, min. 8 years experience, background in travel/tourism.

CALL 305-895-8430
or FAX 305-892-9611

FILM & TV JOBS

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

MEDIA BUYERS

Highly visible media independent has openings for freelance and permanent buyers with strong experience in spot TV and radio. Must be sharp, energetic, with good follow-through skills and ability to negotiate with confidence. Fast pace and lots of opportunity. Good salary/bnfts.

Resume to:
P.O. Box, 1455
Murray Hill Station, NYC 10156

SENIOR ART DIRECTOR

Top Atlanta ad agency seeks experienced art director with well-rounded portfolio. National accounts, print and broadcast.

Fax resume to Marjorie Gippert at
Adair Greene (404) 351-1495.

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www.rga-joblink.com

Roz Goldfarb Associates
(212) 475-0099

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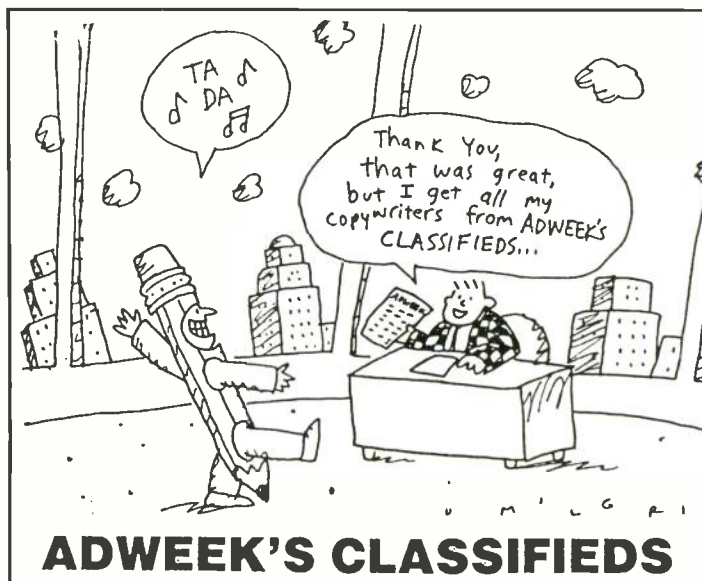
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ADWEEK'S CLASSIFIEDS

CALENDAR

The NYC chapter of American Women in Radio & Television hosts "Broadcasting: The Challenges Ahead," an address by FCC commissioner Susan Ness, March 11 at the Hotel Intercontinental. Contact: 212-481-3038.

The Association of National Advertisers presents a **Television Advertising Forum** March 12-13 at the Plaza Hotel in New York. Contact: 212-697-5950.

The **National Cable Television Association annual convention** will be held March 16-19 at the Morial Convention Center in New Orleans. Contact: 202-775-3669.

The **Internet and Electronic Commerce Conference & Exhibition**, sponsored by the Gartner Group, will be held March 18-20 at the Jacob Javits Convention Center in New York. Contact: 203-256-4700, ext. 115.

Variety magazine and international investment bank Schroder Wertheim will cosponsor a conference entitled "The Business of Entertainment," April 1 at the Pierre Hotel in New York. Keynote speaker will be Time Warner ceo Gerald Levin. Contact: 212-492-6082.

The **Television Bureau of Advertising** will hold its annual **marketing conference** April 7-8 at the Las Vegas Hilton. Contact: 212-486-1111.

The **Association of American Advertising Agencies** will hold its annual **meeting and management conference** April 9-11 at Turnberry Isle Resort in Aventura, Fla. Contact: 212-682-2500.

Media Notes

NEWS OF THE MARKET

Fox Winds Up for Baseball

FX and Fox Sports Net last week announced a 26-week schedule of national and regional cable telecasts of Major League Baseball games. The package, representing perhaps the most expensive MLB coverage ever by any network, kicks off April 4 with two preview games. Highlighting the schedule will be the first-ever televised regular-season inter-league game, on Thursday, June 12, when the National League's Colorado Rockies visit the Seattle Mariners of the American League. FX, the flagship basic cable sports channel of Fox/Liberty Networks, will offer a Monday-night package of regular-season telecasts, including separate East Coast and West Coast feeds. The eight regional Fox Sports Net cable networks will also feature two regional feeds for FSN outlets to pick up as part of a national Thursday-night package. ESPN is the only other national cable network holding rights to MLB telecasts (Wednesday nights). Fox officials say that each of the regional FSN channels will also be able to pick up the early East Coast and late West Coast feeds in addition to their local-team cablecasts. Combined with the regular-season Saturday national telecasts on the Fox broadcast network, Fox officials estimate that the three nets—Fox, Fox Sports Net and FX—will account for more than one-third of all televised MLB games this season.

