

MEDIAWEEK

Vol. 7 No. 18

THE NEWS MAGAZINE OF THE MEDIA

May 5, 1997 \$3.00

Syndication Upfront Breaks

Buyers' concern over high network CPMs spurs early market **PAGE 4**

OUT-OF-HOME

3M Outdoor Sold for \$1 Bil

Buyer Outdoor Systems to control 15-18% of total industry revenue

PAGE 5

MAGAZINES

'Vibe' Eyes 'Spin' Buy

Owners of hip-hop title see good ad-sales fit in talks.

PAGE 6

WASHINGTON

FCC: Inertia On Ownership

Case of N.C. radio station owner has languished in D.C.

PAGE 28



A JUST REWARD

For *Wired* chief Louis Rossetto, the National Magazine Award for General Excellence is particularly gratifying after Wall Street and the media roughed up his company last year

PAGE 36

MARKET INDICATORS

National TV: Tight

Third-quarter scatter is moving, but inventory is tight. Prices are at 20 percent CPM increases over last year's upfront. "It's ugly out there," said one buyer.

Net Cable: Moving

Several cable nets expect to move some upfront business with agencies this week, looking to land CPM increases of 7 percent to 9 percent.

Spot TV: Tight

For May, all dayparts are moving well, particularly morning and early fringe, where cereals and package goods categories are reawakening.

Syndication: Moving

Second quarter is all out of line. Automotives, fast foods and package goods are leading the way.

Magazines: Solid

Personal finance and "good life" titles are soaring, even as summer kicks in. One publisher said he does not anticipate a notable downturn in pages throughout the hot months, though he said he still hopes to "slip out a little early on Fridays."

PHOTO: CASARETTI



NICK at NITE - A SHINING BEACON OF HOPE TO THE MILLIONS OF WOMEN WHO YEARN FOR CLASSIC TV.

Nick at Nite is the #1 cable network with women 18-49.* Compared to Lifetime, Nick at Nite delivers 38% more women 18-49 from 8:30p-2a.** And what's more, Nick at Nite Overnite (NANO) delivers more women 18-49 than A&E or Family Channel does in prime time!*** Yes, it's monumental, it's Nick at Nite, it's **popular and getting popularer!**

**NICK
at
NITE**
Classic TV

Source: Nielsen, 9/30/96-2/23/97. *M-Su 8:30p-5:30a except NAN M-Fri 8:30p-5:30a/Sa10p-5:30a/Su 9p-5:30a; Life M-F 8:30p-2a/Sa-Su 8:30p-1a; A&E M-Su 8:30p-4a; TDC, TNN M-Su 8:30p-3a. **NAN M-F 8:30p-2a/Sa 10p-2a/Su 9p-2a; Life M-F 8:30p-2a/Sa-Su 8:30p-1a. ***NAN M-Su 2a-5:30a; A&E, Family M-Su 8p-11p. Excludes kids and sports programming. NAN excludes paid programming. Subject to qualifications upon request. ©1997 Viacom International. All rights reserved.

AT DEADLINE

'New Woman' Close to Having New Owner

K-III is close to a deal in its efforts to sell *New Woman*, insiders say. A top-level source at the monthly said the sale could be completed in three weeks or less and that editor Betsy Carter will help finalize the deal. There was no word last week on the identity of the likely buyer. Last year, *New Woman's* ad pages were up 3.4 percent to 1,018; the title's total circulation declined 3.2 percent to 1.2 million. *New Woman* publisher Mary Donahue Quinlan, citing new syndicated research, said the book's total readership has grown by 38 percent since last spring, to 4.4 million.

Commerce Supports 'Safe Harbor'

The Senate Commerce Committee last week voted 19-1 for the controversial "safe harbor" on TV, stating that the bill will go to the full Senate unless TV networks and producers change the new TV ratings system to one that is "content-based." The Children's Protection From Violent Programming Act would limit shows with significant violence during the hours that "children are most likely to be watching." The hours have not been defined, but the bill's chief sponsor, Sen. Fritz Hollings (D-S.C.), has said they could be any of the hours from 7 a.m. to 9 p.m. Supporters included Commerce Chair John McCain (R-Ariz.), who had opposed the bill in another form last year. He said he supports the new version because the TV industry has made no progress in responding to calls for more-specific content information in the ratings. A representative for the TV industry group that set up the current, age-based ratings said: "We are very disappointed, as we believe that parents are pleased overall with our system." A Commerce Committee aide said: "The ball's in their court now," referring to the TV industry.

Internet Services Settle With FTC

America Online, CompuServe and Prodigy last week settled charges with the Federal Trade Commission that they misrepresented the terms of their "free-trial" offers and made unauthorized withdrawals from their customers' accounts. The settlement established standards of marketing and billing for the Internet-service industry, which the FTC had pushed because of alleged consumer-unfriendly practices by the three leading Internet providers. The FTC held that AOL, CompuServe and Prodigy did not make it clear that consumers who accepted the free-trial offers would be automatically enrolled as paying members and charged monthly unless they canceled at the end of the trial period. While agreeing to comply

with the FTC's request for standards, the companies did not acknowledge any wrongdoing in settling the charges; they maintained that they dealt fairly with their customers.

TCI Restores C-SPAN in Long-Term Deal

Tele-Communications Inc. last week said it signed a 15-year affiliate agreement with nonprofit government affairs channel C-SPAN, a deal that also includes the cable programmer's sister service, C-SPAN 2. TCI currently carries C-SPAN in 97 percent of the 16 million homes it controls and C-SPAN 2 in two-thirds of its homes. TCI promised to carry both channels in 100 percent of its systems within two-and-a-half years. C-SPAN and especially

C-SPAN 2 were dropped or cut back to part time by many TCI systems that were forced to add local broadcast signals under the "must-carry" law. Since 1993, C-SPAN has been dropped or cropped by 67 systems serving 9.1 million viewers. Service was ultimately restored to 3.2 million.

People Moving: Charlayne Hunter-Gault will leave *The NewsHour With Jim Lehrer* at the end of June, PBS announced last week. Hunter-Gault, who has served as a correspondent and substitute anchor on the program since 1978, is moving to South Africa to pursue opportunities there. She may continue to do some reporting for *The NewsHour*... Writer Jesse Kornbluth will join AOL Networks today as its editorial director for channel programming. Kornbluth is known in literary circles as creator/editor of *The Book Report*, the largest book site on the Web. He will continue in that role as he assumes his new duties at the AOL division.

Jacor Buys Traffic-Report Cos.

Jacor Communications last week bought Los Angeles-based Airtraffic Communications and San Diego-based Airwatch, companies that provide traffic reports for TV and radio stations in Southern California, for \$18 million. Steve Springer, president of Airtraffic and Airwatch, will continue to run the companies for Covington, Ky.-based Jacor.

Corrections: An item in the Magazines department (*Mediaweek*, April 28) incorrectly noted *Discover's* ad-revenue total for 1996. The correct total is \$26.3 million. Also, in *Real Money* in the same issue, the agency attribution for Kellogg's Rice Krispie Treats' new ad campaign should have been Leo Burnett, Chicago. In *At Deadline*, a headline should have said that the GOP supports an end to newspaper cross-ownership.

INSIDE



Vibe's Miller: Poised to take a Spin

6

HOLLYWOOD

20

MAGAZINES

52

IQ NEWS

59

REAL MONEY

68

MEDIA WIRE

'Ellen' Episode a Big Ratings Winner, Except in the South

Last Wednesday's "coming out" episode of *Ellen* scored big national ratings for ABC and was strong in most regions except the South, where the one-hour special drew far less viewership than in most of the rest of the country. The episode—in which the lead character, played by Ellen DeGeneres, announced that she is gay—earned a 23.4 rating/35 share in the overnights, according to Nielsen Media Research. Those numbers were far above *Ellen*'s 9.6/16 season-to-date average.

The strongest overnight markets for the episode were Boston (33.9/45), San Francisco (31.6/45) and Seattle (31.4/44). Of the 37 overnight measured markets, Memphis (14.8/22) had the fewest viewers. Other Southern markets, including Charlotte, N.C. (17.9/26); West Palm Beach, Fla. (18.2/26); Miami (18.3/26); and New Orleans (19.6/27) ranked near the bottom.

While Nielsen does not measure TV viewership among gays, the April 30 *Ellen* likely drew a huge gay audience. Dave Mulryan, partner of Mulryan/Nash Advertising, an agency that helps large companies reach the gay market, estimated "90 percent of all gay people in the country" watched the show. The Gay & Lesbian Alliance Against Defamation said that about 11,150 people attended "Come Out With Ellen" viewing parties that the group hosted around the country.

The episode also pulled in strong young adult and female demographics and helped ABC to tie NBC in first place in adults 18-49 (both with 6.5/18) after one week of the May sweeps. *Ellen* earned a 19.3/43 in adults 18-49; a 22.9/48 in women 18-49; and a 24.2/50 in women 18-34. —Richard Katz

Dolce of 'Details', 'Sports' Publisher Brown Out at CN

Condé Nast last week made major changes in senior staff at two magazines. *Details* editor Joe Dolce abruptly resigned after he confirmed what has been industry speculation for months—that his corporate bosses are (continued on page 6)

Syndie Deals Break Early

Fear of high network CPMs triggers market

THE UPFRONT / By Michael Freeman

Facing what they anticipate will be the most costly network ad sales season ever, buyers jump-started the syndication upfront last week to hedge their bets with the broadcast nets. Syndicators King World Productions and Paramount were said to have concluded deals with agencies last week. The entire syndication upfront is expected to move this week in a flurry.

Fear is the primary motivator in the early break of syndication business. Buyers are expecting the broadcast nets to seek CPM increases of 10 percent to 15 percent when the network selling season opens at the end of this month. "Everybody I talk to says this is going to be the biggest upfront ever," said one buyer. "So you want to get your syndication dollars down at efficiencies [better than] the networks'."

The pre-network syndication upfront is expected to total a record \$2.2 billion, up about 10 percent from last year. It's not that buyers are feeling more generous. Rather, they are hoping that the dollars they put down early in syndication will send a message to network sales execs looking for those hefty CPM increases.

"When you see money moving early in syndication, it's safe to assume that many of us are looking for a favorable price advantage against the networks," said Steve Grubbs, senior vp of national broadcast buying for BBDO New York.

The Big Four networks, along with the WB and UPN, are expected to take in a record \$6.0-\$6.2 billion in the broadcast upfront, despite the broadcasters' overall ratings decline this season. "The networks are looking for huge increases even though the [ratings] erosion appears to be working against them," said Jon Barovick, vp of ad sales for syndicator Tribune Entertainment. "As rating points erode, it leads the networks to raise their CPMs to stem the losses. Advertisers know they will have to buy even more gross rating points to maintain the same national reach."

The broadcast networks' aggressive early

positioning has opened the door for syndicators to close some major deals, said Rino Scanzoni, executive vp of national broadcast buying for TeleVest. "Syndication has always been much



DAVID GREYFOX



PAUL DRINKWATER/NBC



The fall collection: Advertiser demand is expected to be strong for the new syndicated offerings (from top) *X-Files*, *Frasier* and *Martha Stewart Living*

more fluid [than network], where there is usually this long mating dance," Scanzoni said.

The early syndication upfront is similar to what happened two years ago, when syndie deals went down in April. Buyers said there is considerable interest in several shows set to premiere this fall in daytime, late night and prime. On the hot list of new fall strips are Paramount's off-network repeats of *Frasier*, Eyemark's *Martha Stewart Living* and *Gayle King* talk-show combination; and Buena Vista's *Keenen Ivory Wayans* talk show for late night. Among the new weekly entries, the fastest early sellers are expected to be Twentieth Television's repeats of *The X-Files* and *NYPD Blue*.

Buyers said that first-tier syndie shows should earn 8-9 percent CPM increases. However, distributors said that hot shows such as Columbia TriStar's *Seinfeld* and Warner Bros. *The Rosie O'Donnell Show* will top out in the 10-15 percent range. "If buyers are saying 8 percent, they're spinning," said one syndicator.

Dan Cosgrove, Eyemark Entertainment vp of advertiser sales, predicted that the renewed popularity of "clean" talk shows (such as *Rosie* and Eyemark's upcoming *Martha Stewart*) could push CPMs in daytime up by as much as 15 percent. "The fact is, daytime is fueling the syndication market because there are a lot fewer shows which raise content concerns among advertisers," Cosgrove said.

Buyers will be trying to stay away from syndicated shows with ratings lower than 3, but sellers are attempting to package the A-list product with lesser fare. Buyers said that shows under a 3 ratings will earn minimal pricing increases.

Some cable networks have also been able to take advantage of buyers' trepidation about the broadcast upfront by closing early deals. Buyers are expected to make additional cable deals this week, alongside the syndie business, as a hedge against high broadcast rates. MTV Networks closed a major deal last week, sources said.

Some buyers are projecting that the cable upfront will generate \$2.2-\$2.4 billion in total ad sales, up 10-12 percent over last year. Leo Burnett, TeleVest, J. Walter Thompson, Grey and Chiat Day are ready to move some business; buyers there are looking for CPM increases of 5-7 percent. One sales executive at a mid-sized cable network said last week that, like the market two years ago, "it's a freight train—only this year, the agencies saw it coming and have planned to put more money into cable."

Cable will not come close to wrapping its business this week. But deals are working for the likes of USA Networks, Discovery Networks, Lifetime and The Family Channel. Even mid-sized networks including Comedy Central and E! are expected to get into the game this week. —with Michael Bürgi and Richard Katz ■

A Billion for Billboards

Giant Outdoor Systems gets even bigger with deal for 3M unit

OUT-OF-HOME ADVERTISING / By Claude Brodesser

The country's largest and fastest-growing billboard company, Outdoor Systems, shook the industry again last week with a \$1 billion deal to acquire 3M's National Advertising Co., the U.S.' No. 3 outdoor concern. Phoenix-based Outdoor Systems has been on an acquisition binge; the company's 11 deals in the past 12 months have included a \$710 million purchase of Gannett's outdoor unit and last month's \$170 million buy of Van Wagner Communications.

All of Outdoor Systems' acquisitions in the past year, with one exception (Dallas-based Reynolds Media), have been in markets where the company already operated out-of-home media. "The first thing we always look at is where we operate, where they operate," Wally Kelly, Outdoor Systems senior vp, said of the company's competitors. "[With] 3M, there are a lot of efficiencies."

Some media buyers and analysts believe that the Outdoor-3M merger could lead to higher rates for outdoor advertisers in major markets where the two companies have a substantial presence—including Los Angeles, Chicago, Detroit, Houston, Dallas, Atlanta and Phoenix. The deal will give Outdoor Systems control of 15 to 18 percent of the out-of-home industry and a major presence in 20 of the top 25 markets. The Justice Department's antitrust unit will review the deal; Outdoor Systems is expected to have to sell off some of its properties.

"Price increases are one of the consequences of concentration," said one Wall Street analyst who requested anonymity. "The leverage moves now to the sellers."

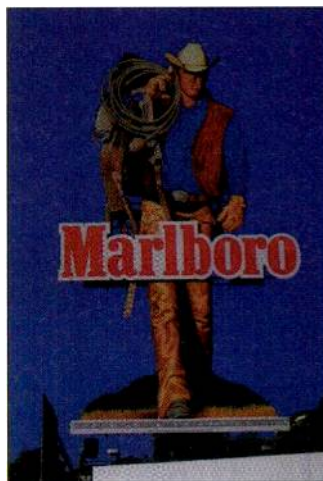
The deal comes at a time of rapid consolidation in the out-of-home industry, set in motion in part by the anticipated departure of tobacco advertising. The cigarette industry is mulling a voluntary ban on billboards as part of a far-reaching agreement with the federal government. Also contributing to outdoor's uptick is the erosion of TV ratings, which has prompted many advertisers to consider outdoor as an alternative medium.

"I am encouraged by the purchase, because Outdoor is a terrific operator," said Ellis Verdi, president of DiVito Verdi, the outdoor buying firm. But Verdi also added that he is "discouraged... about a lack of competition. We're very

sensitive to price increases because we do a lot of buys for retailers." Verdi said that he expects rates to rise for his clients that do business with Outdoor Systems.

Evidence is continuing to mount that tobacco—which accounts for 10 to 12 percent of outdoor advertising—may soon be disappearing

from billboards. The U.S. Supreme Court last week declined to review a challenge to Baltimore's two-year-old ban on alcohol and tobacco advertising in residential areas. That news was followed by a flurry of new moves to curb tobacco and liquor ads in cities including Detroit, New York, Milwaukee and Philadelphia. "We are prepared to move expeditiously on



Smoke-free push: 3M has already limited its boards' exposure to tobacco ads

this," said Alberta Tinsley Williams, a member of Detroit's city council.

Drew Marcus, an analyst with Alex. Brown & Sons, believes that Outdoor Systems and many other out-of-home companies are well positioned to ride out a pinch on tobacco business. "Consolidation has helped a lot of the [outdoor companies] that [previously] were not able to deliver good regional or national coverage," Marcus said. "Tobacco should be replaced without any pain."

Outdoor Systems' Kelly said that it is an "ironic" but happy coincidence that 3M has refused to take new tobacco ads since last December, a move that has left tobacco at only 3 percent of 3M's outdoor revenue. Outdoor Systems currently takes in about 8 percent of its revenue from tobacco.

Outdoor advertising currently accounts for just 2.2 percent of total ad spending. Because of the industry's recent wave of consolidation, Marcus predicted that outdoor will attract 3 percent of spending within five years. Marcus added that a less-fragmented business will attract spending from new ad categories, which should offset the looming loss of tobacco. ■

MEDIA WIRE

conducting a search for his replacement. Dolce, considered a hip, downtown-style editor, had been asked by Condé Nast editorial director James Truman, formerly the editor of *Details*, to move the young men's book into the highly competitive work-oriented, service-for-Regular Joes arena.

Persons already contacted as possible successors to Dolce include former *Premiere* editor Chris Connelly; the recently departed editor of *Los Angeles*, Michael Caruso; *New York Times Magazine* editorial director Adam Moss; *Rolling Stone* senior editor Will Dana; *New York* executive editor John Homans; and Adweek Magazines editor-in-chief Craig Reiss. Roger Trilling, a producer for MTV, is also said to be a candidate.

Over at *Condé Nast Sports For Women*, publisher Deanna Brown was replaced last week by Suzanne Grimes, previously publisher of *TV Guide*. *Sports for Women* is said to be behind projections on ad sales for its fall launch, which has already been postponed from its originally planned start-up this spring. *TV Guide* has not named a successor to Grimes. —Jeff Gremillion

Chicago News Anchor Quits Over Springer Commentaries

Carol Marin, a 12-year news anchor at WMAQ-TV in Chicago, resigned from the NBC-owned station last week in protest of a plan to use syndicated talk-show host Jerry Springer as a fill-in commentator beginning this week. Ron Magers, coanchor with Marin on the station's 6 p.m. and 10 p.m. newcasts, joined other WMAQ staffers in signing a letter of protest that was sent to NBC president Bob Wright.

Marin said that the plan to use Springer is a "fleeting symptom" of an alleged plan by WMAQ's management to add more tabloid elements to the station's newcasts.

WMAQ's 6 and 10 p.m. newcasts have consistently ranked second in the ratings to ABC-owned WLS in Chicago over the last decade. The plan to add Springer to the newcasts was hatched in March, one month after WMAQ general manager Lyle (continued on page 8)

ASkyB Seeks New Suitor

Amid rancor and resignation, Murdoch to woo possible partners

DIRECT BROADCAST SATELLITE / By Michael Bürgi

Sky, the billion-dollar and heavily touted satellite alliance between News Corp. and EchoStar Communications, is falling. Only two months ago, the much-vaunted deal to create a national direct-to-home satellite service to compete with the cable industry was dubbed Death Star. Now Death Star itself seems to be dead, and there is much work remaining to bring Sky to life.

Sky's troubles boiled over last week on two fronts. Most importantly, News Corp.'s chief satellite executive, Preston Padden, suddenly resigned. It was Padden who in February shook the cable industry by announcing that his employer, News Corp., and EchoStar were melding to create Sky, pairing EchoStar's existing satellite business with News Corp.'s ASkyB resources, including satellite slots and up to \$1 billion in cash. Last week's other dropping shoe involved EchoStar, the Denver-based newcomer to the high-power satellite field, which revealed that News Corp. had grave reservations about the joint venture.

Padden was apparently frustrated over the stalled venture, which was set to begin in 1998. Analysts reported that he and EchoStar chairman Charlie Ergen had clashed repeatedly over issues both large and small, from day-to-day control to which access-security device the alliance would use.

If the Sky alliance were to disintegrate, both companies would be left in less-than-ideal positions relative to the rest of the emerging direct broadcast satellite industry. EchoStar would find itself left at the altar by a partner that could have boosted its market position and its bottom line. And News Corp. would return to square one in an attempt to singlehandedly create a satellite operation that would take years to build alone. By then, analysts expect that DirecTV, the market leader with 2.6 million current subscribers, will have pushed even farther

ahead, and second-place Primestar, with 1.5 million subscribers, will not be far behind.

Although neither News Corp. nor EchoStar talked openly last week about the rift, Ergen, who remains the project's ceo, and News Corp. chairman Rupert Murdoch

will investigate possible partnerships with both Primestar and DirecTV. However, those companies said there is little chance for any kind of union. "We did discuss the possibility of a business alliance [with Murdoch] before he announced his deal with EchoStar," Bob Marsocci, a DirecTV representative, said last week. "But no serious consideration was given to it."

Jim Gray, Primestar president, also expressed doubt about News Corp. eventually coming on board. "It's very late," said Gray. "If you're still putting your architecture together now, you're behind in the game." ■

If Sky's alliance disintegrates, two big competitors would be far ahead.

'Vibe' in Hunt for 'Spin' Buy

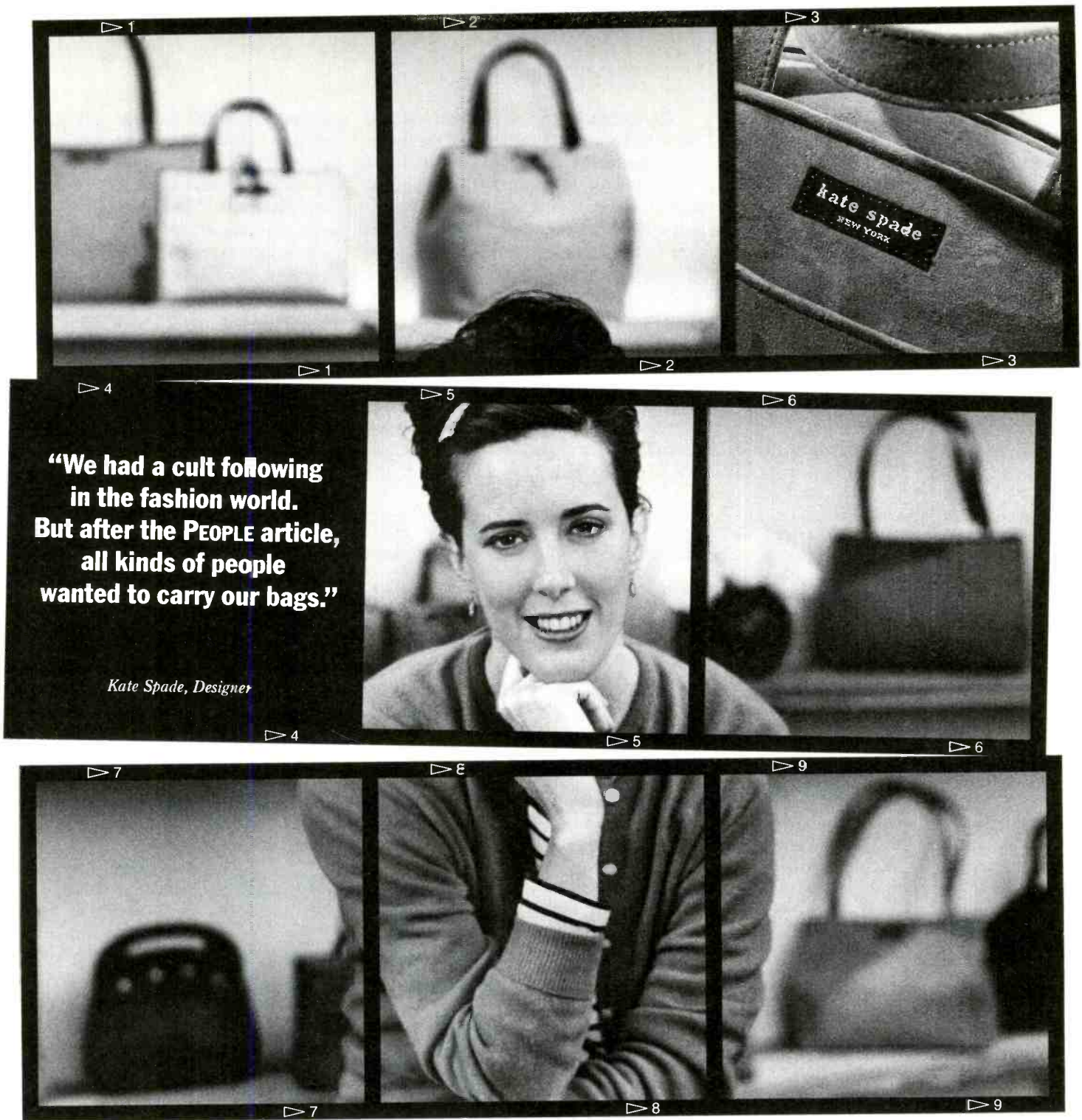
Strong synergies seen in combined advertising sales of two titles

MAGAZINES / By Jeff Gremillion

Bob Guccione Jr. appears to be close to selling *Spin* to the owners of *Vibe*. The *Spin* editor/publisher is considering selling the alternative-music magazine he launched 12 years ago to Robert Miller and his partners, who include *Vibe* founder Quincy Jones. "[Guccione] has scheduled a meeting with Bob Miller next week," a *Spin* representative said last Friday. "He takes [Miller's] interest very seriously."

Neither Guccione nor Miller could be reached. *Vibe* publisher John Rollins had no comment. Miller is a partner in Vibe Ventures, which bought *Vibe* from Time Inc. last year. *Spin* is owned by Camouflage Associates.

"That would be a very strong combination," said analyst Martin S. Walker of the possible sale. "That would be a good buy for *Vibe*." *Spin*'s circulation is 500,000; the title took in \$27.7 million in ad revenue last year. No details were disclosed regarding the asking price.