Honda Serves V-ball

The Association of Volleyball Professionals has signed American Honda as an official sponsor of the Miller Lite/AVP Tour. The one-year, mid-six-figure deal will include commercial units and in-show billboards and vignettes on

each Fox Sports Net broadcast and spots on each NBC Sports telecast of games in the two-man beach volleyball tour.

Gaylord Taps London for COO

Gaylord Entertainment, fresh from selling its majority stakes in The Nashville Network and Country Music Television to Westinghouse, has tapped its chief financial officer to become the company's new chief operating officer. Terry London, who had a hand in the sale of the cable nets to Westinghouse, fills a long-vacant spot left by previous coo

Richard Evans, who moved on to become president/ceo of Huizenga Sports. Gaylord still controls CMT International and Z Music, a religious music-video service, as well as several theme parks, hotels, a record company, two TV stations and three radio stations.

Aykroyd to Spin Off From Allen?

Dan Aykroyd may end up as the star of *Wind Dancer's Home Improvement* spin-off, playing a minister who lives down the street from Tim Allen's TV family. At least four episodes of the ABC show, which is being called *Soul*



The long arm of Frances McDormand points to a TV debut of Oscar-nominated *Fargo* on TNT in fall '98

TBS Plucks More Pics

Turner Broadcasting System is at it again, buying up movie packages before the broadcast networks can get their hands on them. This time, TBS has acquired broadcast premiere rights to *Fargo* from ITC Entertainment. TBS has also picked up the same rights to two current Warner Bros. films, *Absolute Power* and *Vegas Vacation*. Considering the streak of internal dealmaking going on at Time Warner, parent of both Warner Bros. and TBS, the latter film acquisitions are not a surprise. *Fargo*, which is nominated for seven Oscars this year, will premiere on TNT in November 1998. The other two films' premiere dates have not been finalized, nor has TBS determined whether it will premiere the films on TNT or Superstation TBS.

Media Notes

CONTINUED

Man at the moment, are scheduled to air on Tuesday nights after *Home Improvement* in April. Tim Allen is expected to appear in the pilot. The story centers on Aykroyd's character, a widower, and his struggle to raise three children alone. Disney partners with Wind Dancer for the project.

Saga Expands in Milwaukee

Saga Communications last week agreed to acquire WFMR-FM and WFMI-FM, both Milwaukee stations, from Harris Classical Broadcasting Company and Harbush Company, respectively, for a total of \$5 million. When the transaction is

approved and completed, the Grosse Pointe Farms, Mich.-based Saga will own five properties broadcasting to the Milwaukee market, including WKLH-FM and WLZR-AM/FM. Saga will operate 36 radio stations in all.

'Daily News' Has a New Beat

New York's *Daily News* will launch a monthly Caribbean American lifestyle magazine next weekend. The 400,000-circ magazine, entitled *Caribbean Monthly*, will be distributed as a supplement on the third Sunday of every month in Caribbean neighborhoods and at key com-

muter points. So far, national advertisers include AT&T, Colgate Palmolive, Goya Foods, Heineken Breweries and a mix of local retailers. *Daily News* veteran Jared McCallister is *Caribbean*'s editor-in-chief.

Tele-TV Fade-Out Continues

Thirty-five more people have left Tele-TV as the Hollywood telco venture continues to dismantle. About 200 employees remain; there is speculation that another top executive, Howard Stringer, might leave for a job in the U.K. Tele-TV president Sandy Grushow left in January to become head of 20th Century

Fox TV. Those who left recently worked in the media and systems units. The entire company is expected to close within the next few months. Tele-TV has been kept open until one of its telco partners, Pacific Bell, can launch its wireless cable system in Southern California in April.