“We had a cult following in the fashion world. But after the PEOPLE article, all kinds of people wanted to carry our bags.”

Kate Spade, Designer

► When Kate Spade won the CFDA’s Perry Ellis award for New Fashion Talent, she called her mom. When PEOPLE ran an article about Kate reinventing the handbag, buyers from America’s most celebrated stores called her. “The article had a huge impact,” Kate said. “We’re a young company and it made us credible all over America. Everyone loves to see how fashion looks in real life, and no one does that better than PEOPLE.” To see what impact PEOPLE can have on your advertising, call our stylish Publisher, Nora McAniff at 212-522-2028.



People weekly **Performs** SM

MEDIA WIRE

Banks hired Joel Cheatwood as the station's news director. Cheatwood gained a national profile for creating fast-paced newscasts for Sunbeam Corp.'s WSVN in Miami and WHDH in Boston.

Springer, whose talk show is syndicated by Universal, is scheduled to do commentaries for WMAQ during the May sweeps.

WMAQ's Banks and Cheatwood could not be reached for comment. John Rohrbeck, president of the NBC Television Stations group, said that Banks' association with Springer (whose talk show is produced at WMAQ's studios) led to the arrangement for the commentaries. In expressing his support of WMAQ's management and of Springer, Rohrbeck added: "If [Springer's] commentaries are as well thought out or insightful as we think they will be, the viewers will ultimately judge if he is providing a public service. This is not a long-term deal, and if it doesn't work, we'll move on." —*Michael Freeman*

Belo Appoints New Top Managers in Broadcast Unit

A.H. Belo Corp. last week made several changes in the top management of its broadcast division. Glenn C. Wright was named senior vp for the group, reporting to president Ward Huey. Wright previously was vp and general manager of KIRO-TV in Seattle.

R. Paul Fry was named to the new position of vp, cable and program development. Fry had been Belo's controller and worked on the company's recent acquisition of the Providence Journal Co. Succeeding Fry as controller is J. William Mosley, previously controller at KIRO. Also, Ilene L. Engle has been named director of news for the Belo TV group.

Belo also said that Dennis Williamson is moving from KGW in Portland, Ore., to run the company's new Seattle station, KING, as vp and general manager. Williamson succeeds Anthony Twibell, who is retiring. Also stepping down is John Llewellyn, vp and gm at WCNC in Charlotte, N.C. Belo is expected to name successors to Llewellyn in Charlotte and Williamson in Portland this week. —*Claude Brodesser*

The combined circulation of *Vibe* and *Spin* would be just under 1 million, and the potential for group advertising sales at the enhanced Vibe Ventures could be enormous. Both books target readers in their late 20s, Walker noted. *Vibe* leans black and female, while *Spin* skews white and male. "There would be a ton of synergism," said Walker. "There's not much overlap in readership; they have relatively unduplicated audiences."

Editorially, the books have a great deal in common. Besides their four-letter titles, both magazines are printed in the same oversized format and, in neo-*Rolling Stone* style, include journalism about the darker side of the cultures they cover. A recent issue of *Spin*

included a piece on Oklahoma City bombing defendant Timothy McVeigh. And hip-hop and urban music book *Vibe* has run cover stories about the recent murders of rappers Tupac Shakur and The Notorious B.I.G. Both books also owe a burst of new ad revenue from clothiers to beefed-up fashion coverage.

Spin staffers are proceeding "with the understanding that [*Vibe* buying *Spin*] is not an impossibility," said an insider in Guccione's shop. The source added that staffers are taking "solace" in Miller's takeover track record. Miller kept the *Vibe* staff intact when he joined with Quincy Jones in buying the title from Time. Miller oversaw the monthly when he was a Time Inc. executive. ■

Going for Seventh Heaven

Dream of a new network inspires Paxson's \$150M bid for WBIS+

TV STATIONS / By Claude Brodesser

Wall Street appears uncertain about whether Lowell "Bud" Paxson is on schedule to launch a seventh television network or is behind the eight ball. "I don't know why they're [Paxson Communications] doing it," said Dennis McAlpine, managing director at Josephthal, Lyon & Ross, referring to Paxson's \$150 million bid last week to buy New York's WBIS+ to serve as his network flagship. "It cost too much the first time it got sold."

Added analyst John Reidy of Smith Barney: "It seems unlikely that if [Paxson] is trying to build a network that he'd sell stations to pay for the purchase of WBIS+ in New York. More likely, he'd sell off his radio properties."

But there will be no sale of any of his 40 radio stations to buy WBIS+ from ITT Corp. and Dow Jones, Paxson insisted during an interview last Friday. "I have a line of credit in the company that I have not used," Paxson said. The proposed WBIS+ purchase "will be subordinated bank debt," he said.

Despite Wall Street's reservations, Paxson clearly is on a roll in fulfilling his self-imposed four-month deadline to launch a new network. His clock began ticking in March, immediate-

ly after a favorable U.S. Supreme Court ruling that cable operators must carry all broadcast stations in their respective service areas. The ruling guaranteed that Paxson's 49 stations, which feature infomercial and religious programming, would continue. Paxson's yet-to-be christened network "won't be like a traditional network," he said.

Paxson's zealous timetable has him acquiring stations in quick succession. Also last week, he made a \$35 million deal to buy Pittsburgh's WPCB, a religious station that will give him access to the country's 17th-largest market (see page 9). As for when the WBIS+ deal will be consummated, Paxson said he expects closure "in 10 days," with the network deal coming to fruition "in around 90 days."



Paxson: WBIS+ purchase will be subordinated bank debt.

Reportedly both News Corp. and Paxson were initially involved in the WBIS+ purchase negotiations, but News Corp. bailed out when its executives failed to convince chairman Rupert Murdoch of the station's profit potential, sources said. ITT, for its part, would not comment on the bidding process for WBIS+; a spokesman said that discussions are continuing "with several interested parties." A Dow Jones spokesman declined to comment on Paxson's bid. ■

MEDIAWEEK

YES! Please send me 1 year of MEDIAWEEK for only \$125.*

Charge my: Payment enclosed Bill me
 Visa AmEx MasterCard

UNCOVERS THE INDUSTRY'S LATEST...

Key developments and events in TV, cable, radio, magazines, newspapers, out-of-home and

interactive media! It's the only weekly that brings you timely coverage of deals and mergers, new laws and regulations, demographics, research, accounts and more. If you're involved in media, advertising, programming, sales, entertainment or development, Mediaweek is essential!



ADWEEK &



BRANDWEEK

PROVIDE FAST-BREAKING COVERAGE...

Of the advertising and marketing industries. Each publication keeps you on top of important news,

trends, demographics, accounts won and lost, campaigns, personnel changes, strategies, innovations, and opportunities for you. Plus each features plenty of local, national and international coverage — written in a clear, engaging style by our expert team of reporters and columnists.

Acct.# _____ Exp. Date _____
 Name _____ Title _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____
 Signature _____

*Canada and Foreign add \$155 (air mail). Service will begin in 4-6 weeks.

**For Faster Service Call Toll-Free
1-800-722-6658**

To speed your order, please check one box in each section.

Type of firm:

- 01.Manufacturing 11.Ad Agency 12.Public Relations 13.Independent Media
 Buying 20.Outdoor 31.Newspaper 41.Magazine 61.TV 51.Radio
 67.Graphic Design 79.Marketing Research / Service 80.Sales Promo / Support
 81.Commercial Prod. X.Other _____

Job Function:

- C.Product/Brand/Category Mgmt. P.General or Corp. Mgmt. W.Public Relations /
 Public Affairs L.Acct. Mgmt. R.Creative Department Mgmt. H.Copywriting
 I.Sales / Product Promotion T.Art Direction U.Media Buying / Planning /
 Supervision V.Advt. / Marketing Research X.Other _____ Job Title _____

J75MWTN

YES! Please send me 1 year of

ADWEEK for only \$125.*

Please check the region you prefer:

- New England East Southeast
 Midwest Southwest West

BRANDWEEK for only \$125.*

Charge my: Payment enclosed Bill me
 Visa AmEx MasterCard

Acct.# _____ Exp. Date _____
 Name _____ Title _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____
 Signature _____

*Canada and Foreign add \$155 (air mail). Service will begin in 4-6 weeks.

**For Faster Service Call Toll-Free
1-800-722-6658**

To speed your order, please check one box in each section.

Type of firm:

- 01.Manufacturing 11.Ad Agency 12.Public Relations 13.Independent Media
 Buying 20.Outdoor 31.Newspaper 41.Magazine 61.TV 51.Radio
 67.Graphic Design 79.Marketing Research / Service 80.Sales Promo / Support
 81.Commercial Prod. X.Other _____

Job Function:

- C.Product/Brand/Category Mgmt. P.General or Corp. Mgmt. W.Public Relations /
 Public Affairs L.Acct. Mgmt. R.Creative Department Mgmt. H.Copywriting
 I.Sales / Product Promotion T.Art Direction U.Media Buying / Planning /
 Supervision V.Advt. / Marketing Research X.Other _____ Job Title _____

MEDIAWEEK

GUARANTEE

If at any time during your subscription you are not completely satisfied, you may cancel and receive a refund on all unmailed issues. With no questions asked, and no further obligation.

What's the next best thing to reading Mediaweek?

SUBSCRIBING TO MEDIAWEEK!

You save a lot of \$ off the newsstand price!

You don't have to share an office copy!

Your subscription includes valuable extras like our annual special supplement of Media All Stars.

And most important of all ...

You never miss an issue!

ADWEEK = BRANDWEEK

GUARANTEE

If at any time during your subscription you are not completely satisfied, you may cancel and receive a refund on all unmailed issues. With no questions asked, and no further obligation.

What's the next best thing to reading Adweek and Brandweek?

SUBSCRIBING TO ADWEEK AND BRANDWEEK

You save a lot of \$ off newsstand prices!

You don't have to share office copies!

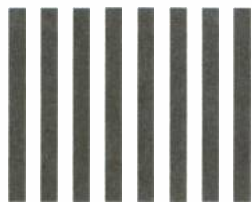
Your subscriptions include valuable extras like our ADWEEK Agency Report Cards, and BRANDWEEK'S annual "Super Brands" directory of the top 2,000 brands in the U.S.

Most important of all ...

You never miss an issue!



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 70 DANBURY, CT

POSTAGE WILL BE PAID BY ADDRESSEE

MEDIAWEEK

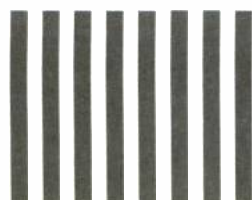
SUBSCRIPTION SERVICE CENTER

PO BOX 1976

DANBURY CT 06813-9839



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 76 DANBURY, CT

POSTAGE WILL BE PAID BY ADDRESSEE

ADWEEK

SUBSCRIPTION SERVICE CENTER

PO BOX 1973

DANBURY CT 06813-9845



PCTV: 'Must See' for Geeks

Computer makers bet on data delivered along with the TV signal

NEW TECHNOLOGY / By Michael Freeman

Remember Videotex, the pseudo-interactive technology of the early '80s—with names such as Viewtron, Gateway and Qube—that was going to revolutionize the way Americans read, watched TV and shopped? It's back, in an advanced form. Only now, consumers are more accustomed to obtaining information over computers and at least some of them are familiar with interactive media.

A number of companies are seeking to rush the marriage of the computer and the TV set with personal-computer cards that decode and store information about TV programs and advertiser services, as well as other data, that is transmitted over the vertical blanking interval contained in every TV signal. The VBI is a black bar that carries data to synchronize network and local broadcast feeds as well as providing a vast array of over-the-air data. Of the 21 lines of the VBI, up to 10 are needed for local broadcast transmissions. Another eight to 10 lines are leased out to credit card verification companies, remote beeper companies, closed-captioning services (line 21) and the emerging broadcast TV-to-PC services.

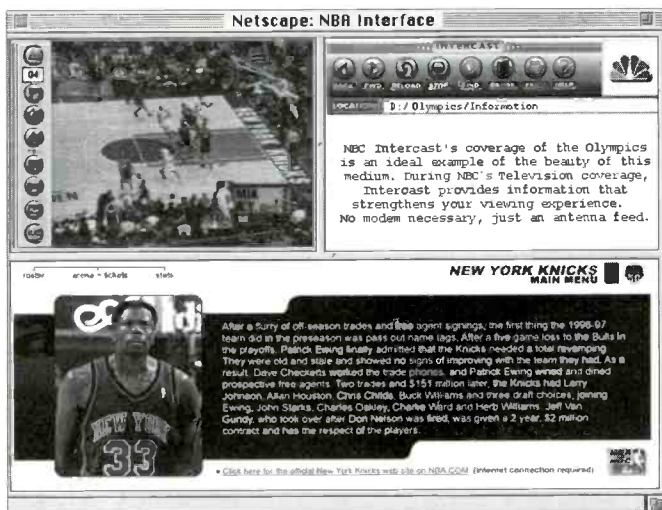
Computer industry giants Intel Corp. and Microsoft Corp. are either making inroads on the delivery of analog signals and drawing up more forward-thinking strategies on the eventual transition broadcasters will be making to digital TV services over the next nine years. There also are a number of small, recent startup companies that are carving out pieces of the broadcast PC pie, with various types of text-driven data, graphics and video service being transmitted along the VBI portion of the analog signal.

Within the past year, Intel Corp. has been the most successful in utilizing its leverage in the hardware market to introduce its Intercast service, a combination of Internet-like Web data and analog broadcast signals. Intercast has a significant head start in signing such national networks as NBC, CNN, ESPN, WGBH and

MTV Networks as content providers. Intel has not, for the most part, sought the participation of local broadcasters.

John Kirby, Intel's product manager for Intercast, estimates that there are only about 100,000 personal computers that have been manufactured or upgraded to receive the Intercast service. Computer makers such as Gateway, Quantex and AST have already signed with Intel to install "Intercast-ready" hardware.

While numerous computer industry watchers have praised Intel for its delivery of a content-rich, Web browser-like environment, several noted that Intercast has been hobbled by its data rate of 9600 baud, one-third of the speed of the typical telephone modem. The



Screen play: NBC has used Intel's Intercast to offer extra Web content to viewers of NBA games on PCs.

inherent advantage of using the TV stations' vertical blanking interval is the ability to deliver data at rates ranging from 550 kilobits to 2.3 megabits per second (Mbps).

WGBH in Boston is currently delivering its locally produced PBS educational series, *Nova*, on Intercast three times a week via the station's over-the-air VBI signal to PC users in New England and southern Canada. Annie Valva, WGBH director of technology, notes that Intercast uses only one line of the station's VBI and that the 9600-baud rate typically means that the data portion of the *Nova* feed has to be cached three or four times within its hour-long airing.

"We are happy with Intercast's content-based features, but there do appear to be some

TV STATIONS

Paxson Communications last week struck a three-way deal to enter the Pittsburgh market. The West Palm Beach, Fla.-based station group, which airs primarily infomercials and religious programming, purchased Pittsburgh's WPCB-TV (channel. 40) last week from Wall, Pa.-based Cornerstone TeleVision. Cornerstone, a two-station group of religious stations, sold its flagship WPCB for \$35 million. Cornerstone also made a deal with WOED Television, a Pittsburgh-based public television station group that owns both of the market's PBS affiliates, WOED (channel 13) and WQEX-TV (16). WPCB will swap signals with WQEX; Paxson will take over WPCB's old station using WQEX's old signal. Cornerstone will split the \$35 million payment it is getting from Paxson with WOED. Group owner Lowell "Bud" Paxson has met with top TV and movie studio executives in an effort to use his 49-station group as a distribution network for programming. Paxson also has hired WOED to produce four to five hours per week of children's and public affairs programming. Stamford, Conn.-based Richard Foreman was the media brokerage that handled both deals.

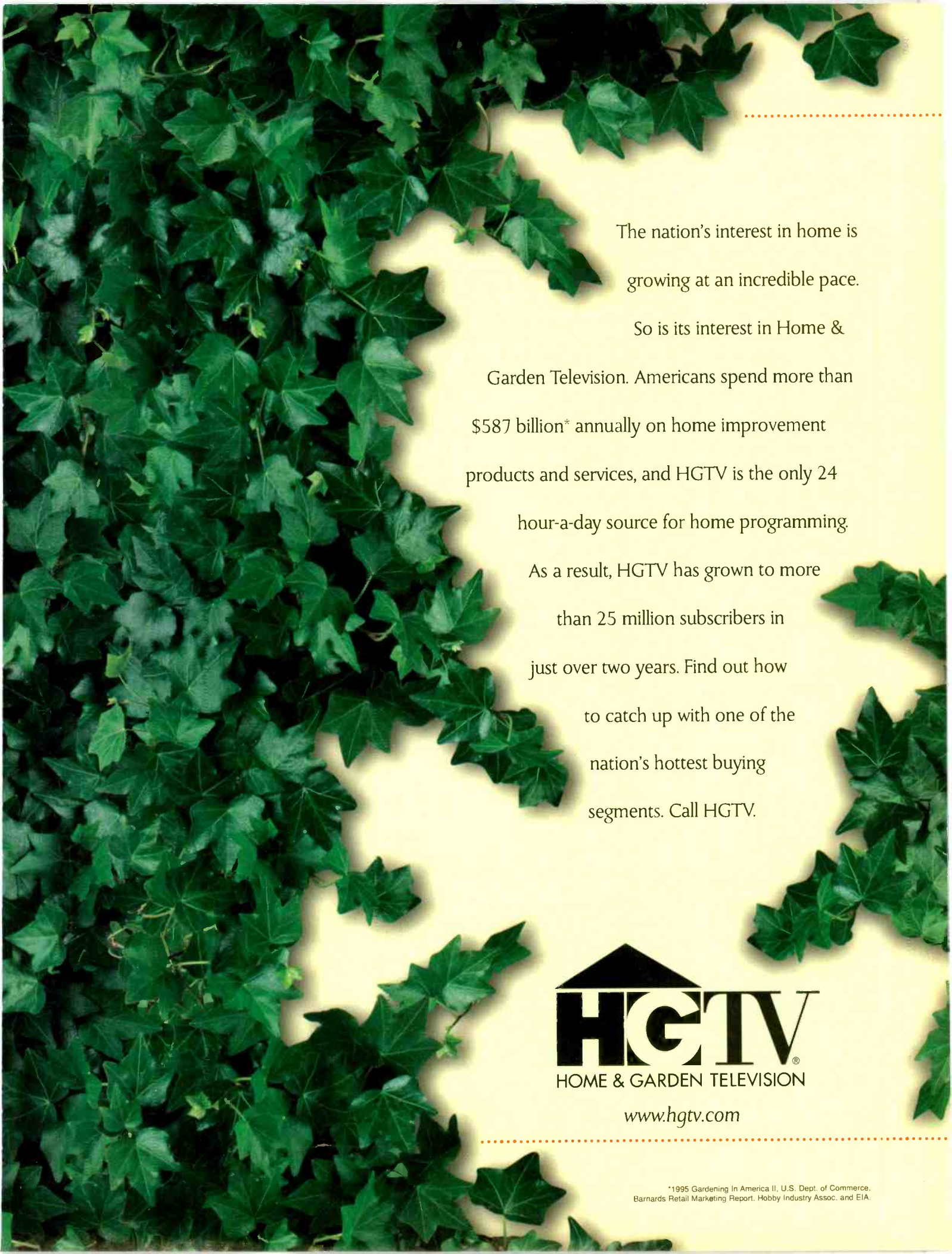
Las Vegas had the largest revenue growth of all local television markets last year, according to a report issued last week by the Chantilly, Va.-based Broadcast Industry Analysts group. From 1995 to 1996, most of the revenue growth occurred in Sun Belt cities, which mirrors the nation's population growth. Las Vegas (DMA No. 64) placed first with a 24.6 percent revenue gain; Raleigh-Durham, N.C. (No. 29), was second, with an 18.4 percent increase; Cincinnati (30) was third with a 13.4 percent boost; Charlotte, N.C. (28), and Birmingham, Ala. (51), tied for fourth, each with a 13.2 percent increase. Baton Rouge, La. (98), was up 12.4 percent in revenue, clinching the No. 6 spot. Knoxville, Tenn. (60), was in seventh place, with an 11.8 percent gain. Rounding out the top 10 were Kansas City (32), at 11.7; Atlanta (10), at 11.6; and West Palm Beach, Fla. (44), also at 11.6 percent. —Claude Brodessa

Growing Wildly Across The Country.

Ad Sales Corporate 423-470-3965 Northeast 212-293-8572
Southeast 770-391-9877 Midwest/West 312-553-4488



THE E.W. SCRIPPS COMPANY



The nation's interest in home is
growing at an incredible pace.

So is its interest in Home &
Garden Television. Americans spend more than
\$587 billion* annually on home improvement
products and services, and HGTV is the only 24
hour-a-day source for home programming.

As a result, HGTV has grown to more
than 25 million subscribers in
just over two years. Find out how

to catch up with one of the
nation's hottest buying
segments. Call HGTV.


HOME & GARDEN TELEVISION

www.hgtv.com

*1995 Gardening In America II, U.S. Dept. of Commerce,
Barnards Retail Marketing Report, Hobby Industry Assoc. and EIA.

CABLE TV

Rainbow Programming Holdings said last week that it will fold its NewSport service on July 9 and use the sports news channel's resources to aid Rainbow's American Sports Classics channel, scheduled to launch on that date. Rainbow is controlled by cable operator Cablevision Systems Corp. Rainbow counts 10 million NewSport subscribers, many of whom receive the channel on a part-time basis. The programmer is expected to try to convert these subscribers over to ASC. However, cable operators generally resist such switchouts. Also, operators have responded favorably to Classics Sports Network, which beat ASC to market by two years. Separately, Cablevision has responded to a complaint filed with the FCC in March by the owners of Classic Sports. In the response, Cablevision listed several reasons for not offering Classic Sports as a basic service to more than 161,000 homes (Cablevision has a total of 2.8 million homes; in some systems, it is offering Classic as a tiered service). Cablevision cited "legitimate business reasons, such as CSN's decision to distribute its service in the New York area on WBIS; high rates for a poorly executed classic sports service that is essentially limited to non-exclusive replays of old games; channel capacity restrictions and delays in system rebuilds; and onerous penetration requirements to qualify for lower rates."

Tele-Communications Inc. last week released preliminary financial results for the first quarter that showed revenue up 17 percent to \$1.56 billion. TCI said that its cash flow was up 41 percent to \$701 million over the same period. But not all the news was good. TCI suffered a considerable drain of premium subscribers, losing more than 1 million, or 5 percent of its pay subs, in the first quarter. TCI also lost 83,000 basic subscribers but said it made up for that loss with system acquisitions. The subscriber declines were attributed to recent rate increases, although the company noted that the price increases positively affected revenue and cash-flow growth. TCI also said last week that most of its rollout of digital service will be completed by Christmas. —Michael Bürgi

bandwidth limitations," Valva says. "The problem is that Intel is working within the constraints of the current broadcast spectrum. They have been very responsive, and I think they are really focusing on faster data rates with the rollout of digital television."

Microsoft is sitting on the launch of its own broadcast PC services due to the ongoing development of a replacement operating system for Windows 95 as well as plans for the construction of dedicated digital transmission services via direct broadcast satellite and local TV stations. George Moore, a product unit manager for Microsoft, says that the "Broadcasting for Windows" architecture will be ready when the operating system is released, sometime in early 1998.

Moore says that the Microsoft model for broadcast PC services will work on multiple platforms, including DBS, broadcast analog and digital TV services. Once digital services can be exploited, Moore estimates, local and national terrestrial broadcasters will deliver 19.3 megabits per second of data in digital transmissions, and terrestrial satellite services will deliver 30 Mbps of data (or 320 gigabytes of data per day) from a single digital transponder.

Moore says that Microsoft will look to DBS to provide a national footprint for delivery of network-oriented programming as part of a joint venture it struck about a year ago with Hughes Corp.'s DirecTV service to develop the satellite transmission of digital services.

Currently, smaller high-tech companies such as Spot Magic Inc. and En Technology Corp. are developing broadcast PC services utilizing the analog spectrum and promising a faster data rate as well as broader use of the VBI. Both companies have worked a deal with Cox Broadcasting-owned Fox affiliate KTVU in San Francisco for an initial test run of the service to begin this summer.

Spot Magic, a San Francisco-based startup software company, will be providing KTVU with authoring software to embed data on the VBI along with a PC broadcast of the station's popular weekly tourism series, *Our Town*. Spot Magic's chairman, John Armstrong, said plans are to beta test the system on enabled PCs placed with roughly a dozen major ad agencies based in San Francisco.

En Technology, a Milford, N.H.-based company that manufactures VBI receivers, TV modems and data-encoding equipment, is pro-

viding its Cybercast Data Broadcast System to deliver much larger fields of data at a rate of 2.3 megabits per second for the KTVU test, according to Matt Cookson, En's managing director.

"InterCast's data delivery is based on the NABTS standard [North American Basic Teletext Specification], but our format [Cybercast] is a proprietary format that utilizes more of the vertical blanking interval and broadcast spectrum," says Cookson. "Rather than just using one to three lines of the VBI, we're able to send very large fields of data bursts where we can replace one to 262 [vertical lines] of the current NTSC analog signal without degrading the video portion of the feed."

However, other computer industry executives contend that if more than 10 of the available 21 lines of the VBI are utilized to send data, it will inevitably lead to increased data "snow" and degrade the video portion of TV



Come ski with me: On InterCast's demo site, Olympian Sven Thorsen promotes lessons at a resort in Utah.

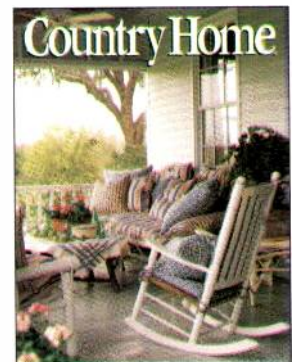
broadcasts. One such executive is John Abel, named last year as president and ceo of Datacast, a competing broadcast PC service founded and financed by major station-group owners Chris-Craft/United Television, LIN Television Corp., Granite Broadcasting and Schurz Communications. The Datacast system has been tested on Chris-Craft/United's WWOR in New York and Granite's KNTV in San Jose, Calif., and the tests confirmed that signal degradation does result from the use of too many of the VBI's scan lines.