WABC Names News Director

ABC's New York O&O, WABC-TV, last week named Bart Feder news director, succeeding Henry Florsheim. Feder had been assistant news director since 1993 and acting news director since the January promotion of Florsheim to head Houston O&O KTRK.

Massive Transit





Duckman's Web Feat

As if Duckman didn't already have his hands full with his day job as a private eye on USA Network's *Duckman* series, the irascible quack has started moonlighting on the Internet. Beginning tomorrow, Duckman will host *The Microsoft Network Good Time Hour*, a new daily cyberspace talk show based on the Paramount TV series, Duckman's deadpan sidekick and his dysfunctional family. The project is produced by Paramount Digital Entertainment and the Microsoft Network. Most of the TV series' original writers and voices are working on the Web show, with *Duckman* creator Everett Peck providing original material. The show can be found at duckman.msn.com.

Duckman is the latest TV star to get an on-line gig, as a talk-show host on MSN

ESPN Makes House Call

ESPN International has hired Tokyo-based Media House to handle ad sales for ESPN's Latin American networks. The firm has already inked two deals, signing up Toyota and renewing Hyundai. ESPN's Latin networks also have signed other charter advertisers, including Chanel, Doubletree hotels, Acer computers, Citizen, Converse,

Ericsson and Stroh. ESPN also said it has sold out its 1997 X Game sponsorships for this summer's X Games, to be held in San Diego June 20-28. The six gold sponsors are all returning from last year. They are: Coors, AT&T, Mountain Dew, Taco Bell, Nike, Chevy Trucks and Pontiac. Associate sponsors are: Slim Jim, Snickers, Rollerblade, Visa, Pringles and U.S. Marines.