"On the whole, the video portion of the feed is really poor when you look at InterCast," says Abel. "What broadcasters see in the future of broadcast PC services is the incredible promise of delivering data much faster and cost-effectively over the VBI. What it all comes down to is that the computer is a lean-forward medium, where PC users are looking for more content at a faster rate. Then there is the lean-back medium, where a large number of TV viewers still long for the passive viewing experience of traditional television." ■

They blew the dust off country style



We call them the New Country Class.™ They've given a fresh, new twist to a classic style — clean, casual, comfortable, sophisticated and definitely upmarket. Through the years, one magazine has helped them broaden their interpretation of country style. COUNTRY HOME.



Country Home®

THE ADDRESS OF THE NEW COUNTRY CLASS™

Meredith
CORPORATION

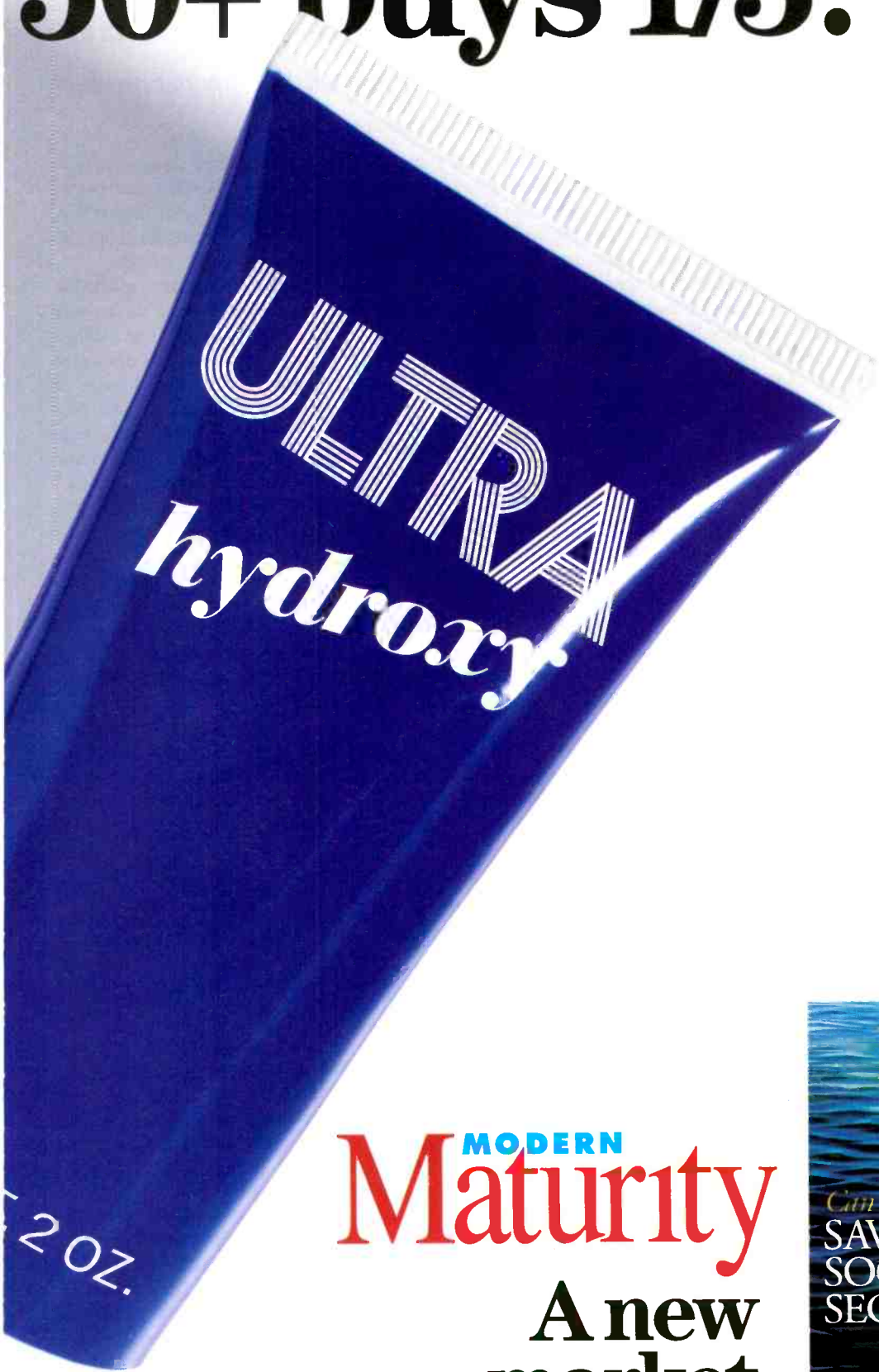
Cosmeceuticals?

From alpha hydroxy to eye cream, the 50+ woman is into serious skin care. Spending serious money, accounting for 1/3 of the face and body cream sales. Talk health and beauty with her in Modern Maturity.

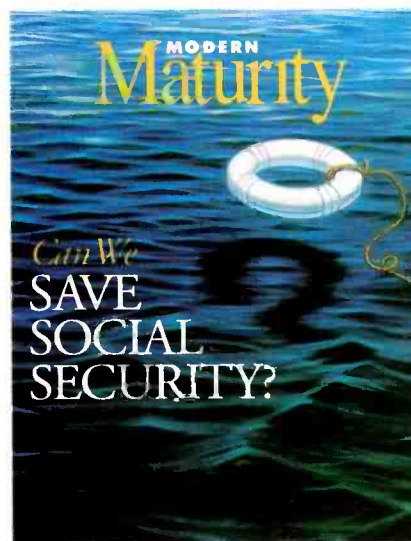
Call Steve Alexander at 212-599-1880 about a new face. A new voice. A new market.



50+ buys 1/3!



MODERN
Maturity
A new
market.



NETWORK TV

Monday on Fox is in for a big make-over this summer. Last week, the upstart network rolled out several new shows, specials, movies and other programming for its summer schedule, which kicks off on May 25. *Roar*, an action-adventure series created by Shaun Cassidy (executive producer of the *American Gothic* series and star of *The Hardy Boys Mysteries*) and Ron Koslow (*Beauty and the Beast*), will cap Monday evening in the 9-10 p.m. slot beginning July 14. *The Ruby Wax Show*, a half-hour comedy hosted by a Chicago-born comedienne who has a hit talk show in Britain, will air at 8:30 p.m. And to give Mondays a lead-in push, Fox will edit its Saturday late-night show *Mad TV* for half-hour reruns at 8 p.m. On Sundays, Fox will try out James Brolin as host of *Beyond Belief: Fact or Fiction?* for the 7-8 p.m. slot beginning May 25. Fox's Tuesday-night movies this summer will include such original fare as *Alien Nation: The Udara Legacy*, *L.A. Johns* and *Bad Girls*.

In what NBC is billing as the first combined prime-time network and Internet event, the season finale of NBC's *Profiler* will appear simultaneously on television screens and computer screens. In the May 10 episode (airing 9-11 p.m. ET), the series' elusive serial killer, Jack, will build and launch his own macabre Web site with an actual URL that can be accessed by viewers. In the story line, the Web site cannot be traced, but it will be left operational as the series credits roll. The "Jack" Web site will be unfurled during the last half hour of the season finale as TV viewers simultaneously see the page on their TV screens. Designed by the NBC Digital Productions team, the site, <http://www.jackoftrades.com>, will remain active for the summer.

Peter Lund, CBS Television and Cable Group ceo and president, was elected to parent company Westinghouse Electric Corp.'s board of directors last week. Westinghouse chairman Michael Jordan made the announcement at Westinghouse's annual meeting, held in Minneapolis. —*Michael Freeman and Richard Katz*

NBC, Affils Flail to No Avail

Station groups seek to remain 'primary outlets' for net product

TV STATIONS / By Claude Brodesser and Richard Katz

The simmering dispute between NBC and its affiliates continues to stew. An April 28 meeting between NBC brass and 10 heads of affiliate station groups was supposed to resolve an imbroglio between the front-running network and its affiliates, who believe they are suffering while NBC's own new businesses—the cable channels CNBC and MSNBC—profit. Affiliate station execs at the meeting openly characterized the sit-down as "positive." Privately, however, several said they fear that as the television landscape changes, NBC will turn them into stepchildren while making cable, satellite, the Internet and pay-per-view services their "primary outlets."

"The asset value of TV stations is tied to the network affiliation," said one station executive who attended the meeting, requesting anonymity. "If, all of a sudden, cable becomes the primary outlet, we get very concerned. Some of the steps taken by the network have led to distrust." For example, the executive complained, when NBC formed MSNBC with Microsoft, the network announced that the affiliates

would contribute to the new venture. "We've helped build the value of NBC's brand and we should be part of its future," said the executive, adding that an "equity stake or share of profits" in pay-per-view might be one option.

NBC executives, for their part, refused to comment on the meeting. Instead, the network issued a three-line statement: "The affiliate meeting...was an internal business discussion

"This is delicate, so delicate that affiliates just can't afford to talk," said one exec.

to address a broad range of topics. It is one of many productive meetings held throughout the course of the year and will not be discussed publicly."

"This is delicate, so delicate that affiliates just can't afford to talk," said another exec familiar with the meet-

ings. "If affiliates don't cooperate with the network's request that negotiations be kept out of the press, they'll lose their chance to resolve this." NBC will hold its annual affiliates meeting May 18-21 in Phoenix.

Groups at last week's meeting included Gannett, LIN Television, Jefferson-Pilot, Cosmos Broadcasting, Kelly Broadcasting, Chronicle Broadcasting, A.H. Belo, Post-Newsweek Stations and Pulitzer Broadcasting. ■

Given a Sporting Chance

New Tartikoff sitcom gains steam; is cleared in 140 markets

SYNDICATION / By Michael Freeman

Famed comedy troupe Second City, former NBC and Paramount chairman Brandon Tartikoff and independent distributor Litton Syndications are mining newfound weekend late-night time-slot vacancies to bring a new sitcom, *The Sports Bar*, to life this fall.

David Morgan, president of Litton Syndications, said that *Sports Bar* has gained additional sales steam in recent weeks due to uncertainty in the syndication market over Buena Vista Television's plans for its John Salley fall talk-show project. In addition, time periods have opened up following the recent cancellations of two action-adventure hours—*Baywatch Nights* (distributed by All American) and *The Cape* (MTM), both of which will be

giving up second-run slots in late fringe.

"Almost everyone at the TV stations we've dealt with immediately associates Second City with being this great farm system for some of the best comedians in the country," Morgan said. "What we're looking to do is get some of the greats like Dan Akroyd, Rick Moranis, Mike Meyers, Jim Belushi, Betty Thomas and Bill Murray to do guest shots on the show."

Since late March, Morgan said, the half-hour sitcom has racked up station clearances in 140 markets representing 81 percent U.S. broadcast coverage. *The Sports Bar's* client roster includes four NBC owned-and-operated stations—WNBC in New York, WMAQ in Chicago, WRC in Washington, D.C., and WTMJ in Miami. ■

MEDIaweek

Editor-in-Chief: Craig Reiss
Editorial Director: Eric Garland

Editor: William F. Gloede

Executive Editor: Brian Moran

Managing Editor: Dwight Cunningham

Executive Features Editor: Stanley Mises

Departments Editor/Copy Chief: Anne Torpey-Kempn

Deputy Features Editor: Adam Shell

Washington Bureau Chief: Alicia Mundy

Editor-at-Large: Betsy Sharkey

Senior Editors: Michael Bürgi, Michael Freeman, Richard Katz
Senior Writer: T.L. Stanley

Reporters: Claude Brodesser, Jeff Gremillion, Mark Hudis

ID: New Media: Senior Reporter (*Adweek*): Laura Rich;

Reporters (*Mediaweek*): Anya Sacharow; (*Brandweek*):
Bernhard Warner

Media Person: Lewis Grossberger

Managing Art Director: Trish Gogarty

Art Director: Joseph Toscano

Photo Editors: Marla Kittler, Kim Sullivan

Assistant Photo Editor: Francine Romeo

Circulation Director: Christopher Wessel

Assistant Circulation Mgr: Audrey Numa

Mediaweek Online: Sales/Customer Support Mgr: Eryar
Gottlieb

Publisher: Michael E. Parker

Regional Sales Directors: Los Angeles: Ami Brophy; Boston: Ren Kolgraf;

Category Managers: Television: Linda D'Adamo, New Media: Jody Sizem, Print:

Jeffrey S. Whitmore; Account Managers: EAST: Stephen T. Coanolly, Eryan

Hackmyer, Robert W. Jones, Kristina K. Santafemia; Southwest: Blair

Hecht; Los Angeles: Nancy Gerloff; CLASSIFIED: Publisher: Harold

Itzkowitz; Sales Managers: Julie Azos, Wendy Brandariz, M. Morris,

Jonathan Neschis, Karen Sharkey; Sales Representative: Robert Cohen,

Sarah Goldish; Sales Assistant: Michele Golden;

Marketing Services Manager: Chris Heyen

Special Events Manager: Alexandra Scott-Hansen

Promotion Coordinator: Matt Pollock

Dir. of Manufacturing Operations: Jim Contessa

Production Director: Louis Seeger

Pre-Press Production Mgr: Adeline Cippoletti

Production Mgr: Elise Echevarrieta

Production Assistant: Matthew J. Karl

Pre-Press Assistant: Ed Reynolds

Scanner Operator: Dock Cope

Deputy Editor/Business Affairs:

John J. O'Connor

Vice President/Executive Editor:

Andrew Jaffe

Vice President/Creative Director:

Wally Lawrence

Vice President/General Manager:

Louis Isidora

Vice President/Marketing:

Mary Beth Johnston

Senior Vice President/Marketing:

Kenneth Marks

Senior Vice President/Sales and Marketing:

Michael E. Parker

Executive V.P./Editor-in-Chief:

Craig Reiss

President:

Mark A. Dacey

Chairman: John C. Thomas, Jr.; Chairman/Exec. Comm.: W. Pendleton Tudor

BPI COMMUNICATIONS

Chairman: Gerald S. Hobbs

President & Chief Executive Officer: John Babcoox, Jr.

Executive Vice Presidents: Robert J. Dowling,

Martin R. Foely, Howard Lander

Sr. Vice Presidents: Georgina Challis, Paul Curran, Mark A. Dacey,

Anne Haire, Rosaloe Lovett

Vice Presidents: Glenn Hefferman

OPINION

By James J. Popham, vp/general counsel, Ass'n. of Local TV Stations

Free Retransmission for All

ALTV favors maintenance of a compulsory license mechanism for simultaneous secondary transmissions of the signals of broadcast television stations by multichannel video providers. Under the compulsory license regime urged by ALTV, a multichannel video provider could retransmit

the signals of local television stations in their home markets *gratis*, provided the multichannel video provider retransmitted all television stations in the market to all subscribers in the market. The local market area of a local television station should conform to the area in which the station may elect to be carried as a must-carry signal under the FCC's rules, regulations and authorizations. To avoid needless inconsistencies, any multichannel video provider which retransmitted a complement of broadcast signals which, if carried by a cable system serving the same subscriber, complied with the cable television must-carry rules, would be presumed to be carrying all local television stations. The compulsory license also would apply to retransmission of a limited number of distant signals.

The basic premise of ALTV's approach is the distinction between a multichannel video provider which functions as a nondiscriminatory conduit for the signals of local television stations and a multichannel video provider which selects and exploits only certain stations in assembling its array of services. The former, unlike the latter, is not disrupting the existing marketplace. ALTV also has premised its position on the valid public interest in maintaining the availability of a limited number of distant signals. While distant signals have become considerably less significant in terms of generating demand for multichannel video services, the public has come to rely on the availability of a few superstations and other "distant" stations from proximate markets.

The compulsory license should not extend to secondary transmission of any program which would infringe on the exclusive exhibition rights of a local television station with respect to either its network or non-network programming. Similarly, any

secondary transmission of a program which would not be permitted by the applicable rules and regulations of the FCC regarding network or syndicated program exclusivity or sports blackouts should fall outside the scope of the compulsory license. Furthermore, the compulsory license should not apply to secondary transmission of a distant network affiliated station in any area already served by an affiliate of the same network. The current prohibitions on program alteration and commercial substitution also should be maintained.

Lastly, fees for secondary transmissions of distant stations should be uniform for all multichannel video providers, regardless of distribution medium. No fee should be charged for local signals. A step-up in fees should be maintained for distant signals in excess of those permitted under the FCC's former distant signal limitations.

ALTV submits that the compulsory license remains a proper mechanism for enabling multichannel video providers to retransmit the signals of local television stations. Generally speaking, the cable compulsory license, now embodied in section 111 of the Copyright Act and complemented by FCC rules and regulations governing broadcast signal carriage by cable television systems, should serve as the model for extension of a compulsory license to other multichannel video providers.

The above was excerpted from the testimony of Mr. Popham before the Library of Congress Copyright Office on April 28, 1997. ALTV, based in Washington, D.C., represents TV stations that are not affiliated with the ABC, CBS and NBC TV networks.

Mediaweek welcomes letters to the editor. Address all correspondence to Editor, Mediaweek, 1515 Broadway, New York, NY 10036 or fax to 212-536-6594 or e-mail to bgloede@mediaweek.com. All letters are subject to editing.



35 million
Americans
trust us
with their
most
valuable assets



That's why
Hallmark
trusts
us.
with
theirs

When Hallmark licensed the Better Homes and Gardens® brand for a new product line called the Better Homes and Gardens® *Heart and Home Collection™*, they really played their cards right, looking to the most influential home and family name in America to build their business. And it did, with the kind of brand power that turns consumers into customers.

That's what happens when you're an everyday asset to the lives of 35 million home and family focused readers. We call it brand loyalty. You'll call it sales.

Better
Homes
and Gardens®

The Megabrand

HOLLYWOOD Betsy Sharkey

ABC's New Dimension

A sweeps campaign
ties the network's
identity to its
hit shows and
special 3-D Week



The May sweeps are always brutal, and the competition between the networks is the stiffest of the year. A strong showing in May helps set the stage for the new season in the fall. It helps push ad revenue over the long summer stretch until the November ratings book is in. It puts affiliates in a good mood.

A bad May is every network executive's worst nightmare. For the top brass at ABC, the first few days of the sweeps were scary ones, as the network's first two major programming events—*The Shining* and *U2: A Year in Pop*—struggled.

Despite rave reviews and major promotions, the six-hour adaptation of Stephen King's *The Shining*, earned

The Shining],” said one veteran media buyer, “but let’s face it, May is about three things: numbers, numbers, numbers.”

The U2 performance on Saturday, April 26, turned out to be anything but a Saturday-night special, with the network’s numbers sliding to a 2.4 rating/5 share. That was a particularly painful hit since the network’s theme for May, “ABC is POP,” was designed to tie U2’s new album, *Pop*, and the band’s nationwide tour and just-launched video, with the network. Though the U2 show didn’t do well, ABC remains convinced that the band is a great associate: It is selling out its tour and getting great reviews, and the network believes that some of that will rub off through the month-long “Pop” connection.

This week, however, represents a more critical test for ABC as nine of the network’s shows, essentially its strongest comedies, all go 3-D. It is on the backs of these shows—especially those in their first or second season, such as *The Drew Carey Show*, *Spin City* and *Sabrina, The Teenage Witch* that ABC will build its future.

One of the architects of this future—and therefore one of the ABC executives on the hot seat this month—is executive vp Alan Cohen. Cohen left NBC’s marketing powerhouse a little more than a year ago to develop an integrated marketing strategy for ABC.

The question facing Cohen and the team that would come together over this past year, including another NBC veteran, Jim Vescera, senior vp of advertising and promotion, is can they, in concert with the programming arm, help ABC become “must see,” too?

“We know this will be an extremely competitive sweeps for us,” said Cohen on the eve of its official start date. “Hopefully the on-air promotion will keep the circulation flowing throughout the month.”

Change in the network-perception game does not come quickly. ABC got off to a rough start in May: Results from the first four days of sweeps (the sweeps officially kicked off April 24) has the network in fourth place in both homes and adults 18-49. NBC is leading, CBS is second in homes and third among adults 18-49, while Fox is third in homes and No. 2 in adults 18-49. Early-



Drew Carey and Kathy Kinney of *The Drew Carey Show*: Adding mass to the 3-D lineup

only a 12.5 rating and a 19 share its first night and a 12.1 rating/20 share on Monday, enough to put ABC in the top spot for the night. For the *Shining* finale, ABC faced NBC’s Thursday-night gridlock for the *Shining* finale.

“The critics’ reviews might help soften the blow [on

**IF YOU
WANT TO
REACH
A MASS
AUDIENCE...**

TALK TO THE MASS A



**ROSEANN
CACCIOLA**
ACCOUNT
EXECUTIVE

**JEFFREY
WOSLEGER**
ACCOUNT
EXECUTIVE

**JULIE
KANTROWITZ**
SR., VICE PRESIDENT

**PAUL
MONTROYA**
VICE PRESIDENT

**JEAN
MEDD**
VICE PRESIDENT
MIDWEST

**CLIFFORD
BROWN**
DIRECTOR

MEDIA SALES

NEW YORK
JULIE KANTROWITZ
(212) 636-5310

CHICAGO
JEAN MEDD
(312) 440-1100

PEOPLE WITH APPEAL.



ROSIE O'DONNELL



JENNY JONES



PEOPLE'S COURT



EXTRA



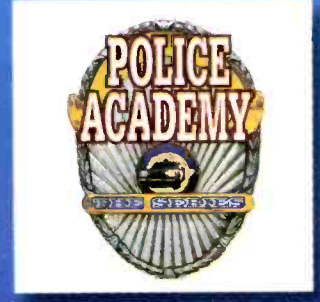
HANGIN' WITH MR. COOPER



MARTIN



LIVING SINGLE



POLICE ACADEMY



BABYLON 5



MOVIES



WARNER BROS. MOVIES



NEW LINE MOVIES



ADVERTISER SYNDCATED TELEVISION ASSOCIATION



WARNER BROS. DOMESTIC TELEVISION DISTRIBUTION

A Time Warner Entertainment Company
©1997 Warner Bros. All Rights Reserved.

HOLLYWOOD

sweeps numbers aside, there are encouraging signs at ABC. A year ago, if television viewers had been asked which network they tuned in to watch the longtime hit show, *Home Improvement*, or *Roseanne*, or *Ellen*, not many would have been able to answer "ABC," at least not instinctively.

Though ABC was consistently winning four nights each week among those advertiser-coveted viewers aged

Improvement, *Drew Carey*, *NYPD Blue*, *Spin City*, *Sabrina*, *The Teenage Witch*, *Roseanne* and others.

"We're 40 percent higher than last May in terms of awareness," said Cohen.

ABC's 3-D week kicks off Tuesday with *Home Improvement*, where tools will fly towards the head of anyone who picked up their glasses at Wendy's, and *Spin City*, with star Michael J. Fox seeing double. On Wednesday, the third dimension hits *Coach*, *Drew Carey* and *Ellen*. It closes out on Friday night with *Family Matters*, *Step by Step*, *Sabrina* and a special edition of *America's Funniest Home Videos*, which will include a 3-D *Full House* reunion built around Bob Saget, the *America's Funniest's* host who came to prominence in that sitcom.

It is no small irony that NBC has its own 3-D special in the works, a multidimensional episode of its hit, *3rd Rock From the Sun*, which comes at the end of the month with *3rd Rock's* season finale.

"It's unusual that two networks would choose to do this at the same time," said Cohen. "I think both networks discovered this when we started talking to vendors." As for the viewers, he says, "A lot of people know that 3-D is coming [in May]. For better or worse, [ABC and NBC] end up cross-promoting each other."

As important as May is, ultimately for Cohen it's about next season. The fall will bring the first prime-time season put together by new ABC Entertainment chief Jamie Tarses, who has a long history with Cohen from their years together at NBC. The canvas, to an extent, will be theirs for the painting in the colors they choose.

Only last month, Cohen hired a new advertising agency, TBWA Chiat/Day, to work alongside ABC's in-house marketing team. Chiat/Day, which created the Energizer Bunny and the quirky Nissan ads, will help shape a clearer identity for ABC. There is help on the way, too, from ABC's parent, the Walt Disney Company.

"At the time I arrived, so did the Disney company, and it's been exhilarating," said Cohen. "There are so many opportunities to explore in other divisions. We'll have a trailer for *Drew Carey* running on the *Ransom* video, there's signage for *20,000 Leagues Under the Sea* [which begins airing on May 11] at all the Disney theme parks. Every day we're working with them."

Cohen and his team know that it all begins with the viewers. The marketing division spends a lot of time talking to viewers, trying to understand them. At the end of the day, Cohen has to get more of the 100 million viewers out there turning to ABC.

"In the fall, you'll see the next level, a repositioning that will give us the identity we've been searching for," said Cohen. "We're not satisfied yet." ■

"A lot of people know 3-D is coming in May. For better or worse,

ABC and NBC end up cross-promoting each other."—Alan Cohen

18–49, most simply didn't link specific shows with the network, even the hits that drove its prime-time schedule. The network itself had virtually no identity. Certainly everyone was familiar with ABC, but when probed for a list of adjectives that described the network, most of the viewers who were surveyed drew a blank.

But today, there are probably only a handful of prime-time watchers who don't associate ABC with *Ellen*, whose character made history last Wednesday when she became the first openly gay prime-time lead. The April 25 edition of *20/20* that featured Diane



**Sabrina, The Teenage Witch's
Melissa Joan Hart: Cat-ching on**

Sawyer's interview with the sitcom's star, Ellen Degeneres, talking about her own her sexual orientation and agonizing decision to "come out," like the character she portrays, earned a 27 share and won the time period.

The network's tracking studies also indicate that viewers now connect the dots between ABC and *Home*

L.A.'s Fastest
Growing News
At 10:00* pm
Is Now The
R.T.N.D.A.'s Best!**



*Nielsen H.H. Ratings February 1996 vs February 1997.

** Voted "Best Newscast" Region 2, by the Radio and Television News Directors Association.

Photos: Brian Farnham © 1997 by The Capital Nest Publications Inc.



allure
Summer



**NO ONE
ACCENTS BEAUTY
LIKE WE DO.**

CONDÉ NAST

WASHINGTON

Alicia Mundy*Blues for Zebulon Lee*

Why won't the FCC let a broadcaster in Asheville, N.C., for nearly 60 years keep his station?



When Zebulon Lee began his quest for an FM station in his home town of Asheville, N.C., in 1987, he had no idea he was embarking on a pilgrimage about as long as the Crusades, and with about the same result.

He's lost his fortune, his house and his family business. The Lees, broadcasters for 60 years in the Asheville area, where Thomas Wolfe wrote *Look Homeward, Angel*, are about to have their station shut down and are clinging to the hope that petitions they filed with the Federal Communications Commission will allow them to stay on the air.