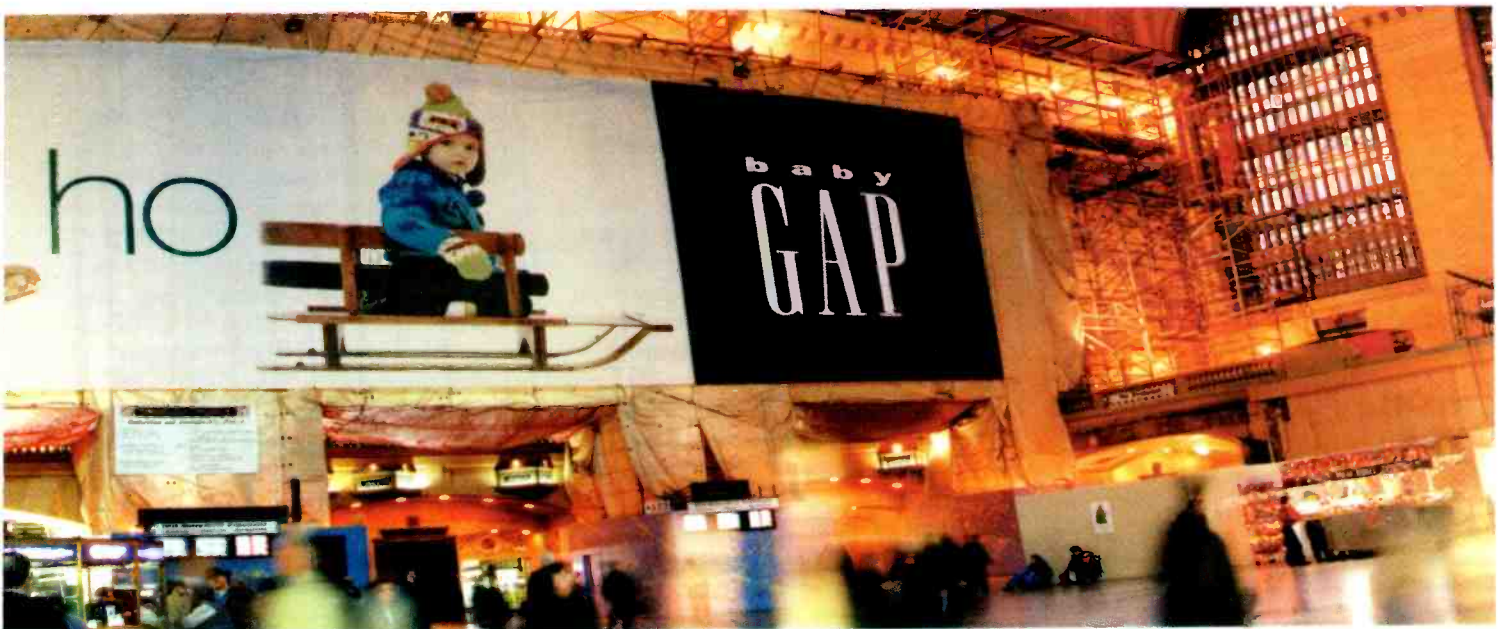
Stateside TeleNoticias Ready

CBS TeleNoticias, the 24-hour Spanish-language news channel, plans to launch a U.S. version of the service on March 17, opening day of the National Cable Television Association convention. The service plans to target some 27 million Hispanics. TeleNoticias can already be seen on WEYS, an independent station broadcast out of Key West that reaches the

Miami market, one of the U.S.' largest Hispanic markets.

Adelphia Upgrades in Buffalo

Adelphia Communications is upgrading most of its Buffalo, N.Y., interconnect using SkyConnect's digital ad-insertion system, called Mediaplex. The new system will increase the interconnect's insertion capacity from 10-16 networks to 20. The installation of the system should be complete in April, but only about 340,000 subscribers of the roughly 370,000-sub interconnect will be affected by the upgrade.



Welcome to Primetime.



BIG DEAL

SUNNY DELIGHT SOFT DRINK

Advertiser: Procter & Gamble

Agency: N.W. Ayer, N.Y.

Begins: Late summer

Budget: \$25 million

Media: TV, print

Procter & Gamble is loading up a \$25 million launch budget for this summer for a national rollout of Sunny Delight Soft Drink, a non-chilled version of the original that aggressively expands the country's No. 1 juice-drink franchise into delis and convenience stores. The national push will likely come in early summer as P&G is tapping a network of wholesale bottlers and distributors to get Sunny D into c-stores, where refrigerated space is severely limited.

Advertising and sampling will break in late summer, said a sales rep, with creative likely stressing the choice between the chilled and so-called "shelf stable" version, which remains fresh at room temperature for at least 90 days. The non-chilled product comes in 12-oz. cans, 20-oz. bottles and 2-liter containers, and is currently available in about 25 percent of the country, including parts of Ohio, Michigan and Southern California, as well as the original test markets, Little Rock, Ark., and Memphis.

The rep added that P&G will use the rollout to aggressively target schools, where Sunny D's 5 percent juice content meets federal nutritional requirements. P&G is already in schools with its Hawaiian Punch brand. The core target for Sunny D Soft Drink is teens and young adults, a slightly older skew than the chilled product, which is pitched at kids 8-17.

Since going into test two years ago, Sunny D Soft Drink has captured a 23 percent share and the No. 2 position in the orange drink category in Little Rock, per P&G's internal figures.

Last year, Sunny D flagship had \$341 million in sales, down 0.7 percent, for more than half of the \$641 million refrigerated fruit drink category, per Information Resources Inc. The canned fruit drink category posted \$836.6 million in sales last year, led by Nestlé-owned Libby's Juicy Juice with \$166.6 million, according to IRI. —Sean Mehegan

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

VOICENOW PAGERS

Advertiser: PageNet

Agency: J. Walter Thompson, Chicago

Begins: March 17

Budget: \$20 million

Media: TV, print

PageNet next week will target both the general consumer and the more traditional business customer with the launch of advertising for its voice technology VoiceNow pagers.

The campaign begins March 17 in Dallas, where the technology is currently offered, and will roll out nationally by the end of 1997, according to Leigh Alexander, senior vp of marketing and strategic planning for PageNet in Dallas. Total spending is expect-



New spots for the palm-held messenger targets a broad demo

ed to reach \$20 million.

With the PageNet service, which costs \$4.95 per month, users can receive voice messages through a palm-sized pager with play, rewind, fast-forward and volume features much like a traditional answering machine.

PageNet's broad target market extends from 18-to-54-year-olds, according to Alexander.

The multipronged campaign includes two 30-second television spots, print, radio and outdoor, all with the "Hear the latest" tagline. The first spot will break in the Dallas area during the prime-time hit *ER* and also will air during *Seinfeld*, *Home Improvement* and early news and information and late-fringe programming. Newspaper ads feature the pager with copy "speaking" from it and tout the price. Magazine ads show more situations including humorous ones

where the technology is applicable in both business and personal situations.

—Ellen Rooney Martin

9000 COMMUNICATOR

Advertiser: Nokia

Agency: Grey Advertising, N.Y.

Begins: Spring

Budget: \$10 million

Media: Theatrical, multimedia

Nokia this spring will link up with Paramount Pictures' release *The Saint* to put a cinematic spin on the \$10 million global launch of its 9000 Communicator, the first so-called smart phone that incorporates portable computing and communications.

The Finnish marketer is linking to the Val Kilmer vehicle, a suspense thriller based on the old Roger Moore TV show, to play up the 9000 Communicator's "spy-gadget appeal." The next-generation portable phone/computer hybrid, gets significant placement in the movie as Kilmer's character continuously relies on the gadget to get out of jams. The marketer and Grey Advertising, N.Y., intend to use film footage to incorporate into a multimedia ad campaign and Web-based promotion, tentatively scheduled to break around the movie's April 4 box-office release, said Matt Wisk, Nokia marketing director.

Details of the campaign hadn't been finalized as of press time but a trade ad bills the device as a personal organizer, digital wireless phone, and computer that's e-mail-, fax- and Internet-accessible. It carries the theme-line, "Open up a New World of Wireless Communications."

The *Saint* Web promo incorporates seven European brands, including Volvo, which will use the platform to introduce its new S40 sedan. Each of the brands' Web sites will have links to the *Saint* site. After gathering movie "keys" from each of the sites, participants are eligible to win the new Volvo, \$150,000 (U.S.) and the 9000 Communicator.

The 9000 Communicator is the first true smart phone entrant in the U.S., which lags behind Europe and Asia. Rival handset manufacturers such as Ericsson and Sony expect to introduce similar models over the next 12 months targeting business types and travel-

CMR Top 50

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

Week of Feb. 17-23, 1997

Rank	Brand	Class	Spots
1	MCDONALD'S	V234	64
2	BURGER KING R	V234	33
3	RED LOBSTER	V234	25
4	CAMPBELL'S--SOUP	F121	22
	FORD TRUCKS--WINDSTAR	T117	22
6	7 UP	F221	21
7	TACO BELL	V234	19
8	WENDY'S	V234	18
9	HYUNDAI AUTOS	T112	17
10	COLGATE WHITENING TOOTHPASTE	D121	16
11	PHILIPS MAGNAVOX--WEB TV INTERNET TRM	H310	15
12	BOSTON MARKET	V234	14
	DODGE TRUCKS--DAKOTA	T117	14
	GENERAL FOODS INT'L--SGR FR-FAT FR CF	F171	14
	M&M CANDIES	F211	14
	RADIO SHACK	V341	14
17	DURACELL--ALKALINE BATTERIES	H220	13
	FINESSE--CONDITIONER	D142	13
	KELLOGG'S--CRISPIX CEREAL	F122	13
	PEPCID AC--TABLETS	D213	13
	PEPSI	F221	13
	WARNER BROS.--ROSEWOOD MOVIE	V233	13
23	DORITOS--TORTILLA CHIPS	F212	12
	SNACKWELLS--COOKIES	F163	12
	SOFT & DRI--SILKEN SOLID ANTIPERS	D124	12
	TYLENOL--EXTRA-STRENGTH GLTB	D211	12
27	1-800-CALLATT	B142	11
	1-800-COLLECT	B142	11
	AMERICAN DAIRY ASS'N--MILK	F131	11
	L'OREAL PREFERENCE--HAIR COLOR	D141	11
	REEBOK--SNEAKERS, MEN	A131	11
	SPRINT LONG DISTANCE--RESIDENTIAL	B142	11
33	BETTY CROCKER--READY/SPREAD FROSTING	F115	10
	SEARS DEPT--MULTI-PDTS	V321	10
	U.S. ARMY	B160	10
36	CAMPBELL'S HOME COOKIN'--SOUP	F121	9
	COLDWELL BANKER	V221	9
	DODGE TRUCKS--RAM PICKUP	T117	9
	EXCEDRIN--EXTRA-STRENGTH TABLETS	D211	9
	GLADE--SPIN FRESH AIR FRESHENER	H243	9
	LADY SPEEDSTICK--INVSBL DRY AP/DEOD	D124	9
	LITTLE CAESARS PIZZA RESTAURANT	V234	9
	MERCEDES BENZ AUTOS	T113	9
	MINI COOPERS	T118	9
	MITSUBISHI TRUCKS--MONTERO SPORT	T118	9
	NISSAN AUTOS--MAXIMA	T112	9
	NYQUIL--LIQUID COLD REMEDY	D212	9
	ULTRA SLIM FAST--RTS DRINK	F123	9
	USSB--SATELLITE SYSTEM	H320	9
	ZANTAC 75--ULCER/HEARTBURN MEDICINE	D213	9
50	AT&T COMMUNICATIONS--BUS NTWK ON-LINE	B143	8