But the Lees' request has been lying dormant for almost four years at the agency. And now, in a further twist in the case, their station has just been snapped up by the Capstar empire, leaving Lee to wonder why he spent 10 years filling out application forms asking about his willingness to provide a local voice on radio for his community. "I never would have believed this would happen to me," says Lee, now 86. "I've spent the last 58 1/2 years in broadcasting. I don't get it."

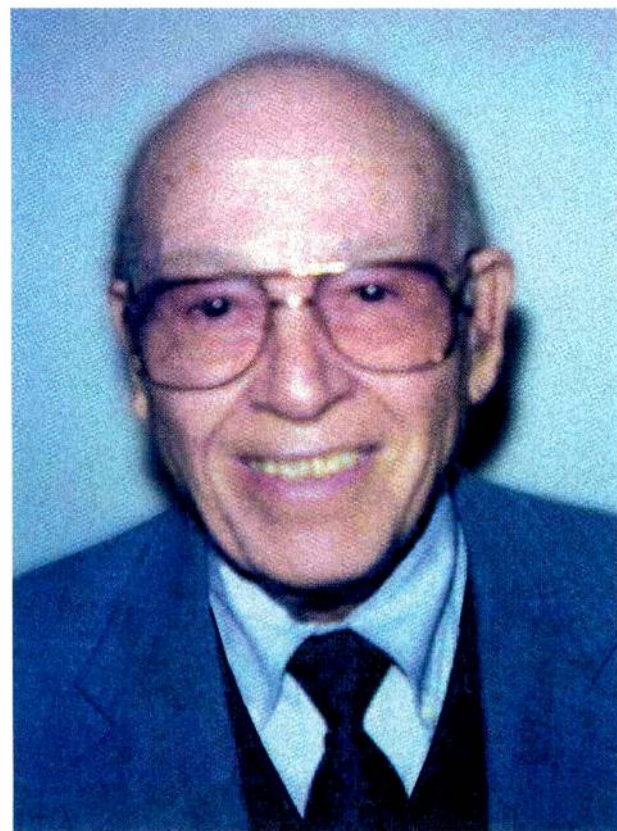
Zeb Lee's case is small. But it represents a very big problem at the FCC—an embarrassing lack of action on radio-ownership cases and a lack of standards by which to resolve those cases. The Lee situation is a veritable petri dish of FCC issues. In addition to stalled decisions, stagnation and inconsistent, if not incoherent, ownership standards, Lee's dispute has raised uncomfortable issues about diversity in ownership, minority "fronts," the FCC's commitment to "local programming," and the FCC's apparent lack of interest in limiting heavy market concentration. It also illustrates the problems inherent in the FCC decision-making process, where thoroughly researched staff recommendations can be overturned overnight, and promises made to owner/ applicants suddenly become "no longer operational." Finally, the Lee case exemplifies what happens to an old, local radio station when new owners, embracing the warm, fuzzy, local program dogma, flip their station over to national radio conglomerates.

In 1938, Zeb Lee, a broadcaster who'd worked from coast to coast, settled in Asheville, which his mother had called one big, beautiful garden. Known to band-leaders such as Duke Ellington and Kay Kaiser, Lee eventually bought an AM station that became the area's most popular in the 1950s. He brought Elvis Presley to Asheville in 1956—"He charged us \$300 then," says Lee. And his station received numerous public service awards. By 1990, it had broadcast 5,000 local high school and college football and baseball games. But AM radio was sliding downhill, and, Lee

says, "I really wanted an FM station—it's better quality." He applied for an FM permit in 1987. So did eight other groups, the strongest of which was the Biltmore Forest consortium.

There were court battles and FCC actions. But in 1990, an FCC administrative law judge ruled for Lee's family, now formally known as Orion. The judge minced no words. Having examined every group's credentials, he dismissed the eight challengers, who had argued that they would be local minority owners and managers. Minority "shams" and "fronts," said the judge, noting that in some cases the minority members had no power or authority, or had not invested, or were "passive" owners who let white lawyer/investors make the decisions. He said that many of these applicants had no serious experience in radio. The judge also found that one of the applicant groups had filed a false certification, claiming it had access to a transmitter, or could build one quickly.

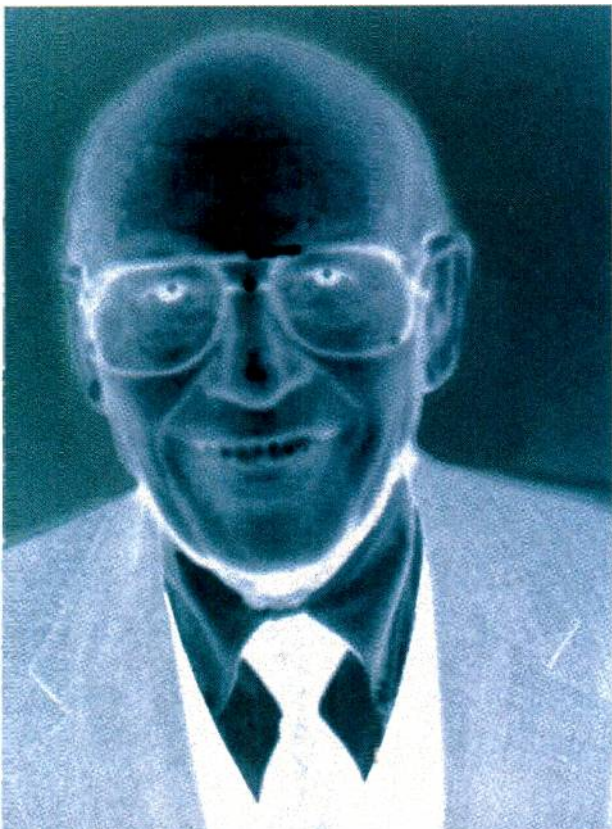
Though Lee had won, it wasn't over. The challengers appealed to federal court, and in the interim several members of the groups merged their applications. Still, the FCC staff backed Lee's application twice in 1991 and 1992. But while the case meandered through the system, the Supreme Court ruled in an



unrelated, but relevant case, called Bechtel. Gene Bechtel had been trying to get a radio station. Instead of jumping through the various hoops held up by the FCC regarding percentage of minority and local ownership, he fought the standards themselves. In March 1993, the court agreed, sending many outstanding ownership disputes back to the FCC. One of those remanded to the agency by the Federal Appeals Court was Biltmore Forest/Orion.

Lee and his lawyers didn't expect what happened next. "We had already won on grounds that he was experienced and had the capability of putting up the transmitter and was part of the community," says attorney Steve Leckar. Meanwhile, the FCC advised Lee that in order to get the FM license, he would have to divest himself of his AM station, and he did that in early 1994. The Mass Media Bureau at the FCC also apparently informed him that he could begin to build his transmitter and then broadcast on a "conditional" basis, pending the final ownership decision at the FCC. The transmitter was nearly complete in June 1994, when the FCC posted a public notice regarding

Zeb Lee, 86, lost his house and family money. "I never believed this would happen to me."



the station. Lee's WZLS went on the air in early July. After that, the Biltmore Forest consortium appealed twice to the FCC to shut down WZLS, and twice the appeal was denied. The Mass Media Bureau ruled that Lee could broadcast provisionally and try out his programs.

But in November of 1995, the full FCC suddenly ruled that WZLS could not broadcast. Instead, at the suggestion of the General Counsel, they urged Biltmore and Orion to get together and run the station jointly, until the FCC could decide who should run and own it.

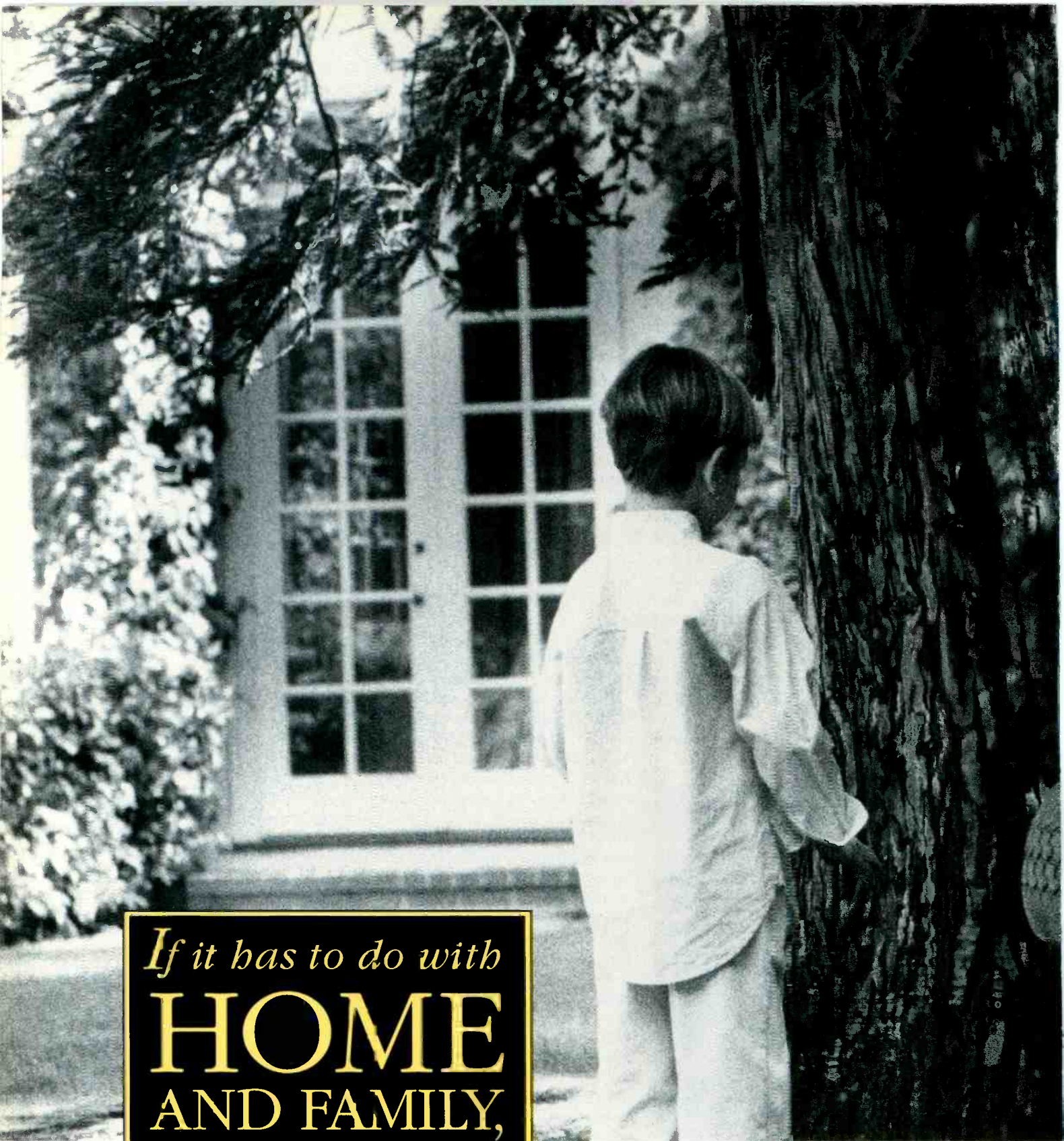
Lee's case raises issues about diversity in ownership, minority "fronts," and the FCC's commitment to local programming.

"We were stunned," says Leckar. "We won all these rulings at the FCC, and then this."

Lee says he didn't want to be part of a consortium. WZLS had become quite popular and had national ads as well as a base of local advertisers. Lee's offering was "adult" rock and roll, and unlike about 80 percent of America's radio stations, his music was chosen and mixed in-house by his son Brian, a well-known music programmer. Besides, he notes, why join a consortium whose members had been ruled by the ALJ to be "basically unqualified"? By this point, he had taken six years to secure a license and had sold his family's AM outlet in order to be allowed to get the FM one. "There were almost 5,000 letters from Asheville residents sent to the FCC or Congress, saying they liked our programming and liked us," says Lee.

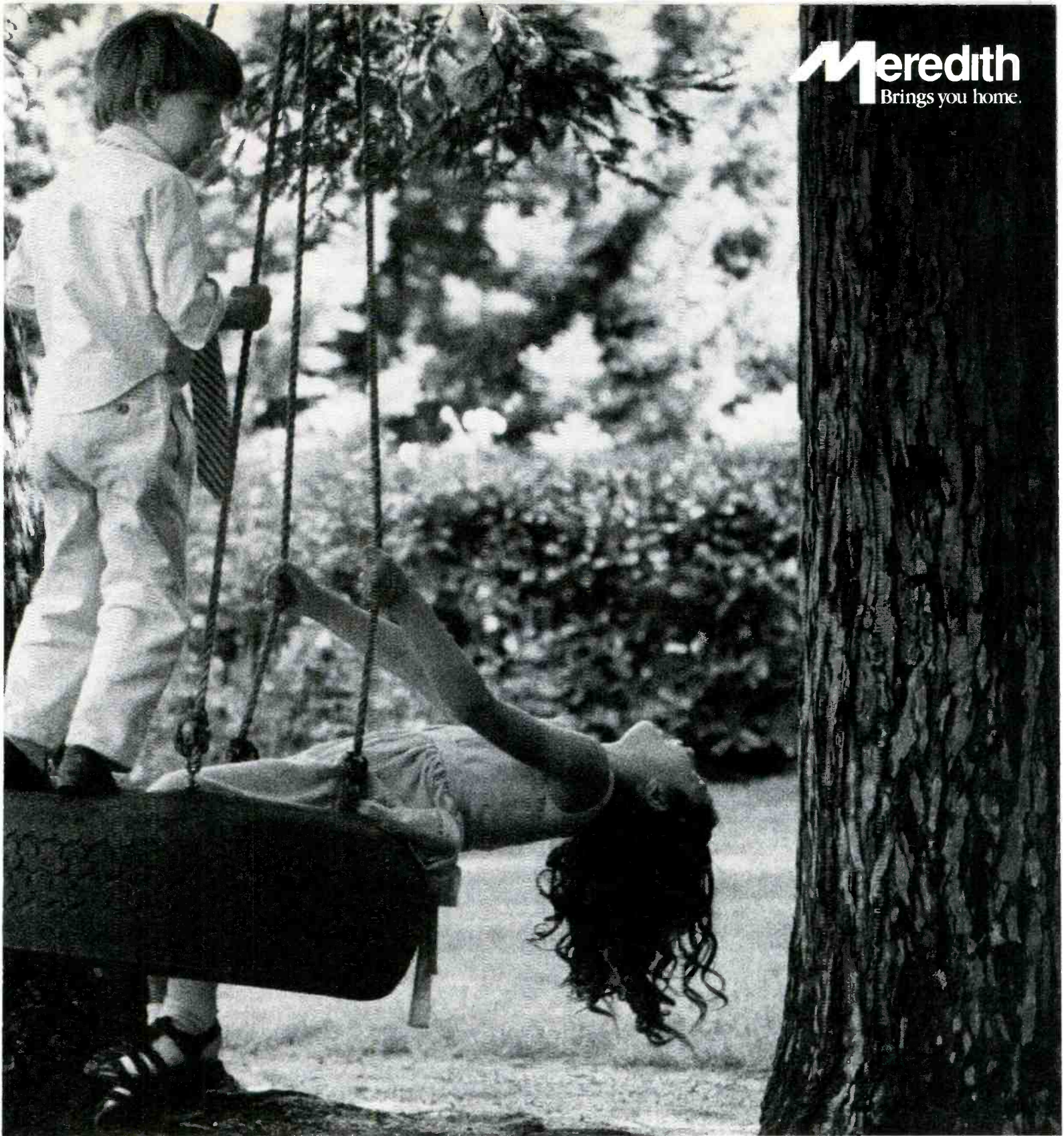
WZLS stayed on the air, meanwhile, as the Biltmore Forest Consortium was still not in a position to begin broadcasting. But in October 1996, the FCC notified WZLS that as soon as Biltmore Forest (BFRI) was ready, Zeb Lee was out. Of course, this didn't mean that the FCC had made a final determination on who should run the station. That matter was still sitting in limbo, waiting for the FCC to come up with new ownership standards in light of the Bechtel court decision. Lee appealed the 1996 order to federal court, where that part of his case languishes.

But recently the situation has heated up. In March, BFRI asked the FCC for permission to modify its construction permit and increase the power level to a Class C3 facility. What BFRI apparently didn't mention was that it was about to sign a Time Brokerage Agreement with Capstar Broadcasting Partners. Capstar had just purchased the two preeminent stations in the Asheville market. With the addition of BFRI, Capstar will have



If it has to do with
HOME
AND FAMILY,
it has to be in
MEREDITH.

Meredith
Brings you home.



Steven, Joey and Alisha

No one covers life at home like Meredith. We have over ninety years of experience. More than fifty titles. And the marketing resources that mean only one thing. Results.



WASHINGTON

more than 85 percent of the local radio ad revenue and more than 47 percent of the audience.

Ironically, BFRI's Washington attorneys stated in a 1996 letter to the FCC that played up the consortium's "diversity": "The community will benefit significantly from a breath of fresh air into the Asheville market." But the Capstar TBA agreement would substitute Capstar's programming 6½ days a week. In that same letter, BFRI's lawyers said that the woman who would alternate the role of consortium president, Betty Gilman, was "a minority." But in the 1990 ruling

of the WZLS case "startling" and castigated the agency for replacing WZLS with "an untested operation." As for the Capstar intervention, a spokesman for Rep. Taylor says, "What has happened to the FCC's talk about "the public interest" and local programming?"

Well, what happened most recently was the Telecom Act of 1996. As an FCC analyst who follows radio disputes sighed, "We do have to make a public interest determination now, but they—Congress—won't tell us how to do it.

"We do have to make a public-interest determination now, but they—Congress—won't tell us how to do it."—an FCC analyst

"With a situation such as Capstar or other buyouts, you're asking the right question, but it's the one question I really, absolutely cannot answer. You want to know what the standards are? We don't know. For instance, since Telecom, we're not supposed to consider market concentration when we evaluate

a license application. Congress took out the audience share factor, but what it put in its place, we weren't told.

"So, you're asking, what are we supposed to look at, and if so, what bothers us? We don't know."

Another veteran FCC staffer acknowledged that there is a huge backlog of radio ownership cases at the FCC because the agency hasn't come up with comparative standards since the Bechtel decision threw everything into a spin. "It's been unconscionably long trying to develop new standards," he said. When asked why, or who, is holding it up, he replied, apologetically, "I don't know."

An aide to one of the commissioners finally said, "This case is very significant. It's got part of a lot of issues that are keeping us all here at night. And the Capstar entry now, that's just one more major complication."

Meanwhile, the Justice Department antitrust division is going to review the case, according to Lee's lawyers. And Sen. Conrad Burns, chairman of the Telecom Subcommittee of the Commerce Committee, wants the FCC to answer some of Zeb Lee's questions soon. Burns, an old radio man himself, says, through a spokesman, "This has taken way too long, and there's no good reason for it." Burns has complained recently that too many radio deals and mergers are being held up, and he sees the FCC, not the Justice Department, as the culprit.

But in the Biltmore/Orion case, pinning blame is certainly easier than finding answers. And if no one really knows what standards for ownership are, or should be, and whether local programming really matters anymore, then who's to blame if decisions seem odd or unfair? Meanwhile, the FCC will probably have an answer of sorts for Zebulon Lee on his expedited review request of Capstar and Biltmore in the next two weeks.

But after 10 years, says Lee, what's another fortnight? ■

by the ALJ, the judge dismissed Gilman's claim to be a registered member of the Eastern band of the Cherokee Indian tribe. "The record contains no documentary evidence of such tribal affiliation, and no evidence about Mrs. Gilman's relationship with that tribe or their activities."

Lee and Orion have asked the FCC to expedite a review of this case, especially in light of the new issue of market concentration. And they have asked the Justice Department to review the matter as well.

What transpired that caused the FCC to reverse its own Mass Media Bureau in 1995 and turn out Zeb Lee? There are many curious issues in play, and which one affected them is uncertain.

"The FCC doesn't usually overrule its staff, but it happens," says one former commissioner. "The problem is that the commissioners and their aides are given a precis of the case and only one version of the story from the General Counsel. We don't get "on the one hand, on the other," but I think we should have. So you don't know how much the FCC knew about the AJL's ruling, or what they were told."

No one from the General Counsel's office returned my phone calls.

What role did politics have? In 1992, one of the investors in Biltmore, Melvin Watt, was elected to the U.S. Congress. Did his stature have any impact on the 1995 decision? Watt's press secretary said, "I doubt it." Members of Watt's former law firm in North Carolina, who are active investors and financial guides in Biltmore, did not return calls.

Now Senators Jesse Helms and Lauch Faircloth, both Republicans from North Carolina, have weighed in for Lee, asking the FCC to stay its decision to revoke WZLS' license. In an October 1996 letter, the senators called the FCC's action "outrageous and callous." Rep. Charles Taylor, a North Carolina Democrat, wrote Attorney General Janet Reno just last week, asking her to look at the "monopolistic situation" in the Asheville market. He called the FCC's handling

jump

for girls who dare to be real



A fresh new magazine for teens from Weider Publications

For advertising information call Peter Miller (818) 595-0452

On sale August 1997

The Ellies:

Who Says They Don't Count?

As is its custom, the American Society of Magazine Editors' National Magazine Awards honored a striking array of titles and topics last Wednesday, at a luncheon ceremony held at the Waldorf-Astoria Hotel in New York. Winners ranged from a *Smithsonian* series on insects, which won for Special Interest, to *Scientific American's* absorbing Single Topic issue on cancer; from big books like *Sports Illustrated*, the honoree in Feature

Writing, to small, indie titles such as *I.D.* magazine, which won for both Design and General Excellence (under 100,000 circulation). *Outside*, the independently published, Santa Fe, N.M.-based monthly, took home its second consecutive prize for General Excellence (400,000 to 1 million circulation). The sporty nature book also won for Reporting, for Jon Krakauer's much-discussed piece on last summer's Mt. Everest climbing tragedy. *The New Yorker*, a perennial darling of the NMAs, took home Fiction and Essays & Criticism Ellies—the nickname of the elephant-shaped trophies that each winner receives. And *Vanity Fair's* Graydon Carter, named Editor of the Year just two months ago by *Adweek Magazines*, took the podium to accept the award for General Excellence (over 1 million circ).

The ceremony was also notable for titles that did not win. Frequent past winner *GQ*, nominated six times in five categories this year, was shut out. *Martha Stewart Living* and *Saveur*—both multiple winners in past years—were also passed over in several categories.

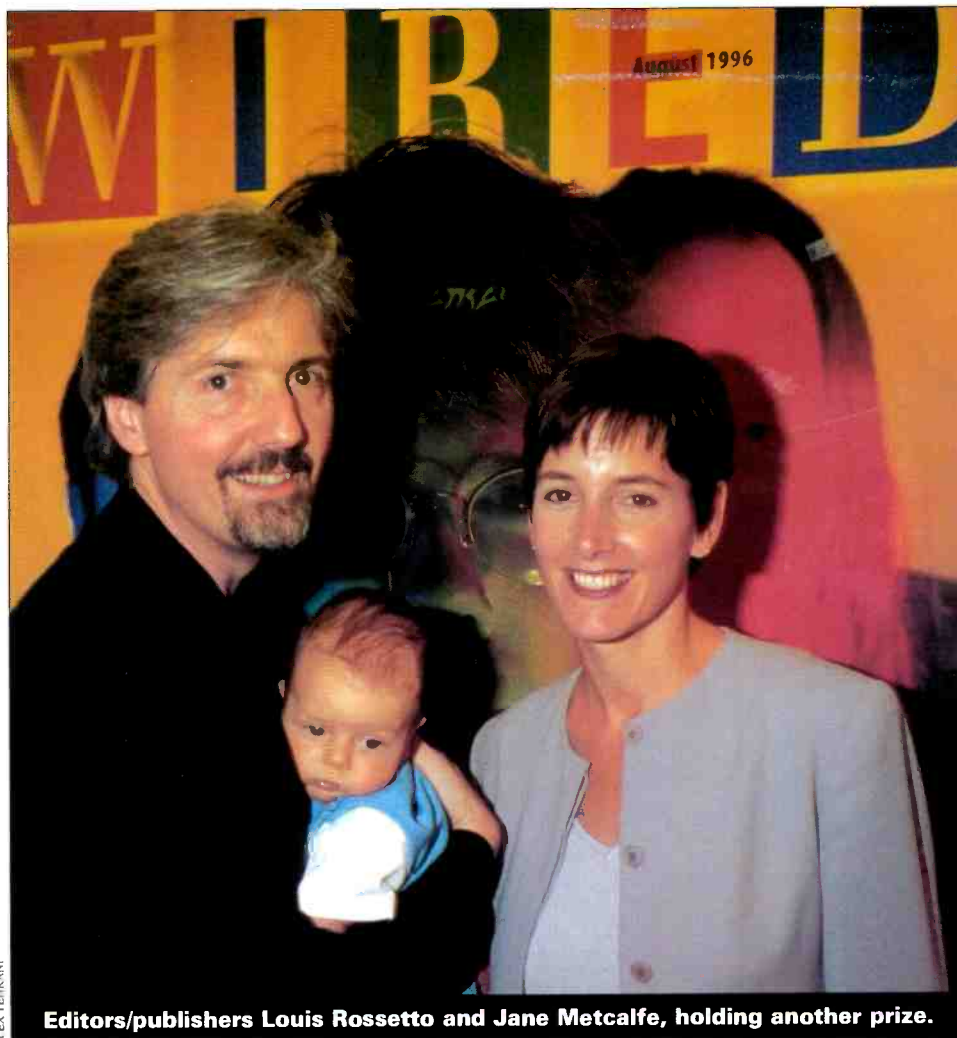
Other 1997 winners included *Fortune*, which won in the Public Interest category for Richard Behar's series on organized crime—*Fortune's* first Ellie since new managing editor John Huey came on board in February '95. And Money Online won a special award for excellence in new media.

If last Wednesday's affair had a theme, it was a unified rebuke of an April 28 *New York Times* piece which suggested that the NMAs are commercially useless. Several winners made note of the article. *Glamour* editor Ruth Whitney, the Personal Service honoree, cleverly fashioned of it an ad sales pitch: "This is your chance to make the *Times* look foolish," she said, "by beefing up your schedule in *Glamour*." —Jeff Gremillion



Toasting, boasting, hosting: (clockwise, from top left) Graydon Carter is in bubbly spirits after *Vanity Fair's* win in the General Excellence category; *The New Yorker's* Tina Brown, double winner for Fiction and Essays & Criticism, accepts her Ellie; and *Outside's* Mark Bryant, also a General Excellence winner, looking like he's about to take off with his Ellie

GRAYDON CARTER: PHOTO BY LISA CRUMB; TINA BROWN, MARK BRYANT: PHOTOS BY CHRIS CASABURI



Editors/publishers Louis Rossetto and Jane Metcalfe, holding another prize.

Wired for Excellence

Recognition by NMA is welcome tonic for publisher after Wall Street's rejection of company's IPO

by Matthew Flamm

Despite some rough handling in the press last year, *Wired* editor and publisher Louis Rossetto says that he's not bitter. Likewise, the white Adidas sneakers he wore to the podium with his black suit (sans tie) were not intended as a form of sartorial nose-thumbing. But as he accepted his second National Magazine Award in four years for General Excellence in the 100,000 to 400,000 circulation category, the 47-year-old entrepreneur couldn't resist the wry comment: "It's nice to be recognized for the stuff that we print," he told the crowd at the Waldorf-Astoria, "rather than what's printed about us."

Yes, it was a difficult year in some ways for the people at *Wired*, starting with Wall Street's vote of no-confidence in their effort to take the company public, followed by what Rossetto

describes as a piling-on in the media. But for the publisher and his wife and partner, Jane Metcalfe, who launched the cyber-bible four years ago, the stumble over their IPO was "part of our growing up, part of our becoming not just a magazine, but a media company," he says. And if Rossetto still seems edgy, that probably has to do with the position the San Francisco-based magazine has staked out for itself, both in the subjects it covers and the way it covers them.

"The new culture is coming out of the Bay Area and Silicon Valley, and it's great to be connected to that," Rossetto says. "The two poles of the media are L.A. and New York, and what they've done is create a media culture on the East Coast that is knee-jerk cynical, just reflexively negative, and that in Cali-

fornia is celebrity-driven, airhead nothingness. In the Bay Area, where a lot of companies have created their own futures, there's another sensibility, what we call 'critical optimism.' It's about recognizing that there are problems in the world and there are no easy solutions, but there are solutions."

This year's award is especially gratifying, Rossetto says, because the award judges recognized the book's growth. "The magazine has transcended being a sort of harbinger or a prophet to become a real authority," he says, citing the judges' description of *Wired* as "the most authoritative publication" in its field. "We won [the award] four years ago probably for being a radically different voice on the media scene, and now we've won it for being the touchstone of the new reality."

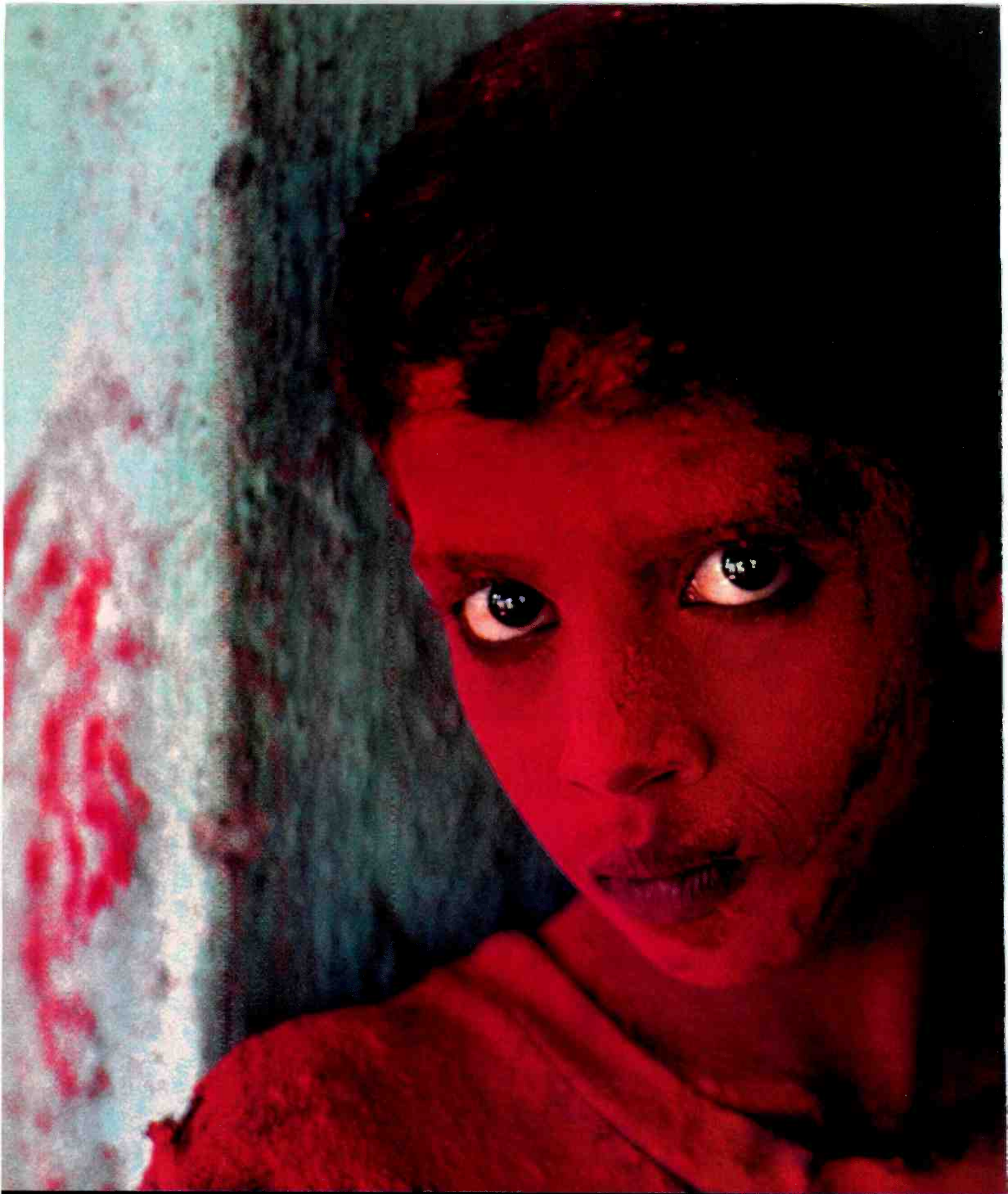
Rossetto attributes his magazine's success to its continued evolution. "Today, the world we were describing has become everybody's beat," says Rossetto, "so the magazine has had to become not simply the first word but also the last word about what's going on."

To that end, the editors have commissioned stories like Neal Stevenson's 40,000-word report in last December's issue (one of those cited by the awards' screening committee) on the construction of the longest fiber cable in the world, from the United Kingdom to Malaysia. "Neal went along with the crews that were laying the cable," Rossetto says, "and also built a context for understanding how our new world relates to the old world—relating it to the construction of the original trans-Atlantic cable. It's that kind of story that only we can do."

As the magazine continues to evolve, so does the company: *Wired* now has a 100-person staff, the publisher notes, and *Wired Digital*, the interactive, on-line venture, has 160 employees. Last fall, *Wired* also launched a book division, which has just published its second list of titles. It was to finance these added ventures that *Wired* decided to undertake an IPO (the magazine itself, as of the current quarter, is turning a profit—one year ahead of schedule). And it was only because of last year's "Internet bubble" in the stock market, says Rossetto, that the company tried to go public. "We raised private money after we withdrew our IPO—in total we raised \$35 million, so we didn't do too badly."

Clearly, the memory of the offering still smarts. And even though *Wired* has won two NMAs (out of four nominations) in four years, Rossetto only really loses his defensive edge when he talks about the atmosphere at *Wired*.

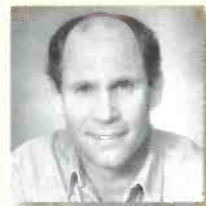
"We have a collegial environment," he says, with no one person dictating orders. "It's more like a baseball game, rather than a football game where there's a quarterback running the team. The team is in the field, and they're all working to win the game."



McCurry captured this soulful celebrant of India's Ganesh Festival, and the most

WINDOWS to the SOUL

Eyes, they say, are the windows to the soul. Photographers look for an instant when the essence of a person can be captured on film. And so a young boy's face speaks with silent eloquence. To see him once is to remember him forever.



Steve McCurry
Photographer

Unforgettable images of the highest quality demonstrate the power and influence of the National Geographic brand.

"Photographing in India is like falling into a kaleidoscope. It's an explosion of colors, patterns and emotions - an assault on the senses, a delight to the eye."

A brand so powerful it enhances your advertising message.

National Geographic: More than 45 million take it personally.

NATIONAL
GEOGRAPHIC

For more information on advertising or membership in the National Geographic Society, call 212-398-2724.

www.nationalgeographic.com

peculiar custom of powdering its participants with color.

The DIARY of a PLANET

The Ellices

Glamour's Serious Side

A two-part series on managed care for women wins in Personal Service category

by Jeff Gremillion

In winning the National Magazine Award for Personal Service for a pair of serious stories on managed health care, *Glamour* and its editor of 30 years, Ruth Whitney, have managed to set themselves apart from the growing, rapidly evolving throng of magazines targeted to young women.

As stylish *Marie Claire's* stock rises, the new *Cosmopolitan* catches on and Fairchild's sassy *Jane* beckons, *Glamour*, said to be the most profitable book in the Condé Nast stable, is as strong as ever. The title's 2.1 million circulation is steady, its ad-page figures are sharply on the rise (24.8 percent for the first quarter, according to PIB), and it continues to garner the industry's highest accolades for its hard-hitting journalism.

"One of the other times we've won was for a series on abortion," says Whitney, emphasizing her magazine's longstanding commitment to serious reportage. "What cuts us apart from...the others is exactly the stuff we win for. Can you imagine [the managed care articles] in *Marie Claire* or *Cosmo*? Much less a series on abortion? This is our beat.

"*Glamour* changes all the time," continues Whitney. "We're forever dumping columns, adding new columns, changing this, changing that. But the core is: We take this woman [the *Glamour* reader] seriously. We take her whole life seriously. Even when we do a stretch-mark study, it's a serious stretch-mark study, done with experts. And when we do something on managed care, it is with the strongest writer we can find, giving her all the time she needs."

The first of the winning articles, the



Editor Ruth Whitney: "We take our readers seriously."

care aren't covered]. In some cases, it really seems like clear-cut bias and sexism. It is such a complicated, confusing subject that it took that much work just to sort things out."

DeCarlo had a similar ordeal with her piece. "I was really surprised at how hard it was to get a lot of key information," DeCarlo says. "It was like you were researching some obscure point that only a few specialists cared about."

"In the first piece, we assembled overwhelming evidence that managed care affected women more often and in more ways than men," says Peggy Northrop, the *Glamour* senior editor who worked directly with the writers. "We also had to do the second part of the story. We sent [DeCarlo] out to look at not just how lawyers are suing managed-care providers to get women the care that they need but also how women were going to their employers to get their health plans to change to cover reproductive services—how women were going to the press in some cases.

"Ruth's question for every story is, 'What's in it for the reader?'" Northrop adds. "You can describe a problem, but if you don't give readers any way to use their clout to fix that problem in their own life, you're not really doing the whole story the *Glamour* way."

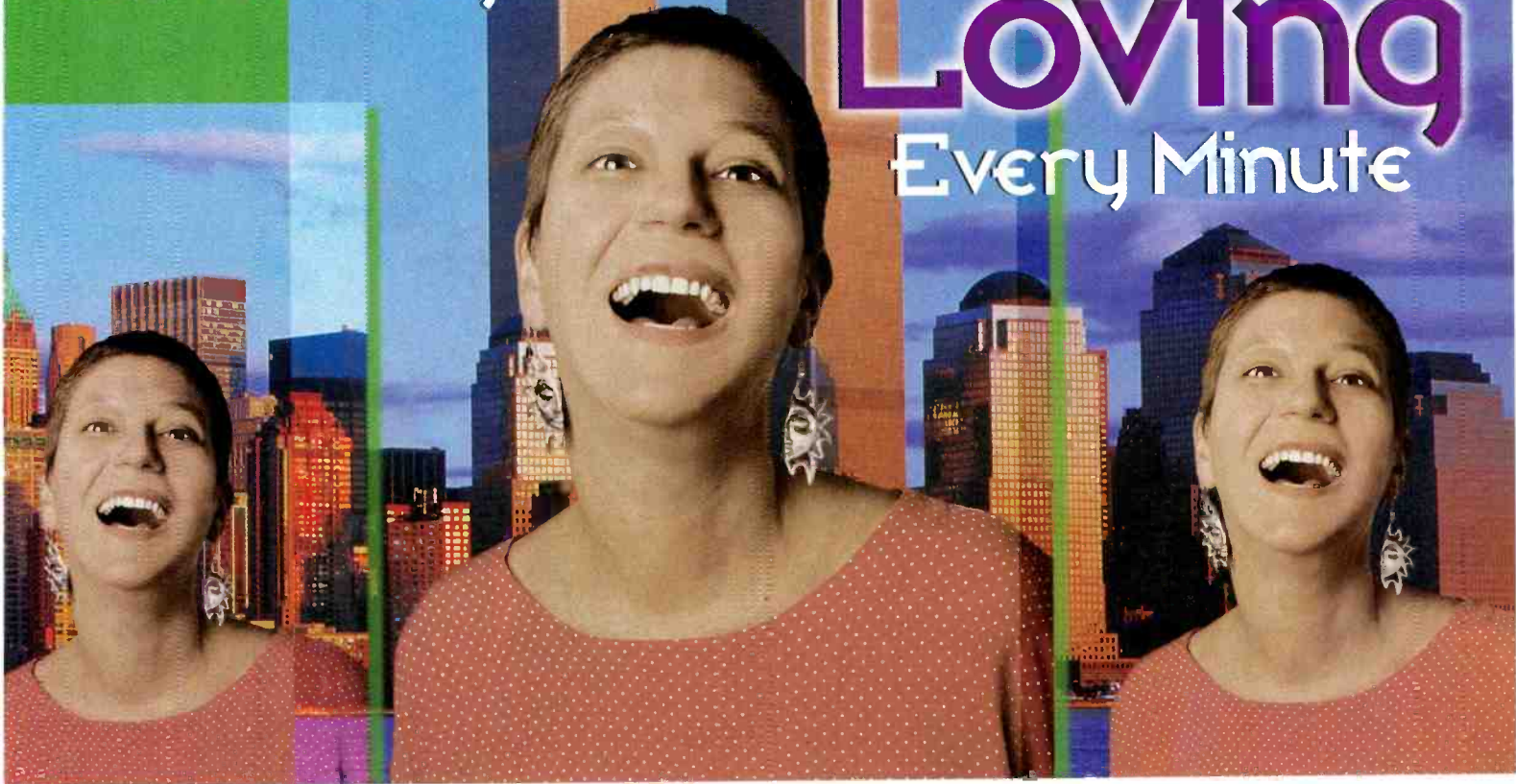
Whitney and Northrop have set their editorial engine full-speed-ahead, on health matters and "policy" issues that affect women. "*Glamour* really is a news magazine for women," says Northrop. "*Glamour* takes a political stance in the world. It's unabashedly feminist. It is a very satisfying place to do serious work."

August 1996 piece "Is Managed Care Good for Women's Health?" by Leslie Laurence, ran 5,000 words. It carefully combined six months of research and more than 100 interviews. The follow-up September article—"Making Managed Care Work for You," by Tessa DeCarlo—was a bit shorter and only slightly less involved.

"My piece uncovered how managed care affects women differently from men," says Laurence. "We pointed out how it's hurting women [as so many procedures and types of

Living On The Edge

And Loving Every Minute



(Along with 1.7 million others)

Life's sharper on The Edge. That's why the 1.3 million adults of New Jersey's Monmouth, Ocean and Middlesex counties - The Edge of the NY DMA - live here. The Boomers who play as hard as they work. The elusive Gen Xers who account for \$6.5 billion in investments. And the active over 50s for whom re-tire means a new bicycle.

More than a million adults living on The Edge don't read The Star-Ledger, The New York Times or the Daily News. So, how can you reach these ready spenders who racked up \$26 billion in consumer expenditures last year? With the Asbury Park Press and The Home News & Tribune — two newspapers that, daily and Sunday combined, reach more than 850,000 adults living on The Edge.

**Don't let your media buy come up short.
Take it to The Edge of the NY DMA.**

1996 Gallup Study of Media Usage
Market Statistics, Producers of the Survey of Buying Power, 1996

 **ASBURY PARK
PRESS**

THE HOME NEWS & TRIBUNE

767,000 Sunday Readership / 637,000 Daily Readership
➤ www.app.com/marketing ➤ www.thnt.com/marketing
Our e-mail address is national@app.com

Call 1-800-883-7737



The Green Couch, photographed by Horst Wackerbarth, creator of the best-selling book *The Red Couch* - A Portrait of America.



GT Magazines for every





stage of a woman's life.

Mom says, "You can never start too early." So I've been reading, and I look forward to being an excellent student, developing my athletic prowess, and ultimately becoming a caring mother, a whiz in the kitchen, as well as a decorator who has a "knack."

G+J helps guide women from one stage of their life to the next, with magazines edited specifically for teens, active women, expecting and new moms, home enthusiasts and household decision makers. Women

going through transitions have new needs and a need for new products. These are optimal times for advertisers to capture an untapped market or to reinforce brand loyalty.

G+J magazines are the one constant in the lives of one in two American women. Call John Heins, President, at (212) 463-1103, to learn more.

G+J USA Publishing
A QUINER • JAHR PUBLISHER

Live vicariously through you.





Condé Nast
Sports
FOR WOMEN

For advertising rates, please contact Suzanne Grimes, Publisher, at 212 880-2384.

TO LIVE TO PLAY TO LIVE

The Ellies

National Geographic Still Gets the Picture

Title's new direction in photography is recognized by NMA

by Matthew Flamm

A staple of doctors' offices, public-school libraries and coffee tables, *National Geographic* ranks among the world's most familiar magazines. And that is part of the problem, says its director of photography, Thomas Kennedy, with getting people to appreciate the quality of the magazine's pictures and the ways they have changed. "There's a certain mission that goes with our magazine that dictates the broad framework of what we're going to be about," says Kennedy, who was pleased to take home a National Magazine Award for photography after what he calls the "drought" of the last five years. "But within that framework, we're always trying to do new things and be as contemporary as we possibly can. If you really look at the imagery today, there's a radical difference from what there was 10 years ago."

That difference comes down to more complexity in the aesthetic construction of the photos, as well as pictures that are nuanced and ambiguous rather than straightforward and literal. A good example, says Kennedy, would be the cover image on the August 1996 *National Geographic*, a single-topic issue devoted to Mexico that was cited by the awards' screening committee. The photograph, by Tomasz Tomaszewski, shows a family walking to church at daybreak, with their own shadows on a wall overwhelmed by the shadow of a crucifix. "It's a metaphorical photograph, showing the role religion has played in Mexican life, as well as a literal photograph of people walking to church," explains Kennedy, who has run the magazine's photography department since 1987. "It shows a very specific moment in time, but it also raises larger truths. Our best photographs do both at the same time."

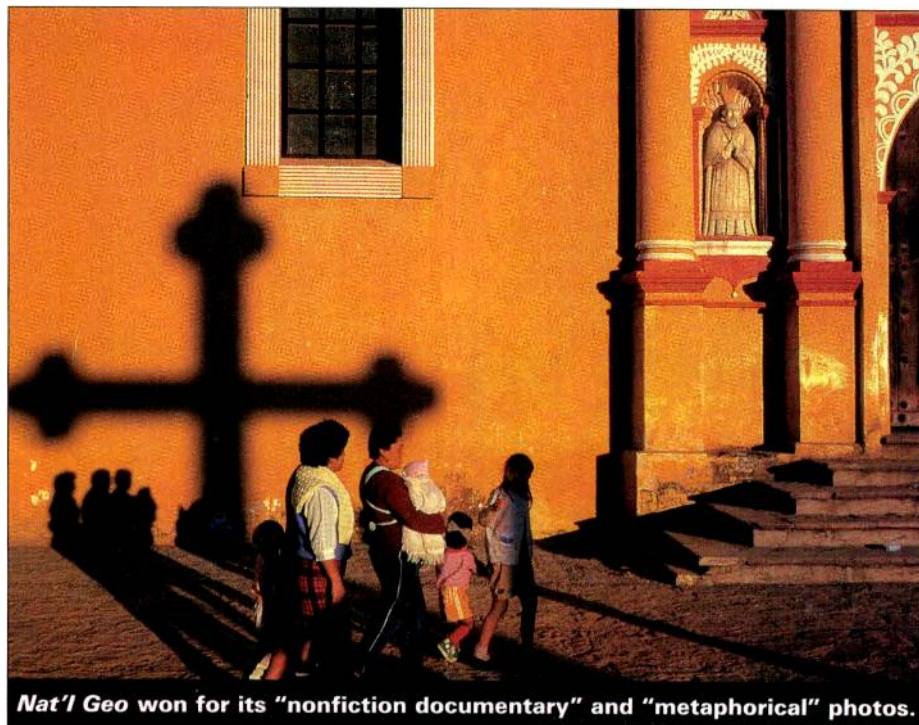
Though he believes there has been material as strong or stronger in other years, Kennedy credits William Allen, editor of the magazine since 1995, with encouraging *Geographic's* new direction in photography. "I should say that he tolerates a blend of the literal and the enigmatic with a little more comfort than his predecessor, so maybe that's what's showing up now," Kennedy says.

Kennedy takes particular pride in noting that the issues cited by the judges—July, August and December—included photo essays on global forces and problems that he regards as the real meat of the magazine. In a story on the national park system in South Africa, for instance, staff photographer Chris Johns took "dramatic pictures of some of the wildlife in the parks, while also showing the issues involved in trying to maintain a balance between preservation and the pressures to develop the economy in other ways," Kennedy says.

Moreover, it's not easy taking pictures for *National Geographic*. Though the magazine wants its photographers to be "truthful to their experience" while engaging in what Kennedy calls "nonfiction documentary" photography, it also demands that they stay within the confines of a fairly severe aesthetic. "It's an interesting paradox," he says. "On one hand, we ask them to summon up all of their creative powers to express in both aesthetic and journalistic terms as forcefully as

possible what they're witnessing and experiencing. But at the same time, we're asking them not to impose their own artistic ambitions in such an overweening way that it gets in the way of the subject matter." Kennedy acknowledges that this is not how most photographers work nowadays.

But it's a style with a long history, going back to the days of Kurt Wentzel and Louis Marden, who pioneered the 35mm color photograph at *Geographic* back in the 1940s. And the restrained approach continues to serve the magazine's mission. "Our hope is to put readers in touch with experiences that are beyond the boundaries of their own immediate life, and arm them with facts and impressions, the raw material, to cope with life," Kennedy says. "So if you have a trend in world trade, we want to be able to express that clearly through our photography and writing—to show that these are the forces that are reshaping the globe, and to give you a comprehensive, close-up view that you can't get anywhere else."



Nat'l Geo won for its "nonfiction documentary" and "metaphorical" photos.

How to be a trendsetter.

The latest trend - - no matter what it is, everyone will be wearing it, eating it, doing it, watching it, or listening to it...

and spending money on it.

Trends often start in the music industry. Superstars and music industry leaders -- they're today's pop-culture icons who create and perpetuate worldwide trends.

These are the readers of **Billboard Magazine**. High profile consumers with large disposable incomes.

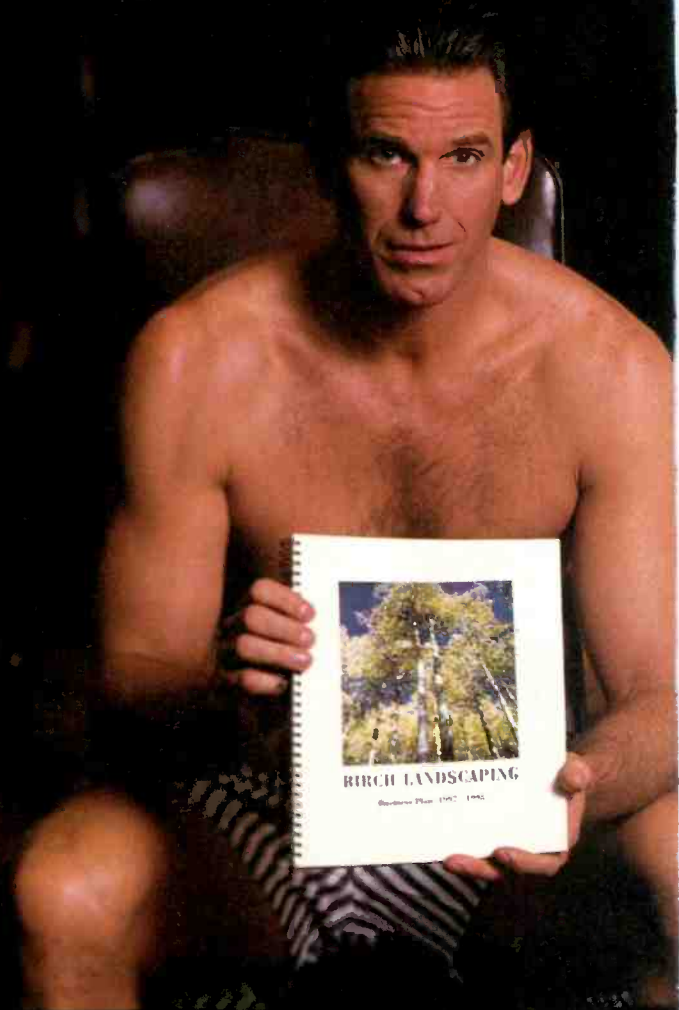
And as the hippest hundred year old, **Billboard** makes a tremendous impact -- over 200 million consumers are exposed to **Billboard** every week.

One more thing about **Billboard**, it's a mere fraction of the cost of your regular consumer ad buy. Smart executives know that advertising in **Billboard** gets results. We'd never admit to being trendy, but of course... getting results is always in style.

The longest running fad in worldwide entertainment...

Billboard

For more information, call Jim Beloff/Associate Publisher 213-525-2311



*Suggested retail price. For more information, see us at www.hp.com/go/officejet-pro.

**In a small business
it's just you and your work.**

There are no corporate titles.

No executive assistants.

No penthouse offices.

Nowhere to hide.



The HP OfficeJet Pro 1150C.

It prints.

It scans.

It copies.

All in color.