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

ers. Ericsson claims their yet-unnamed offering will be priced lower than Nokia's estimated \$1,100 model. —Bernhard Warner

RICOLA THROAT SYRUP

Advertiser: Ricola USA

Agency: Various agencies in Switzerland

Begins: August

Budget: \$10 million

Media: TV, print

Ricola USA will use the success of its eponymous No. 2 cough drop brand as a springboard to try to muscle its way into the \$1.8 billion cough-syrup category later this year with the launch of Ricola Throat Syrup, backed by \$10 million in advertising and promotion.

The throat syrup ships to retail in August, with ads breaking soon after. At first, the syrup will be flagged at the tail-end of Ricola cough drop ads. Dedicated advertising for the syrup breaks in early 1998. Ricola, which is based in Switzerland, uses several ad agencies in that country.

Ricola will try to extend that heritage into the throat syrup, which contains menthol and a variety of herbs but has no alcohol and none of the typical cough suppressants found in OTC remedies.

The company sees the category as one ripe for a dynamic brand splash. The cough syrup category is led by private label, with \$370 million in sales through in the year ending Nov. 24, per Information Resources Inc. Robitussin, from American Home Products, is the top branded product with \$217 million in sales, but sales were flat last year, while Nyquil had \$129 million in sales, down 12.4 percent. Hall's reformulated last year, but there has been a dearth of real innovation in recent years to stir up the category.

Ricola Throat Syrup packaging and ads will make no specific therapeutic claims, per U.S. Food and Drug Administration rules governing herbal remedies.

W-L spent more than \$17 million advertising its various cough drops through last November, per Competitive Media Reporting. Ricola spent \$2.2 million on its drops, down from more than \$6 million the year before. Spending on Ricola Throat Syrup will be incremental, Hehl said. —Sean Mehegan

Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

Evading the Law

OF ALL THE MYTHS, FALLACIES, SHIBBOLETHS AND outright lies on which today's American popular cul-

ture rests, perhaps the most warped and pernicious is the fiction that lawyers are exciting. Somehow we have evolved from a society that amused itself with tall tales of Paul Bunyan felling entire forests and Dan'l Boone throttling grizzly bears bare-handed to a society that watches lawyers yelling at other lawyers. It is a thought that fills Media Person with a great festering gloom. • Which means Media Person is pretty gloomy of late. The entertainment industry has been inundating him with lawyer-yelling.

Television is now in its Sweeping Up period. That is the gap between February and May sweeps when the networks reward their loyal viewers for awarding high ratings to popular shows by yanking those shows off the air and slipping in new shows, most of which fail.

Instead of *NYPD Blue*, for instance, we get *The Practice*. This show was created by the highly successful David Kelley, who not only ran *LA Law* and created *Picket Fences* but got to marry Michelle Pfeiffer. The new show is very different. Whereas *LA Law* was all about upscale California lawyers arguing cases and *Picket Fences* was about small-town Midwestern lawyers arguing cases, *The Practice* is about young Boston lawyers arguing cases.