All in one.

All for the cost of a designer suit.

\$999.*

 **HEWLETT
PACKARD**

Magazines

By Jeff Gremillion

'Utne Reader' turns down its hippie volume, seeking a broader readership with pieces on more mainstream subjects

Leaning Less Left

U*tn*e Reader, the Minneapolis-based digest of the country's alternative press, is trying to shed its counterculture image in an effort to reverse a severe circulation decline. *Utne's* average paid circulation fell by almost 18 percent from the first half of 1995 to the second half of '96; the title finished last year with an average circ of 258,000. Just two years ago, the title had its highest circulation ever at 314, 586, according to ABC. *Utne* editor Hugh Delehanty, the former *People* senior editor who took over the bimonthly last year, is leading the recovery effort. "I was brought on

board to revitalize the book," Delehanty says.

The first step has been making the 13-year-old *Utne* less dependent on the alternative press—the loosely defined hodgepodge of left-leaning free weekly papers and small magazines whose roots run to the politically charged 1960s and early '70s. As much as 70 percent of the title's content had been reprinted articles from the alternative press; now such reprints account for less than half. Original articles and book excerpts are filling the gap. "To a lot of people, 'alternative' means hippie and granola," Delehanty says.

"Too much of the alternative press is locked in a bipolar, left-vs.-right mentality. And it isn't as lively as it...was when Reagan was in power and you knew who the enemy was."

Delehanty, who says "breaking down is old, and attitude journalism is old," has settled on values, ethics and spirituality as the central themes of the new *Reader*. First-person articles with what Delehanty calls "a well-rounded sense of story," on subjects such as "finding your natural rhythm in a speed-crazed world," now fill the book.

Utne's ad pages are not tracked by

PIB, but Delehanty says business has been steady. The title's primary advertisers are book publishers, record labels and spiritually oriented self-help materials.

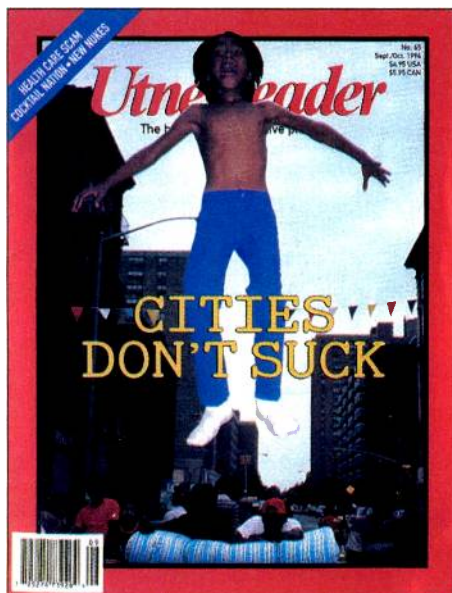
Delehanty says that *Utne's* circulation indicators are looking up. Newsstand sales were up 50 percent for the first two issues this year, and insert-card subscriptions were up 40 percent in the first quarter. Total circ was up to about 270,000. "There's a new world view shaping," says Delehanty, "and we're on the leading edge of it."

The Name Game

'P.O.V.' and 'Poz' Pose a Puzzle

Last week this space recounted the misadventures of two magazines and a comic book that all are called *Icon*. The *Icons* can take heart: Mistaken identity is not limited to books with the same name. A *Washington Times* writer earlier this year confused *P.O.V.*, the young men's lifestyle mag, with the living-with-HIV title, *Poz*.

"*P.O.V.* started out as a magazine designed as a support to HIV sufferers, but with this issue...it seems to be going mainstream," the *Times* reporter noted. The confused writer, Cynthia Grenier, went on to describe the mag's cover, which featured a nude supermodel, and tried to make sense of *P.O.V.'s* apparent editorial about-face. "Maybe editors are just struggling to overcome the February blahs as best they can," Grenier wrote. As in the *Icon* imbroglio, the logos of *P.O.V.* and *Poz* rather favor each other.



A new alternative: The revamped *Utne Reader* (right) is focusing more on lifestyle issues and less on strident "attitude journalism."

'RS' Raids L.A. Music Mag Editors Play Out Their 'Option'

Wenner Media's *Rolling Stone* has been keeping tabs on some talented up-and-comers around Los Angeles. No, it's not a hot new rock group. It's the young editors of *Option*, a small alternative-music mag based in Santa Monica. A year ago, *RS* hired *Option*

editor Mark Kemp as a senior editor. Last month, the leading rock-culture book snatched up Kemp's successor, Jason Fine, as an associate editor.

"I hire them where I find them," says *RS* managing editor Sid Holt, downplaying *Option's* allure.

"I guess it's a compliment," Scott Becker, founding editor of the 27,000-circulation *Option*, says about *RS's* attention. "I have very high standards [for editors]. We have an environment where they can spread their wings. We scoop up all the music that doesn't get covered elsewhere. It's not driven by advertising concerns or by which artists are selling the best. It's a place to do good journalism. That's what *RS* is buying."

Becker launched the national bimonthly 12 years ago, as fringe sounds such as house music and techno were coming to life. "There were grungy little fanzines and there were big books like *RS*, and nothing in between," says Becker. "We wanted to have a fanzine mentality and take it a little more professional."

Option has, by choice, stayed small and upheld its mission. "It would be a very different kind of business if our circulation grew to hundreds of thousands," Becker says. "By being small, we're really able to stick to our core values. And by maintaining small circulation, our ads are affordable to small record companies," which account for most of the book's ad pages.

Becker says he tried to spin a new fashion magazine off *Option* a few years ago and failed miserably. He says his readers are true-blue alternative-music nuts, with little tolerance for the fashion and pop-culture accoutrements of other music books.

That's Entertainment New Directions For 'Us' and 'EW'

Two top entertainment books are making some news. Wenner Media's *Us* is upgrading its binding and paper, and Time Inc.'s *Entertainment Weekly* is planning to launch a quar-

THE BIG PICTURE

Black: Going Beyond Basic



Hearst Magazines president Cathie Black recently described part of her mission since taking the company's reins 16 months ago: "Hearst has always had a very good reputation, but probably a little stodgy," she said. "I think I've helped to dispel that myth." Black added that she is determined to "put a dynamic face" on the company. The president's new official portrait is a not-so-subtle move in that direction.

In the new photo, snapped by popular Danish fashion photographer Anders Overgaard, Black sports a sleek Ralph Lauren pantsuit and high heels and slinks over the arms of a designer chair. It's a unique photo for a corporate magazine executive (it's hard to imagine Time Inc. chief Don Logan in a similar pose). "Cathy chose this shot," says Hearst spokesman Paul Luthringer, "because it portrays her style—confident, relaxed, real."

Does the picture accurately reflect a softening culture at Hearst? "Absolutely," says Roberta Garfinkle, McCann-Erickson's mag expert. "Has Hearst changed in a million ways? No. But it's changed in little ways. It's not so much of a good ol' boys club. You don't hear, 'We can't do it that way because we've always done it this way.'"

terly spinoff for college students.

Us is kissing its staples goodbye. Henceforth, the monthly will be perfect-bound and printed on heavier 40-lb. coated stock; the cover stock will be 70-lb. and coated. The book's weightier feel debuts next week with the June issue, *Us's* summer-movie preview edition.

"It gives the magazine more heft," says editor Barbara O'Dair. Over the past two years, O'Dair has shifted the book's focus, employing "class A" photographers and going after bigger celebrities. She has also added regular fashion coverage to the mix. "It not only looks better, it feels better," O'Dair says. "The new format reflects our mission and content. I just wish we would have done it a year and a half ago."

Later this spring, *EW* will launch a quarterly, digest-size publication called *The Ticket*, to be distributed to college kids as an insert in 100

campus newspapers across the country. The magazine's mission is "to cover showbiz from an offbeat, edgy perspective," says editor Doug Brod. The premiere issue includes pieces on the cast of MTV's *Road Rules* and on the 25th anniversary rerelease of John Waters' *Pink Flamingos*. There's a multimedia department and one called "Books + Zines + Comix." Gap is heavily represented as a multipage advertiser; *EW's* own merchandising unit, "Studio Store," also has a page.

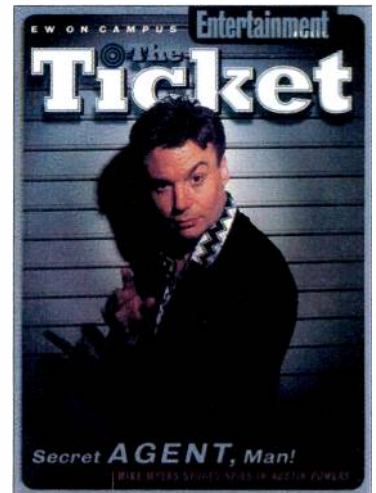
"*The Ticket* provides us with a terrific opportunity to reach enthusiastic readers," says James W. Seymore Jr., *Entertainment Weekly* managing editor. "Many of the newest trends in entertainment begin on college campuses, so this is a natural place for us to be." ■

Writers' Block

A sample of great writing from a recent issue:

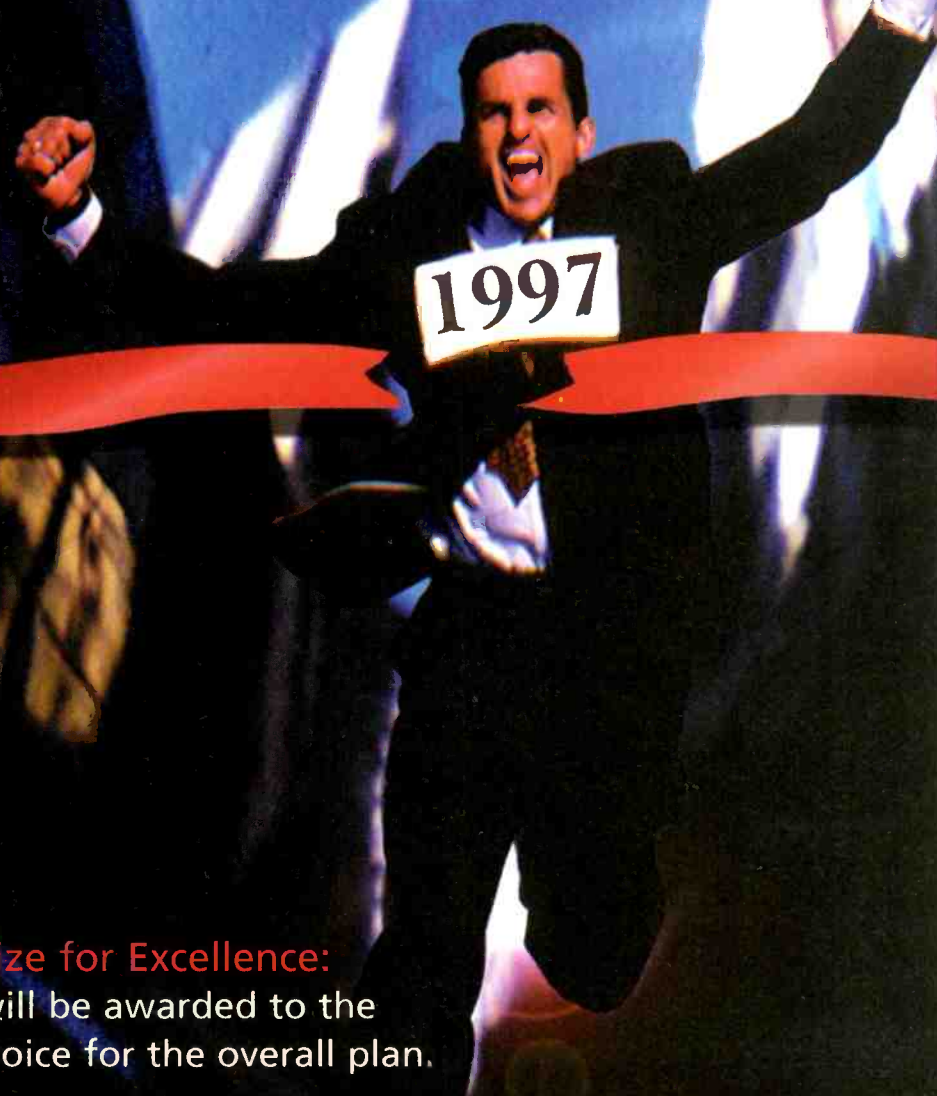
"The applicants included corporate lawyers, a 'really, really financially secure' Park Avenue doctor, Wall Street brokers and assorted executives—classic examples of high-powered men desperate for a respite from bossing others around, anxious to atone for their sins in accumulating wealth and power. Clearly, New York was the ideal place for our business. It offered the world's most motivated and politically correct slaves. What union organizer could object to the exploitation of Manhattan's ruling class?"

—John Tierney on his efforts to start a business called Slaves 'R' Us, in his "The Big City" column, *The New York Times Magazine*, April 27



Freshman on campus: *EW* plays a new quarterly *Ticket*.

MEDIAWEEK'S
PLAN
of the **YEAR**
Competition



sponsored by

People
weekly

co-sponsored
by



Grand Prize for Excellence:
\$10,000 will be awarded to the
judge's choice for the overall plan.

CALL FOR ENTRIES

IT'S TIME TO RECOGNIZE MEDIA PLANNERS' CREATIVE CONTRIBUTIONS TO SUCCESSFUL ADVERTISING CAMPAIGNS

For the fifth year, Mediaweek will honor media plans for their creativity and effectiveness in achieving client's marketing goals. Enter your best plan by May 9 and your group could be a winner. Winners will be featured in a special section in Mediaweek's June 16 issue and will be honored at an awards ceremony.

OUR DISTINGUISHED PANEL OF JUDGES WILL SELECT PLANS OF THE YEAR IN ELEVEN CATEGORIES:

- | | | | |
|---|---|----|------------------------------|
| 1 | Best Plan For Campaign Spending More than \$25 Million | 6 | Best Use of Local Television |
| 2 | Best Plan For Campaign Spending Between \$10 Million and \$25 Million | 7 | Best Use of Magazines |
| 3 | Best Plan For Campaign Spending Between \$1 and \$10 Million | 8 | Best Use of Radio |
| 4 | Best Plan For Campaign Spending \$1 Million or Less | 9 | Best Use of Newspapers |
| 5 | Best Use of National Television | 10 | Best Use of Out-of-Home |
| | | 11 | Best Use of New Media |

WHO IS ELIGIBLE

Any US advertising agency media department, media buying service or in-house advertising agency or media department may enter. All plans under execution between May 1, 1996 and April 30, 1997 are eligible.

ENTRY DEADLINE Entries must be postmarked no later than May 9, 1997. Entry Fees: \$95 per entry. Checks or money orders should be made payable to MEDIAWEEK and sent with your entry.

Please follow the format below:

PARTICIPANTS

Please list all individuals involved in this project from all areas of the department.

BACKGROUND

Discuss any background information/situation analysis relevant to set the stage for the program description. This could include a marketing problem, business opportunity, competitive situation, etc.

PROJECT/PLAN DESCRIPTION

Please identify specific project plans with a concise description of their nature and execution.

What results or client objectives did this program deliver?

Are there any tangible results from this project? You may include client feedback, sales results, and other research studies.

Please explain why you believe this entry to be a winner.

DOCUMENTATION

Include documentation such as a copy of the media plan, examples of the execution, etc. and any testimonials demonstrating the successful results for the client. In order to properly categorize your entry, be sure to indicate category number based on spending on your entry and type of media used.

JUDGING CRITERIA

Innovative nature of the concept, tactical approach, creative use of media, effectiveness relative to the objective.

Media Plans often contain sensitive competitive information, but don't let that keep you from entering this competition. Our judges all sign confidentiality agreements, and they are never assigned to product categories in which they compete professionally. Confidential, proprietary information in the supporting documentation may be censored.

SEND ENTRIES TO **MEDIAWEEK**

Alexandra Scott-Hansen, 1515 Broadway, 12th Floor, New York, New York 10036 (212) 536-6537



MEDIA DISH SPECIAL

Golf for a Good Cause

As the rain gave way to a cloudy but dry afternoon April 28, a flood of 200 media people cascaded onto the golf course at the Ridgewood Country Club in Paramus, N.J., for the 24th Annual MS Spring Golf Classic. Co-chaired by Mike Lotito of Ammirati Puris Lintas and Paul Zuckerman of Paul Zuckerman Enterprises, the event raised more than \$180,000 to fight multiple sclerosis. Event sponsors included Aetna, CBS, *Entertainment Weekly, Inc.* magazine, *Newsweek, Prevention, Sara Lee Corp., The Sporting News* and UPS along with Ammirati Puris Lintas and Prestige Motors.

Photos by Lisa Bentivegna



(Above, l. to r.): the 'Prevention' foursome: Harold Walters, guest; Frank Hone, 'Prevention'; Denise Favorule, 'Prevention'; and Steve Gianetti, 'Prevention'

(Below, l. to r.): Matt Turck, 'Time'; Peter Krieger, 'The New Yorker'; Tom Kealy, 'Time'; and Marty Kellaheer, 'The New Yorker'



(Above, l. to r.): Steve Howe, 'The Wall Street Journal'; Ed Gorman, DDB Needham; Bernie Flanagan, 'WSJ'; and John Sedlak, 'WSJ'

(Below, l. to r.): Rick Beispel, Buzz Keenan, Dennis Phillips and Steve Koddenberg, all of 'Tennis' magazine





(Left, l. to r.): Mike Swanson, guest; Lou Tosto, 'Smart Money'; Bob Fritze, 'SmartMoney'; and Gene Huber, Grace & Rothchild

(Below): Gary Mirkin (l.) and Riley McDonough, both of 'Inc.' magazine



(Left, l. to r.): Craig Atkinson, George Rippey, Bob Bruder and Chris Collins, all of Bloomberg L.P.



(Below): John Fales (l.) and Tom Bair, both of 'Men's Health'

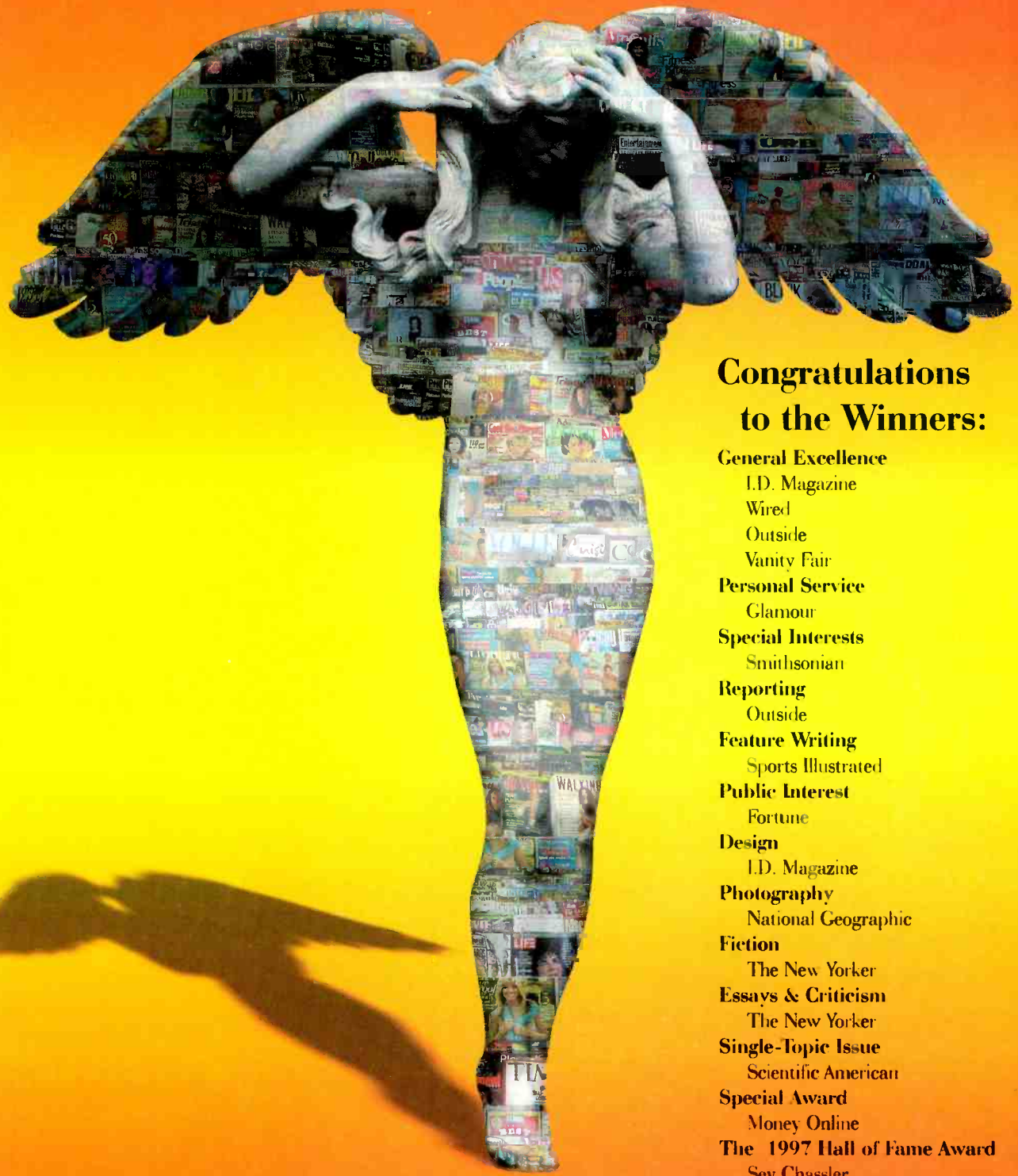
(Above, l. to r.): John Lefferts, The Media Edge; John Carter, CNBC; and Eric Verch, CNBC

(Below): Tourney coordinator Mike Lotite (l.), Ammirati Puris Lintas; and Lou Mohr, 'Business Week'



ASME
AMERICAN SOCIETY OF MAGAZINE EDITORS'

1997 NATIONAL MAGAZINE AWARDS



Congratulations to the Winners:

General Excellence

I.D. Magazine

Wired

Outside

Vanity Fair

Personal Service

Glamour

Special Interests

Smithsonian

Reporting

Outside

Feature Writing

Sports Illustrated

Public Interest

Fortune

Design

I.D. Magazine

Photography

National Geographic

Fiction

The New Yorker

Essays & Criticism

The New Yorker

Single-Topic Issue

Scientific American

Special Award

Money Online

The 1997 Hall of Fame Award

Sey Chassler

Henry Anatole Grunwald

Jann S. Wenner

Illustration by Lou Beach

ADWEEK • BRANDWEEK • MEDIWEEK

ADWEEK MAGAZINES



Here's another tech company to worry about (or ally with) as it expands further across the digital media landscape. Hewlett-Packard's acquisition of VeriFone, which handles most of the credit-card authorization for merchants, means the PC and printer giant will now be moving bits of e-commerce around as deftly as data and graphic bits. Assuming HP will embed the VeriFone "swipe" into all of its products, Web publishers should be getting another option for on-line customer charge accounts. But at what price? —Eric Garland

@deadline

Dr. Weil Checking Out

Ask Dr. Weil, one of Hot-Wired's most popular sites, will no longer be a part of the HotWired family, a Silicon Alley source said. Richard Pine, Dr. Weil's agent, said the medical and health advice site will remain a part of Hot-Wired for now, but would not comment on its future.

IPG New Media Deal

Interpublic Group of Cos. last week acquired a "significant minority interest" in new media shop Nicholson NY, New York, which had revenues of about \$5 million last year. The deal is IPG's first new media investment since it took a major stake in CKS Group, Cupertino, Calif., two years ago. Nicholson clients include IBM, Sony, Reader's Digest and Harper Collins.

Execs to PowerAgent

PowerAgent, Menlo Park, Calif., has named George Garrick, former president and chief executive of IRI, executive vice president, sponsor services, and Val Landy, a former International Data Group executive, as executive vice president, client services.

Delta Reroutes Site

Delta Air Lines introduced a redesigned Web site last week that includes a SkyLinks Online feature for booking reservations. Modem Media, Westport, Conn., created the site, as well as Delta's initial Web launch in 1995.

VF's New Web Design Signals Shift in On-line Brand Strategy

By Bernhard Warner

VF Corp., purveyor of such well-known apparel names as Lee, Wrangler and Jantzen, has pulled the plug on *Threads*, its on-line soap opera, in favor of a new Web gateway that stars its own labels.

Acknowledging that on-line serials are too expensive to produce and better left to entertainment studios than brand marketers, VF shut down *Threads* in early April, said Jim Corbett, VF Corp.'s manager of alternative media marketing. The new site, by Think New Ideas Inc., New York, will feature a variety of entertainment channels, games and possibly chat, with the purpose of building a community of VF apparel enthusiasts.

The jeans and clothing giant will boost its Web budget by 50% this year to develop and promote the new site. Spending will exceed \$1 million and could top \$3 million as each of VF's six main brand divisions earmarks a portion of its media to an on-line presence. (VF spent about \$71 million on traditional media in 1996.) A Web ad banner campaign will coincide with the late July launch of the site.

The former site generated adequate traffic, but it drew fans to the serial drama for the

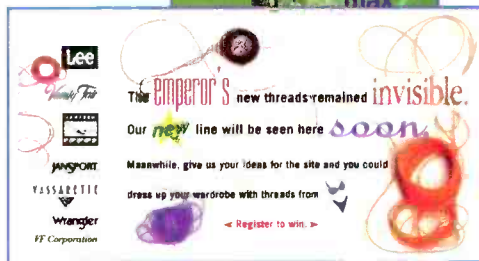
wrong reason. "People were e-mailing us asking us how they could date the characters," Corbett noted, likening the project to ineffective product placement. In

Threads, VF brands sponsored plot modules that revolved around five fictitious characters living in New York. On the new site, VF brands will get more exposure as channel sponsors with links to their own sites.

At the time of *Threads*' debut last April, the site was considered a bold new approach to brand marketing on the Web.

The soap opera concept, via Avalanche Systems, generated traffic but had no measurable effect on sales or branding efforts, said Corbett. "It got us noticed early, but it also told us we couldn't compete" with the rise of on-line serial dramas, he said, which "are too expensive to maintain and have a limited shelf life."

The new site will include marketing messages and promotional fare to cull demographic information from visitors. It will be watched closely by Web analysts who have criticized the construction of elaborate destination sites for youth-oriented or impulse brands. ■



Fashion forward? VF has axed "Threads" for a brand approach.

Search	News	Features	Reviews	People	Events
--------	------	----------	---------	--------	--------

[MICROSOFT SEEKS SHOP FOR EXPLORER 4.0 EVENT](#) p. 60 | [ORGANIC TO NEW YORK](#) p. 60 | [STARWAVE'S NAUGHTON](#) p. 62 | [ZIP2 LOCAL](#) p. 62 | [WHO CONTROLS WEB AD BUYS?](#) p. 63 |



bits

► **Forbes** will launch daily business news service **Forbes Digital Tool** on May 12 as a feature on its main Web site (www.forbes.com). The site will target business users through original articles, database tools and data charts. Information on new technology, personal finance, media, international and entertainment will be highlighted.

► **MediaCircus**, the new media production shop owned by TV production studio **IllusionFusion**, has relaunched as an "interactive advertising and marketing communications company" and named Michael Boh executive vp, chief operating officer. Boh was previously director of interactive advertising and media planning at **Siegel & Gale**.

► **Eagle River Interactive**, Avon, Colo., saw its first-quarter 1997 revenue skyrocket 101 percent. Revenues were \$15.7 million versus \$7.8 million in 1996's first quarter.

► **America Online**, Dulles, Va., last week named **Katz Millennium Marketing**, New York, its sales rep firm for Web-based properties such as AOL.com and AOL NetFind.

► **Excite** last week said that **AOL Greenhouse Networks**, **Tribune Media Services**, **CNET** and **Match.com** will provide content for its new channel format. New advertisers on the relaunched site include **Charles Schwab**, **Microsoft** and others.

► An Internet timeline developed by research firm **FIND/SVP** predicts that by 1999, browser wars will become a "non-issue as access devices proliferate further" and that "media stops hyping total Web user estimates."

► **Sun Microsystems** will produce the American Pavilion Web site at the Cannes Film Festival (www.ampav.com) during the week of Cannes.

► **Rodale Press** and **Women's Wire** are expected to launch **Prevention** magazine's Web site, called **Healthy Ideas**, today at www.healthyideas.com.

Microsoft Seeking On-line Event Ideas for Explorer

BY LAURA RICH — Gearing up for one of its biggest promotions since the \$100 million-plus campaign behind Windows 95, Microsoft is meeting with agencies to plan a momentous launch of its Web browser, Internet Explorer 4.0, in the fall.

Several new media shops received requests to create what one executive at a contacted new media shop called an "on-line phenomenon" as part of an effort to edge out main rival Netscape Navigator in the browser wars.

"The launch of IE 3.0 was too much of a comparison to Netscape," said the executive. "It made [Explorer] look like No. 2." Shops were given a strict mandate to strike any mention of the No. 1 browser from any prospective campaign.

According to a January market study by Redwood City, Calif.-based Zona Research, Netscape boasts 70 percent of browser users, while Microsoft's Explorer has most of the rest of the market.

The proposal for the nearly \$1 million project was wide open for suggestions, but centered on an Internet-based event to take place in the real world, according to another new media executive. (The fanfare for Windows 95 included a massive launch

party in Central Park.) The proposal asked shops to come up with event ideas and explain how they would present it on-line. Microsoft will retain other firms to carry it out off-line.

The assignment also requires tying in



New browser will get huge on-line promotion.

media partners, such as Time Warner, ESPN, NBC, *The Wall Street Journal*, Disney and PointCast, which will have channels on IE 4.0.

The review, headed by Chris Lye, product manager for Internet Explorer on-line marketing, includes Blue Marble, New York, and Digital Evolution, Los Angeles. A decision is expected from Microsoft this week.

Microsoft's on-line agency of record, Anderson & Lembke, San Francisco, has already begun promotion of IE 4.0 in its beta phase. Sources said Microsoft agency Wieden & Kennedy, Portland, Ore., is preparing storyboards for a TV campaign to launch in the fall. ■

Organic Online Opens New York Office, Taps Bates Exec

BY LAURA RICH — Silicon Valley will finally meet Madison Avenue, now that Organic Online, one of the West Coast's most prominent new media shops, has decided to open a New York office. Organic, partially owned by Omnicom Group's Communicade unit, has already begun work on existing client Colgate out of New York and is close to signing four more clients.

"San Francisco has Silicon Valley, but the entertainment and business communities are in New York," said Jonathan Nelson, Organic's chief executive, of the move east. "This is a logical step for us."

The New York office, which will start up with seven staffers, will be headed by Mike Golden. He joins Organic as a vice president from Bates Interactive, where he was vice president and director of interactive programming. "We wanted to take things to another level," said Golden of his Bates Interactive work. "You can't do that within [an agency] structure."

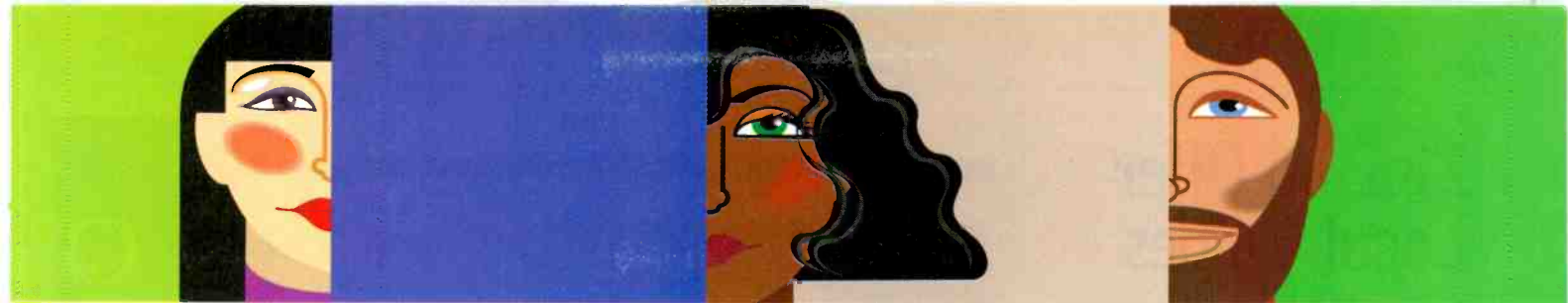
Nelson said Organic's New York outpost will be a "full-service, standalone office, but it will share resources like

research" with the San Francisco base. The office will offer technology capabilities for clients as well as account and creative teams. Sources said additional clients may include some from the Bates Interactive roster.

Organic's move follows expansions by new media shops Digital Evolution, Los Angeles, and Studio Archetype, San Francisco, which opened satellite offices in New York earlier this year, as well as branches established by most Web publishers, such as Yahoo! and CNET.

"The tide is coming in," said Chan Suh, president of Agency.com, a sister Communicade shop, which opened a London office to service British Airways in the fall. "It's good for Silicon Valley to realize there's business on the East Coast."

Organic Online was founded in 1993 by Nelson, who also launched and spun off directory site BigBook and measurement software company Accrue. Organic clients have included Nike, Levi's, Lucasfilm (for which it produced the official *Star Wars* site), Harley-Davidson and Kinko's. ■



The Face of America is Changing.

THE ETHNIC MARKET REPORT will help you target the new consumer

The most sweeping examination of ethnic America available, this highly regarded report details the demographics, consumer behavior, media habits, and social attitudes of Hispanics, African-Americans, Asians, and Anglos residing in the United States.

The Leader in Ethnic Research

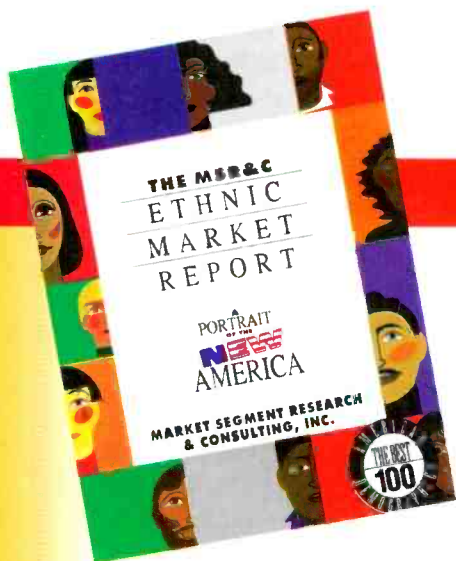
Market Segment Research & Consulting is the leading provider of actionable information, thoughtful analysis, and strategic advice regarding ethnic communities in the U.S.

An Architecture of Strategic Information

- MSR&C Survey Results on:
 - ▲ Media Usage
 - ▲ Attitudes Towards Gays and Lesbians
 - ▲ Political Issues
 - ▲ Product Information
 - ▲ Shopping Behavior
 - ▲ Disability
 - ▲ Drugs
 - ▲ Immigration
 - ▲ Medical Insurance
 - ▲ Social Issues
 - ▲ Culture
 - ▲ Charitable Giving
 - ▲ Leisure Activities
 - ▲ Financial Services
- Bureau of the Census Demographic Profile of the New America
 - Geoscape International Ethnic Specific Geo-Demographic Overview
 - Breakthrough Ethnic InfoScan Data on the Top 10 Selling Product Categories provided by Information Resources, Inc. (IRI)
 - Bureau of Labor Statistics Consumer Expenditure Survey

Far-Reaching and Comprehensive Information

Profiles in exhaustive detail for each of the Hispanic, African-American, and Asian target groups and comparisons with the General Market.



ORDER YOUR COPY TODAY!

YES. Please send me _____ copies of the MSR&C Ethnic Market Report. All I pay is \$795 plus \$12.00 shipping/handling and applicable sales tax in CA, FL, GA, IL, MD, MA, NJ, NY, OH, TX & Canada.

Check enclosed for \$ _____

Charge to my: VISA MC AMEX

Card # _____ Exp. Date _____

Signature (REQUIRED) _____

Name _____

Title _____

Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

ADWEEK
DIRECTORIES

Mail to: Adweek Directories, 1515 Broadway,
New York, NY 10036

Or Call: 1-800-468-2395

Or Fax: 212-536-8801

Zip2 To Offer Local Guides

Zip2, the Palo Alto, Calif., technology firm that works with newspapers on on-line development, is about to announce a new product called Arts & Entertainment. The on-line cultural guide, to focus on movies, restaurants and music, will be a direct competitor for local ad dollars with CitySearch, Microsoft's Sidewalk and America Online's Digital City.

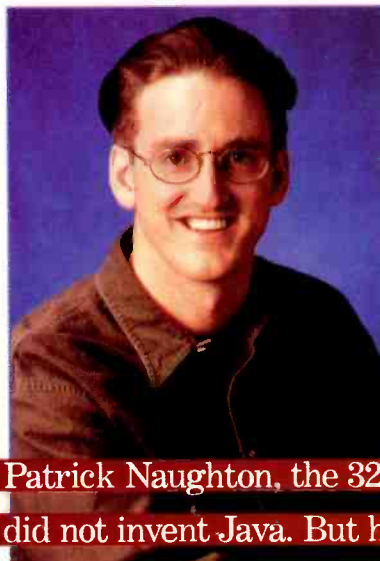
The local advertising market is a key battleground between Web and newspaper publishers. Local ad revenues in 1996 totaled about \$60 billion, according to Forrester Research. By the year 2000, about \$1.5 billion is expected to gravitate to on-line sites. Knight-Ridder's *San Jose Mercury News* and Contra Costa Newspapers will be the first papers to sign on with Zip2 for a Bay Area on-line guide. Other major metro markets for Knight-Ridder, including Miami and Philadelphia, are expected to launch Arts & Entertainment guides soon, with publishers in other cities expected to follow.

Richard Sorkin, president and ceo of Zip2, said the company will receive an annual license fee from newspapers "between seven and eight figures," depending on the size of the city. Zip2 also will share in ad revenue generated by the papers. Sorkin projected the cost to launch a Zip2 Arts & Entertainment guide at only 5-10 percent of the cost to start an on-line guide from scratch.

"These other companies are playing catch-up with the newspapers," said Randy Bennett, vice president of new media for the Newspaper Association of America. "They're moving into markets the newspapers own and are trying to steal revenue newspapers already have." —AS

IQ movers

Harry Motro to Infoseek as president, under chief executive **Robin Johnson**. Motro was senior vp at CNN Interactive. . . . At Silver Creek Digital Media, Salt Lake City, **Jeffrey Anderson** named vp, sales and marketing, from MRI Interactive. . . . **Scott Stone**, former program director, IBM's global government industry unit, to senior vp, marketing and business development at Internet Tradeline Inc. . . . At America Online's Digital City, two new general managers: **Brad Davis** in Washington, D.C., and **Tommy McGloin** in Los Angeles. Davis was promoted from ad sales manager, McGloin from director of business development. . . . **Sally Parker**, from new media director, Fattal & Collins, Marina Del Rey, Calif., to director, business development, at W3 Design.



Patrick Naughton, the 32-year-old president of Starwave, did not invent Java. But he takes responsibility for its initiation and development. "The project existed because I

was making it happen," Naughton says. He can be granted a little arrogance, because Java is no small thing. The software language built by a handful of Sun employees now aspires to be the lingua franca of the Web.

Naughton was speaking in code from the age of 16, when he bought an Atari 400 for \$388 with dishwashing money. As a computer prodigy in Rochester, N.Y., he wrote learned to write software from books. While in college at Clarkson, he devised clones of Macintosh user interfaces for the PC, for which Zenith paid him \$30,000. Back then he didn't go to Microsoft.

"That was my biggest mistake ever, because I guess if I did, I'd be one of these guys living on the lakefront," he says. "But I didn't think they were that great." He later sent a resume to Microsoft, only to get a form-letter rejection. "Java could have happened at Microsoft had that letter gotten to the right person," he quips. The day after graduation, he went to work for Sun.

Developing the first version of Java consumed him from 1991 to 1993. During that time Naughton changed from "a stay-up-all-night, drink-a-lot-of-Pepsi programmer into trying to talk to people and explain the technology," he recalls. In the fall of 1994, after turning down a top technology job at Viacom,

Naughton went to Starwave. At the time, Paul Allen's multimedia publishing house was producing CD-ROMs and talking to America Online, Interchange and the Microsoft Network. "Their online efforts were ambitious yet misguided," Naughton says. So he brought them Java, his own team of engineers and plenty of ideas for the Web.

As president of Starwave, Naughton has to oversee relationships among Allen, new investor Disney Co. and its properties like ESPN and ABC, which will launch ABCnews.com in the next few weeks. Naughton denies the Web rumors that described him as



The Starwave lineup: Naughton expects it to be one-stop surfing.

unhappy underneath the bigger corporate umbrella. He has a four-year contract with Starwave, and he expects the backing of Disney to lead to nothing less than Web domination.

"We have the capability to create the destination which contains everything someone could want," he says. "A visit to the Internet could be just Starwave sites. It's the brand power that we have." ■



INSIDER

STAR POWER

By Anya Sacharow



Follow the Money

In Web sales, real buying power remains elusive. *By Laura Rich*

It's a confusing time for sellers of that new commodity, Web media space. Armed with banners and pixel inventory galore, they knock on the doors of ad agencies' dedicated new media units—only to be redirected to TV or print buyers who control most of the placement of media dollars for clients. In the Web medium's early days, many of its buyers are more consultants than cash machines, studying the Web but not actually spending on it. Until clients set aside significant budgets for the Web, interactive publishers must turn to other buyers for dollars.

"As a seller, I have no idea who to go to anymore," cries Susan Berkowitz, advertising director at New York-based The Globe, a college-oriented chat site. According to several estimates, Web ad

done on a barter or add-on basis. So finding the few interactive buyers who control actual dollars is the current needle in the Web haystack.

Adding further to the confusion, some big advertisers who have begun spending on the Web prefer to bypass their agencies' new media units in favor of their established media shops, which can leverage one medium's budget in return for Web space. "I'd find out secondhand that our cable people would be spending our budget," recalls Peter Maluso, media director at i-traffic, of his days as a new media buyer at DeWitt Media. Although he repped Web clients such as The Discovery Channel and BMW, Maluso was often frustrated when media companies would extract dollars for a Web program out of other, non-interactive buyers. Says Maluso, "it makes you wonder if clients are aware their deals are cut by experts in other areas."

For now, clients are dictating how the budding medium will be handled within an agency. Some prefer their agencies make Web buys tied to spending through a traditional media schedule. On the creative and production side, most clients want to coordinate the look and feel of their image across all media and to post their Web site address on non-interactive media campaigns.

That crossover motive, while understandable, sets in motion the conflict over who controls the new media buy. "Clients don't see it as added-value, but when you spend

spending totaled anywhere from \$267 million to \$300 million or more in 1996. Yet even those smallish figures overstate the real dollars allocated to Web buys, since many interactive campaigns are

large dollars on a [television] network, you expect at least consideration on the Web," observes Sean Finnegan, interactive media supervisor at Zenith Media, which boasts clients such as Bell Atlantic



MILAN TRENG



and General Mills. That directive can leave Finnegan without much authority over new media spending on some accounts. "I have many clients with interactive-only budgets," he insists. When the buy does come in through another department, Finnegan is called in to "do an evaluation as to whether [the proposal] is fitting."

This isn't always the case. In one program with Columbia Pictures, USA Networks negotiated an extensive package that included an on-air schedule, a location-based promotion and behind-the-scenes programming support. The deal also had a Web component, on USA's Dominion site. Ellen Kaye, vice president of USA Networks Enterprises, says the network worked with the studio and McCann-Erickson, Columbia's agency of record, on the deal; McCann Interactive was never involved.

Turner Broadcasting Sales executives would call this type of media bundling a sign of the times. "Turner has a long history of successfully selling ancillary products," says Richy Glassberg, general manager of Turner Interactive Marketing and Sales, which oversees ad sales for CNN Interactive. Glassberg cites the Airport Channel and other Turner products as the proper approach to non-traditional media sales: arm sellers with an array of media opportunities and hit buyers and clients on all fronts.

The goal is "one-stop shopping," Glassberg explains. "We really show the lead sales person how it's to their advantage" to pitch new media, notes Glassberg. "Our regular lead person can't spend time with [a new media buyer], so my group will call on [that buyer]." That tactic means a new media rep often will supply a lead account executive with collateral and explain the medium to buyers, but not necessarily negotiate with them.

Sellers can also come up against internal turf battles at agencies, such as a colossal one between True North and Modem Media staffers, mainly in the New York office. Joe Schreiber, project manager at TN Technologies, Modem's new parent,

has been assigned the task of molding the recently merged companies into an independent unit, responsible for its own client relationships. He's meeting much resistance, according to new media sources. "Clients are still controlled by the TN side," says one media seller. "Schreiber can't even get into meetings with the traditional people." So sellers don't expect the New York office of TN Technologies to offer budgets for TN clients such as Nabisco, and most of Modem's once robust staff has departed for other new media opportunities.

In addition to power struggles, agency new media units are also up against potential revenue shortfalls. When buyers are excluded from certain deals, they can lose out on

commissions earned for placement. Dave Dowling, media director at media.com, the online buying and planning unit spun off from Grey Interactive, says that buyers at MediaCom, Grey Advertising's international buying unit, typically enlist the support of media.com whenever the Web is involved. If they aren't contacted, however, the group doesn't get compensated.

"The key people [at MediaCom] have an understanding of what we're all about," Dowling says. But he concedes that those

For new media
 buys, "you
 wonder if
 clients are aware
 their deals are
 cut by experts in
 other areas."

actually doing the negotiating are often busy with day-to-day responsibilities to their main medium. At media.com and other agency new media units, interactive buyers keep the same long hours familiar to the media buying industry, only they spend more time on research and planning for clients than on actual deals and contracts.

Corey Friedman, vice president of advertising at Hearst HomeArts, contends the relatively few ad dollars at stake in new media is forcing the current overlap with traditional media sales. "HomeArts has its own sales staff, but we do collaborate" with other Hearst sales teams, he notes. He echoes Zenith's Finnegan: "If you're going out and selling pages for thousands and thousands of dollars, and [advertisers] are begging for it for free, we can put together a package. All we want to do is see this [medium] grow." ■

CULTURE TRENDS

Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports, for the week ending May 3rd 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	2	1	2	Hypnotize	The Notorious B.I.G.
2	1	1	15	Can't Nobody Hold Me Down	Puff Daddy featuring Mase
3	3	2	23	You Were Meant for Me	Jewel
4	4	4	8	For You I Will	Monica
5	6	5	10	I Want You	Savage Garden
6	5	1	15	Wannabe	Spice Girls
7	8	7	10	Return Of The Mack	Mark Morrison
8	9	8	11	Hard To Say I'm Sorry	Az Yet featuring Peter Cetera
9	10	9	4	Where Have All the Cowboys Gone	Paula Cole
10	15	10	3	My Baby Daddy	B-Rock & The Buzz
11	7	4	6	All By Myself	Celine Dion
12	11	7	12	I'll Be	Foxy Brown featuring Jay Z
13	13	6	14	Every Time I Close My Eyes	Babyface
14	12	1	28	Un-break My Heart	Toni Braxton
15	18	15	8	I Belong To You	Rome

© 1997 Billboard/Soundscan, Inc.

Billboard's Heatseekers Albums

Best selling titles for the week ending May 3rd 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	3	8	Tonic	Lemon Parade
2	4	15	Matchbox 20	Yourself Or Someone Like You
3	--	1	Artifacts	That's Them
4	5	2	Third Eye Blind	Third Eye Blind
5	2	2	Tracey Lee	Many Facez
6	40	33	Amanda Marshall	Amanda Marshall
7	6	2	3X Krazy	Stackin Chips
8	7	7	Ronan Hardiman	Lord of the Dance
9	10	25	David Kersh	Goodnight Sweetheart
10	13	10	Freak Nasty	Controversee...
11	9	15	Eric Benet	True To Myself
12	8	4	Wild Orchid	Wild Orchid
13	11	23	No Mercy	No Mercy
14	18	8	Sneaker Pimps	Becoming X
15	12	4	Caedmon's Call	Caedmon's Call

© 1997 Billboard/Soundscan, Inc.

MTV Around the World

Week of 4/30/97

MTV Europe

<i>Artist</i>	<i>Title</i>
1. Spice Girls	Who Do You Think You Are
2. White Town	Your Woman
3. Depeche Mode	It's No Good
4. Apollo 440	Ain't Talkin' 'Bout Dub
5. R. Kelly	I Believe I Can Fly

MTV Latino

<i>Artist</i>	<i>Title</i>
1. INXS	Elegantly Wasted
2. Control Machete	Comprendes Mendes?
3. U2	Staring At The Sun
4. Collective Soul	Precious Declaration
5. Aerosmith	Falling In Love

MTV Brasil

<i>Artist</i>	<i>Title</i>
1. Madonna	Don't Cry For Me Argentina
2. No Doubt	Don't Speak
3. Barao Vermelho	Amor Meu Grande Amor
4. Spice Girls	Say You'll Be There
5. Metallica	Mama Said

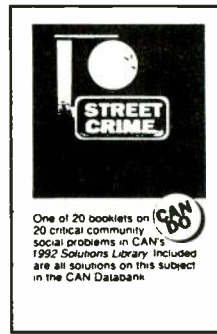
MTV Japan

<i>Artist</i>	<i>Title</i>
1. Spice Girls	Say You'll Be There
2. U2	Discotheque
3. Aerosmith	Falling In Love
4. Swing Out Sister	Somewhere In the World
5. Beck	The New Pollution

MTV US

<i>Artist</i>	<i>Title</i>
1. The Notorious B.I.G.	Hypnotize
2. Monica	For You I Will
3. Blackstreet	Don't Leave Me
4. The Verve Pipe	The Freshman
5. U2	Staring At The Sun

THIS CAN STOP A BULLET



An impressive claim for one little booklet. But this is an impressive little booklet.

It's filled with ingenious ideas and innovative solutions from organizations all over the country on how they successfully fight crime in their communities.

We have 19 other solution booklets on everything from AIDS and homelessness to drunk driving...20 of today's toughest social problems.

They're compiled by Community Action Network (CAN)...a volunteer idea clearinghouse working in cooperation with the major national media bureaus and ad associations.

We've spent years collecting hundreds of examples of how communities combat their problems. Now the first yearly edition of *CAN's Solution Library* with its nearly 1500 great ideas is available for sharing with you.

So, if you'd like to stop a bullet, feed the hungry or maybe help the elderly, please contact us. You'll be amazed at what *one little booklet* can do.

CAN's Solutions Library

AIDS • Alcohol Abuse • Child Abuse • Criminal Justice
Drug Abuse • Drunk Driving • Education
Elderly Care • Environment • Family Concerns
Handicapped • Homeless • Housing • Hunger
Medical Care • Missing Children • Rape • Street Crime
Teenage Suicide • Unemployment

**Community
Action
Network**



To order,
send \$5 for first booklet, \$3 each for
additional booklets, \$50 for full set, to
Community Action Network,
600 Madison Avenue, 17th Floor
New York, NY 10022

EASTERN

SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the fourth Thursday of the current month for appearance the following month. **RATES: \$39 per line monthly; \$250 per half-**

inch display monthly. ALL ADS ARE PREPAID. Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call M. Morris at 1-800-7-ADWEEK. Fax 212-536-5315.

AERIALS/INFLATABLES

airads.com

1-888-4-AIR-ADS

ADVERTISING AVAILS

**Smart Quotes.
Smart Audience.**

www.**StockSmart.com**

"...the top site for Stock Research"
says Money Magazine

Represented by Cybereps - 415.289.5040

**Give your product away
— on television
game-shows.**

It's the ultimate in low-cost, mass exposure. We provide a complete service to all TV game-shows. Write for details.

Game-Show Placements, Ltd.
7011 Willoughby Avenue
Hollywood, CA 90038
(213) 874-7818

ADVERTISING INTERNET RESOURCES

Get Visible! www.safetyreflectors.com

Practical information, software & support services for advertising professionals.
<http://www.amlc.com>, a Telmar Company

Your very own Webmaster can vault you into cyberspace. Affordable, functional, attractive Web design. Site management, consulting and results, too. SupportWorks (800) 318-2558

ADVERTISING SERVICES



Target Advertising
"Messages on Hold"
Reinforce your clients'

ads to their best prospects: Everyone who calls. Free INFORMER demo:

800-862-8896

ADVERTISING SPECIALISTS

BUY DIRECT!

FROM ONE OF AMERICA'S LEADING MANUFACTURER'S OF CUSTOM GOODS.

MOUSE PADS, STICKERS, FLOOR MATS, MAGNETS AND T-SHIRTS.

Custom four color process work in large and small quantities. Our quality is superb, our delivery quick, and our pricing... extremely competitive. So, join many of America's biggest companies... buy direct and save.