(OK, somebody out there is going to complain that the stars of *Picket Fences* were the town sheriff and his wife, the town doctor, but in every single episode they managed to end up in court with lawyers arguing cases, so shut up.)

Actually, the phrase "lawyers arguing cases" is slightly inaccurate. What we're really talking about is actors pretending to be lawyers arguing cases. Except that in most of the cases, they don't look much like real

lawyers; they look like actors. They dress like actors. And they fall for each other in the mode of actors. And instead of poring over the kind of staggeringly boring legal documents that real lawyers' noses are stuck in all day, they make stirring speeches about life and death and justice, all of which you've already heard on other lawyer shows.

Look, this is 1997. It is simply not possible to devise a courtroom plot that we haven't

MP went on-line to escape the inane yammerings of lawyers. But the hot feature on AOL was a novel by a former lawyer about lawyers.

seen before. Did you hear Media Person, David Kelley? NOT POSSIBLE!

So the next night, another network gives us *Feds*. This is a show about actors pretending to be federal lawyers arguing federal cases in federal courts. Among the stars are Blair Brown, who was infinitely better as Molly Dodd, and Regina Taylor, who was vastly better in *I'll Fly Away*. They even looked better before. There are also actors present who were better in *NYPD Blue* and *Murder One*. *Feds* feels like a simultaneous attack of déjà vu and reflux.

Media Person went on-line to escape the inane yammerings of lawyers. And guess what was the hot feature on America Online? A novel by a former lawyer about lawyers.

Media Person had never read John Grisham, though he has seen one or two Grisham movies, which are tedious. Nor has MP ever read a novel on-line, mainly because it's hard to carry a desktop computer into the bathroom. But here was AOL presenting the first two chapters of Grisham's new novel with the exotic and compelling title, *The Partner*. Media Person knew he was licked. He clicked on download. He began reading. The first paragraph of *The Partner* read as follows:

They found him in Ponta Pora, a pleasant little town in Brazil, on the border of Paraguay, in a land still known as the Frontier.

The next five paragraphs also began with "They found him." The seventh paragraph introduced variation to the form. It began: "But they found him." Media Person still had no idea who they or him were, but by now he had a very firm grip on the news that an indefinite number of persons had located a single person. This apparently important concept had been communicated sufficiently that Media Person was confident that he could remember it in the event of a quiz at the end of the chapter.

Anyway, after plodding dutifully down this long march of they-found-hims, Media Person was grateful to be rewarded with more detailed information. It seems the him had stolen some money and that they were out to abduct the him and retrieve the it. Well, Media Person will give John Grisham this much: It was not until Chapter Two that the scene shifted to a law office.

This fact, however, was not enough to impel MP to click the "Buy the Book" button below John Grisham's picture, as AOL suggested. Thanks, but two chapters were all the Grishing that Media Person really needed in this particular lifetime.

It was beginning to look as though Media Person had no choice but to turn for entertainment to Howard Stern, who was on every magazine cover in America, not to mention movie theaters, TV infotainment shows and radio stations. Howard's overexposed but at least he's not a lawyer. ■



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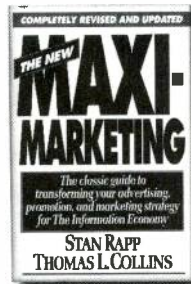
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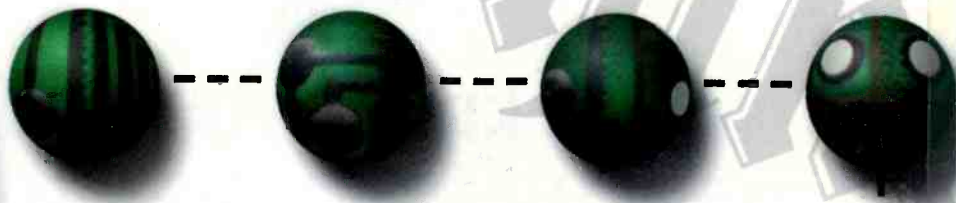
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