CALIFORNIA COLOR PRODUCTS
[888] 366-7255 • (310) 366-7898 (fax)

ADVERTISING SPECIALTIES

Mobile Ads \$40.00 Hr. 516-334-1919

Paying Too Much?



PEOPLE STARE AT US

This PakTite

is an X-Large Heavy-weight T-Shirt!



Compressed under 50 tons of pressure. It's Full Size, truly it is!

Stock & custom shapes available:

- CD Case
- Hockey Puck
- Soda Can
- Credit Card
- Postcard
- Heart
- Mini T-Shirt
- Mini Cereal Box

Great for GWP's, Tradeshow Giveaways and On-pack Promotions. Include coupons, catalogs and event schedules inside

Call for more information about samples, mock ups & dimensional mailers!

PAKTITES by 3-STRIKES CUSTOM DESIGN
25 Crescent Street, Dept. B14
Stamford, Ct 06906
Tel. 203-359-4599
Fax 203-359-2187

We've SQUEEZED it in so you can POP it out!

CHINA DIRECT & SAVE UP TO 1/2

EXAMPLE	TYPICAL U.S.	CHINA DIRECT
10-CD CASE:	\$3.73	\$1.87
6-PACK COOLER:	\$2.99	\$1.75
AUTO SUNSHADE:	\$5.99	\$1.63

INCLUDES 1-COLOR IMPRINT
CALL FOR 100'S OF OTHER PRODUCTS!

A-S SHENG CHAN INT'L.
011-852-2723-4993
(HONG KONG)
1-800-873-9933
(USA)

All prices F.O.B. Hong Kong
Min.order: 50,000 units



**Catch a Creative Genius
ADWEEK CLASSIFIED**

ADVERTISING SPECIALTIES

IMPRINTED TOWELS
• Beach Promotions • Golf & Sport Towels
• Team Licensed & In-Arena Promotions
3 Strikes - America's Towel Superstore
OFFERS IT ALL at THE LOWEST PRICES!

We produce promotion towels for some of America's largest (and smallest) companies. All towel sizes from wash cloths to beach towels. Regular silkscreening and our patented MATRIX photo4 color-process reproduction technique. Complete graphics and design services. Call for more information and samples

America's Towel Superstore
3 STRIKES CUSTOM DESIGN, 25 CRESCENT ST., STAMFORD, CT 06906
TEL (203)359-4559 • FAX (203)359-2187

OREO
Chocolat Sandwich Cookies

MATRIX Ask About compressed Beach Towels

ADVERTISING SPECIALTIES

MATCHBOX
WE'RE LOOKING FOR A FEW GOOD BRANDS!
Some of the greatest brand names in the world promote themselves as part of our collectible line of die cast.

Wouldn't you like to Advertise your Brand FREE! on our Matchbox World Class Vehicles?

OVER 30 MILLION VEHICLES SOLD EVERY YEAR!

See us at www.matchboxtoys.com Call us for details at: 1-800-367-8926

PEPSI and NOTHING ELSE IS A PEPSI are trademarks of PepsiCo, Inc. M&M's is a trademark, subject to proprietary rights, used under license and with the authority of the trademark owner, M&M/Mars, a division of Mars, Inc. The Shell trademarks are licensed property owned by Shell Oil Co. Houston Texas. Boeing and 777 are registered trademarks of the Boeing Company, used under license. Manufactured and distributed under license from Pizza Hut, Inc. Wichita, Kansas by Tyco Industries, Inc. Mt. Laurel, New Jersey. The Pizza Hut logo is a registered trademark of Pizza Hut, Inc. KFC and the image of Colonel Sanders are trademarks of KFC Corporation. Manufactured under license.

ADVERTISING SPECIALTIES

PRIME TIME Plus
ING

"The Advertising Specialty & Business Gift People"
DIRECT REPRESENTATIVE FOR:

WATERMAN **SWISS ARMY**
PARKER **3M**
PAPER MATE **zippo**
RAND McNALLY

FREE GIFT WITH FIRST ORDER
(908) 449-3443
Fax: (908) 449-3560
<http://www.logomail.com/primetime>
1955 Route 34
Wall, NJ 07719

ART/DESIGN SERVICES

MY CONCEPTS & GRAPHICS WORK
Communications, Ads, Logo, Packaging—Mac Pro/Design, Call for brochure (718) 499-4007

Reach your ad community in
ADWEEK CLASSIFIED

USE THE CREATIVITY AT HAND!

We know from experience that our advertisers get better response from our readers when they send their own artwork. A creative ad stands off the page and gets noticed. When placing an ad, send it camera ready!

EASTERN SERVICES & RESOURCES

ART/DESIGN SERVICES

**FREELANCE
ADVANCERS**

212 661 0900

help
yourselves

to the most reliable
freelance service
in the area

unlike a lot of the new "johnny-come-lateys", we're NY-based former freelancers who know the business and have a time-earned rep for helping the best help themselves

multi-platform/multi-media graphic designers art directors illustrators comp/mech expert production artists editors copywriters proofreaders

ART/DESIGN SERVICES

NEED BRILLIANT DESIGN?

Our group provides you with the best in various areas of design from concept to post-production.

- Digital Imaging • Brochures/Newsletters
- Logos • Corporate print • Illustration
- 3-D Design • Web Design • CD Rom

DRL Design Group (212) 689-3886

Effective graphic design solutions

Marketing Communication Specialists
Brand & Corporate Identity • Packaging Design
SABAJ WILLIAMS & ASSOCIATES **800 755-9896**
www.sabajwilliams.com

ART DIRECTION

CONCEPTS & GRAPHICS THAT SELL with Mac/All Media. (212) 873-2381

Sr. AD/Designer - Strategic & versatile, nat'l awards, beautiful print/DM/ads, MAC (212) 508-3446.

SR.AD/DESIGNER: Versatile. Elegant. Brochures, advertising, logos, promotion & corporate print. Mac studio. 212-966-2635.

HANDY MACANDY F/L AD (212) 988-5114

TALENTED AD/DESIGNER
Beautiful print/collateral/adv/promo portfolio. Concept to finished Mac exp. 212-496-0453

CELEBRITY PLACEMENT

THE BEST CELEBRITY ACCESS
(800) 762-9008
The Hollywood-Madison Group
Los Angeles • New York

I'LL FIND/NEGOTIATE ANY CELEBRITY FOR YOUR AD CAMPAIGN
TV, VOICE OVER, PRINT, MUSIC, P.A.
LARRY UNES (773) 281-7098

COLOR SEPARATORS

H. ZIMMAN, Inc.

PRINT PRODUCTION PERFECTION

Superior Separations
Award-Winning Printing
617 • 598 • 9230

COMPUTER CONSULTANTS

The Macintosh Learning Center

FOR FREE COLOR BROCHURE CALL 212-594-2280

• WEB DESIGN • DESKTOP PUBLISHING • MULTIMEDIA

APPLE AUTHORIZED TRAINING CENTER

COMPUTER GRAPHICS TRAINING

COMPUTER SOFTWARE

Need help with ADMAN?

Authorized dealer- I provide sales, training & consultation on system set-up, upgrades & implementation. Over 14 years in ad agency finance. Steven Cass 518-581-9232



If you had Clients & Profits, today's time sheet would be history.

Imagine: An online time card that tracks everyone's hours while they work, every day. No more untracked time ever. No more harassment. Clients & Profits delivers. Jobs, billing, accounting, too. For Macs & PCs. Available today. Demo \$45.

800 272-4488

www.clientsandprofits.com

COMPUTER SOFTWARE

ADMAN

It's Now In Windows... It's Now In Macintosh

Now, the most popular billing, accounting and financial management software improves its productive superiority. Over 1,400 agencies have the DOS Version now. Move up to Adman Windows or run it on your Mac.- For Advertising and PR agencies no system offers more.

Call 1-800-488-7544

for information and a demo disk.

Dealers Welcome to Inquire.



www.admanmrp.com/adman

COMPUTER SYSTEMS

TAKE CONTROL OF YOUR JOB COSTING

The Complete Agency Financial System

- Time & Billing
- Media
- Traffic Control
- Purchase Control
- Payroll
- Job Costing
- Estimating
- Payables

Since 1982

Gabel Systems **1-800-843-1795**

COPYWRITING

CREATIVE CONCEPTS & COPY
for **strategic**
b-to-b and consumer ADS,
BROCHURES, etc.
(212) 348 - 9181

COMPUTER TRAINING



Computer Graphics & Multi-media Training

Beginner thru advanced

- 1-ON-1 OR SMALL GROUP
- SET YOUR OWN SCHEDULE
- OPEN 7 DAYS A WEEK

DESKTOP AMERICA
DESKTOP PUBLISHING & MULTIMEDIA TRAINING CENTER

250 West 57th • Suite 820
212 245 9391 ext. 444

Learn: QuarkXPress, Adobe Photoshop, Adobe Illustrator & Dimensions, Macromedia Director, Web Page Design -call for others

COPY/CREATIVE

Fetching Copy. AD DOG 1 800 9AD DOG9

COPYWRITING

VICTIM OF FIRST DEGREE MERGER.
Last week I was a CD Writer genius. Now I can be yours. Free-lance 718-638-1938

Account Execs: Corporate copywriter/CD seeks strategic alliances. 914 478-5686.

FINANCIAL SPECIALIST
Financial and b-to-b "long copy" from veteran marketing writer and former newspaper reporter.
David Bates (201) 795-0688

FREELANCE COPYWRITER
Thinks strategically. Writes creatively. Good. Fast. Very experienced.
Call Patt (212) 595-6780

Cadillac copy, Pontiac prices. 800-200-0397

COPYWRITING

ASK Avon, Avls, Bally Shoes, Bergdorf Goodman, Citibank, H. Stern Jewellers, Hostess, L.J.N Toys, M&M/Mars, Maybelline, Ralph Lauren, Prudential, Sony, U.S. Navy ABOUT MY COPY. 203-454-4771

I WORK BETTER THAN PRAYER
Miraculously affordable copy/212-946-5420

THE COPY HOTLINE: (603) 795-COPY
Affordable expert copy from Top NYC Pro. Fast!!! E-mail: geoffery.moore@connriver.net

HI-TECH COPY SOLUTIONS 212 260-4300

KILLER KONCEPTS & KOPY 212 260-4300

PROMOTION WITH STYLE
Ads, presentations, media kits, advertorials and more!
Concepts. Copy. Art. Liz Schick 212-228-0825

EASTERN SERVICES & RESOURCES

COPYWRITING

Copywriter. Fast. Fearless. Freelance. (212) 724-8610.

Fetching Copy. AD DOG 1 800 9AD DOG9

NOT FOR THE MTV CROWD

Quality copy (cons./trade) for grown-up clients...b-to-b/cons. electronics/home furn/upscale/hospitality 718-229-4190

AWARD WINNER - Fresh, fast, versatile. Seeks P/T, F/T or F/L work. 212-737-8977

MEDICAL/PHARMACEUTICAL/TECHNICAL Copy & Research Ari Salant: 212-580-4030

Positively, absolutely IRRESISTIBLE ads written - pull response like a **MAGNET**. **FREE** info kit. Steven Holzner, 607.277.5592

COPY. GOOD AND CHEAP. (914) 381-4879.

Leonardo da Vinci writes classic copy. 212-683-2345

3 Hats, 1 Very Experienced Head Concept. Copy. Strategic planning. 516-956-1652

E=GG²

The brilliance of hi-tech requires a light touch. 561-482-0117 Gary Goldstein

RENT AN AWARD WINNER Stan Moore (201) 391-2329

"CAN DO" COPYWRITER CAN DO FOR YOU what I did for P&G, S. C. Johnson, General Foods, Bristol Myers, Lever: Build business, win awards. Freelance. Tel: 212-447-7873.

CREATIVE SERVICES

Fresh Dogs & Ponies in L.A. 213-464-1528

DREAM TEAM

Art/Copy. Hvy print, TV, radio, 914-356-8127

Great Rates. Music Industry Specialists. Art/copy. Print, brochures & more. (201) 450-8537

Leonardo da Vinci does art and copy! 212-683-2345

DIRECT MARKETING

Dlanna Seay 310-377-3930

EMPLOYMENT SERVICES

We need to fill positions!



Rep
TEMPS, INC.
1 (800) 556-5550

- ▲ Media Buyers & Planners
- ▲ Traffic & Continuity
- ▲ Account Executives
- ▲ Assistants

MEDIA'S INNOVATIVE STAFFING SOLUTIONS

Catch a Creative Genius
ADWEEK CLASSIFIED

EMPLOYMENT SERVICES

WE HAVE THE TALENT YOU NEED WHEN YOU NEED IT

We are industry professionals with the expertise to evaluate the talent we send you. Which means you will get the right person for the job, whatever the job. So call us at: 1-800-216-0600.




ARTISAN™

Your creative staffing solution

New York (212) 448-0200
http://www.artisan-inc.com

- Art directors
- Desktop publishers
- Graphic designers
- Illustrators
- Multimedia producers
- Photographers
- Proofreaders
- Web site designers
- Writers
- Interim staffing
- Full-time placement

FINANCING



PROGRESSIVE CAPITAL INTERNATIONAL, INC.

Capital available for investments/acquisitions of entertainment/media companies.

Please respond by providing corporate profile and financial information.

966 South Springfield Avenue, Suite 2C
Springfield, New Jersey 07081

FREELANCE AGENCIES

MAKE THEM WORK.

Attn: Cable TV/Networks and Broadcast Companies. We have trained professionals ready to work for you. Our people can take your budget and get the job done. *Call Now.*

FACT Media
(818) 990-5767 FAX (818) 907-1474

FULFILLMENT FULL SERVICE

Fulfillment America, Inc.

Database Mgmt, Order Processing, POP, Promotions, Pick and Pack
Boston-Dallas 1-800-662-5009

ADWEEK ONLINE. YOU'LL NEVER BE HAPPY OFFLINE AGAIN

Visit our site at <http://www.adweek.com>
To order dial-up software call:
1 800-641-2030 or 212-536-5319.
Fax: 212-536-5310
or e-mail: adweek@adweek.com

Adweek Online.
First with news that lasts.
1515 Broadway, NY, NY 10036

MARKETING SERVICES

NEW BUSINESS EXPERT-Develop positioning, image; marketing, creative strategies; write presentation. (212) 213-8269

MEDIA AUDITING

OUTDOOR

Pre-Rides and Post-Buy Audits

50 Trained Field Representatives Nationwide

Serving Agencies and Advertisers-Direct

CarrollMedia
(770)-650-0400

MEDIA BUYING & PLANNING SERVICES

Consulting, planning, buying D.R. & general long & short term 212-340-8006

CLASSIFIED/RECRUITMENT ADS Only one call!

1,...50,...15,500 papers - we do them all!
MEDIAPLUS 1-800-889-5110x306

EXPERT PLANS & BUYS201-379-2334

PARAGON MEDIA
ARE YOU AN ADVERTISER OR SMALL AGENCY WITH BIG MEDIA NEEDS? Find out why our clients would never go anywhere else for their buying and planning. Call (212) 704-9965 (ext. 235).

Nationwide Advertising Spot and Program Placement

Cable TV/Networks and Broadcast Leased Access and Infomercials

Broadcast Insurance Service available.

FACT Media
(818) 990-5767
FAX (818) 907-1474

INSURANCE

ARE YOU PAYING TOO MUCH FOR YOUR INSURANCE?

We specialize in insurance for **advertising & media firms.** Our rates are the most competitive in the industry!

- Advertiser's Professional Liability
- Property & Liability Coverage
- Life & Disability Insurance
- Group Health, Dental, & Pensions
- Homeowners, Auto, Jewelry & Fur
- Coverage for Freelancers too!

Call for a quotation with no obligation.
Adam Wolfson, CIC @ 212-370-3900
Arnold K. Davis & Company, Inc.

P. O. P. DISPLAY

PLASTICRAFTERS

DIVISION OF GEORGE PATTON ASSOCIATES INC.

AMERICA'S CHOICE FOR STOCK OR CUSTOM ACRYLIC DISPLAYS
Sign Frames • Brochure Racks • Poster Holders • Kiosks



- Custom sizes, designs and prototypes quickly fabricated!
- Silk screen logo imprinting available for increased brand recognition.
- Complete fulfillment (drop shipping, special packaging, etc.) offered.

Call 1-800-572-2194 for a free brochure!

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

EASTERN SERVICES & RESOURCES

MEDIA BUYING & PLANNING SERVICES

Truck Side Advertising
National, Regional, All Markets
Jim, Ph: 904.761.1664 Fx: 904.761.5689

NEWSLETTERS

Let us create your
CORPORATE NEWSLETTERS
Our clients include the *Fortune 500*
...and the less fortunate.
Call **203-637-8154**

PUBLICATIONS

MARKETING INK NEWSLETTER
Marketing Strategies for profits. FREE ISSUE. 800-749-5409

RADIO COMMERCIALS

The Other Guys Charge You A Bundle
To Cover The Cost Of Their Big Space Ads.
Our Productions Sound Great, Too.
But When You Hear Our Prices,
They Sound Unbelievable.
800/789-RADIO
Sounds Almost Too Good To Be True.

Good Spot. That's a good Spot.
(800) 9AD DOG9
Doggone Funny Radio & TV

RADIO PRODUCTION

GREAT RADIO

**YOUR SCRIPTS
OR OURS**



T H E
Chuck Blore
COMPANY

Call Mark Savan
(213)462-0944 (800)443-2020

RADIO PRODUCTION



- Wieden & Kennedy.
- Nike.
- Coca-Cola.
- Gallo.
- The Pearlstein Group.
- Hardee's.
- Tillamook Cheese.
- Lennox.
- DDB Needham.
- Pepsi.
- Adidas.
- 503-224-9288.

PRINTING

OUT OF HOME LITHO
FULFILLMENT SERVICES
DEALER SNIPES

77" PRESS CAPACITY ♦ SHORT AND LONG RUNS
TRANSIT SIGNS - BUS, SUBWAY, AIRPORT, TAXI ♦ OUTDOOR & MALL POSTERS ♦ BACKLIT

Compton & Sons, Inc.
Posters Since 1853

CENTRAL SHIPPING LOCATION, ST. LOUIS, MO - LOWEST COST
SAME-DAY QUOTING **800-325-1451** FAST TURNAROUND
Fax Specs For Quick Quote (314) 991-4726

PROMOTIONS

Incentive Miles on SIX Airlines
Creative Rewards 718-437-2367

PROOFREADING

EDITORIAL EXPRESS

EXPERIENCED - FAST - PRECISE

Advertising · Collateral
Catalogs · Annual Reports
Magazines · Manuals

Call: 508-697-6202
Fax: 508-697-7773

**MARK YOUR
CALENDARS**
June Deadline
**SERVICES &
RESOURCES**

Monday
May 19
3:00 p.m.

All copy must be submitted in writing.

Reach your ad community in
ADWEEK CLASSIFIED

RADIO COMMERCIALS

Outstanding
Creative Radio
Commercials,
Expertly
Produced with
Aplomb.



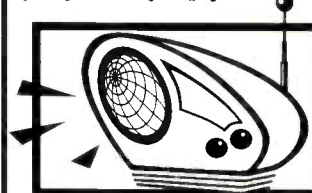
BARZRADIO

818-382-3744, Fax: 818-382-3745

RADIO PRODUCTION

**GREAT RADIO
ISN'T CHEAP.
CHEAP RADIO
ISN'T GREAT.**

At least not very often. Heck,
even "high-end" radio costs less
than the catering budget on a
TV spot. Why cut corners when
this powerful medium is so
inexpensive anyway? In radio,
you get what you pay for.



WorldWideWadio
H O L L Y W O O D

CHECK OUT OUR **DEMO CD!**
213.957.3399 Fax: 213.957.7050
E-mail: wadio@wwwwadio.com

RADIO PRODUCTION

**We Sell
Funny
Radio Spots.
Buy Some
Today.**

So what do you expect
of a 1&3/4 X 4 ad?

**Dick Orkin's
Radio Ranch**
Phone (213) 462-4966
Fax (213) 856-4311
CIS: Go Create
www.radio-ranch.com

EASTERN SERVICES & RESOURCES

RADIO PRODUCTION

Account Execs Pick Cadaver!



Why use research to dig up stiffs like this for testimonial spots? The original Man-on-the-Street interviewer Mal Sharpe uses only live people, freshly caught on Main Street. Your client deserves the best.

FREE! 30th Anniversary TV special just aired on S.F.'s PBS station KQED.

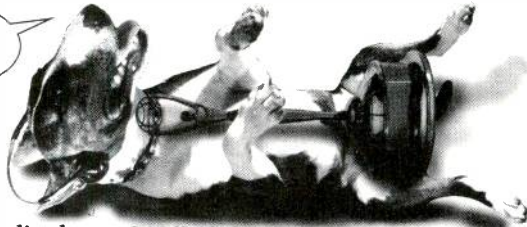
Man-on-the-Street Productions

Call (510) 843-7655 (CA)

RADIO PRODUCTION

Cookie loves her Clios.

Wheeee!
I'm naked!



Call for our radio demo. 213/969-9767 • Fax: 213/969-9343

Sarley, Bigg & Bedder
Radio at its best

RADIO PRODUCTION



Chuck Thegze • Minister of Production
San Francisco (415) 924-6877 • Budapest 011 (36) 1 47-08-60

Every campaign has a conceptual idea, and each spot is cast like an Off-Broadway play. Of course, only actual Hungarians will work on your commercials.

RADIO PRODUCTION

**Steal Your Print From C.A.
Steal Your Radio From Our Reel.**

Call us and get our award-winning reel.
Hire us and take all the credit.

1-800-776-OINK

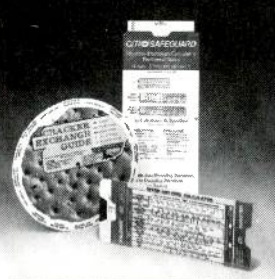
OINK INK RADIO INC.
New York

RADIO PRODUCTION

Only Have 60 Seconds To Live?
Give Him A Call. 1.800.949.3693
The Radio Man

SLIDE CHARTS

Datalizer
Slide Charts, Inc.



Design through production, we do it all. For a FREE custom working model and price estimate, call or fax: (630) 543-6000 Ext. 202
Fax (630) 543-1616

STOCK FOOTAGE

VIDEO RESOURCES NY INC

World's largest Collection of Rare T.V. Shows and Commercials from the Golden Age of Television, Educational Films * Cartoons * Silent Films * Gov't Films *
We're one stop shopping.
800-442-7066 * Fax (212) 696-0189

TRADEMARKS

TRADEMARK KNOCKOUT SEARCHES
Fast turnaround - confidentiality guaranteed.
Legal opinions on infringement.
Experienced intellectual property attorney.
Eric Weiss, Esq.
212-328-0806

TRANSCRIPTION SERVICES

Need a transcript? Need It fast?
You tape it-we type it! (617)423-2151

**TRANSLATIONS/
LANGUAGE SERVICES**

ALL LANGUAGES/VO & TRANS. 888 4VOICES

SPANISH COPY/VOICING 212-744-2280

TV PRODUCTION

Marketing and Promotional Films
by Former Network Producers
212-545-1002 or 202-625-8388

Phenomenal Film And Video Productions
For Limited Budgets. Call Joan at Richman
Films 212-582-9600

YELLOW PAGE SERVICES

O'Halloran Advertising, Inc.
Serving Nat'l & Regional advertisers.
Strategic marketing designs, mapping,
demographics & business data all
at no added cost. (800) 762-0054.

Reach your ad community in
ADWEEK CLASSIFIED

JOB HUNTING?
Log Onto Adweek Online Today

- Help Wanted Ads - by job type - from all six classified regions of Adweek, Brandweek, & Mediaweek
- Contacts - the names and addresses you need from fully searchable databases
- Stay Up - to - date on current news, people moves, key industry issues, account changes

Visit our Website at: <http://www.adweek.com>
Call 1-800-641-2030 or 212-536-5319
e-mail: adweek@adweek.com

Looking for the perfect job?
ADWEEK CLASSIFIED

OFFERS & OPPORTUNITIES

POSITIONS WANTED

PUBLISHER

Extremely successful, marketing oriented group publisher responsible for a special interest monthly, quarterly, and annual consumer show seeks a challenging position at a trade or consumer title in the New York tristate area.

Please call (212) 536-5249
Email: FrostMag@AOL.com

DIRECTORY PUBLISHER SALES PRO

with over 25 years of experience-directories & weekly publication. Available for consultation and/or sales rep position. Complete bottom line knowledge, start-ups.

ADWEEK Classified, Box 3953
1515 Broadway, 12th fl.
New York, NY 10036

IMPROVE YOUR PRODUCTIVITY AND EXPAND YOUR BUSINESS WITHOUT ADDING TO STAFF--

Senior marketing communications consultant will help you manage and grow your marketing communications company (or department) based in northern NJ or Manhattan, 4 days a week, permanent or temporary, no health benefits needed.

Call 1-888-829-8211

BUSINESS OPPORTUNITIES

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

SALES PROMOTION/ MARKETING ASSOCIATE

Midtown sales promotion/marketing/advertising creative group seeking an associate to bring in new business and/or existing accounts.

FAX 212-755-4841

FORM AGENCY?

Owner of small, highly creative agency wants to form in-house agency for client. Fin. svcs, pkg goods, beverages, health care, computers vitamins or your specialty.

ADWEEK Classified, Box 3975
1515 Broadway, 12th fl.
New York, NY 10036

THINK AHEAD

Are you looking to retire, but don't have a plan? Merge with your successor and guarantee your future. Midtown agency principal with good client base looking for you. Principals only please reply.

Fax inquiry to 516-671-2784

DEDICATE YOUR CREATIVITY TO CLASSIFIED

Send Us Camera Ready Art Work. Your ad will stand out from the others and get better results, if you are creative and design an ad that sells your jobs to potential employees. Call 1-800-7-ADWEEK and get the details.

EMPLOYMENT

ART DIRECTOR.

Small Agency.

Big Clients.

Quick Mind.

Solid Ideas.

Good Taste.

Good Hands.

Mostly Print.

Some Tube.

All Mac.

Good Pay.

Please Write.

Don't Call.

Send Resume.

Three Samples.

Get Interview.

Bring Book.

Show Reel.

Get Hired.

Start Soon.

Act Now.

Cavanaugh COMMUNICATIONS

101 Charles Drive
Bryn Mawr
PA 19010

NEW AGENCY

is looking for a freelance
COPYWRITER
GRAPHIC DESIGNER
& PACKAGING
DESIGNER.

Fax resume to (718) 851-2545.

Career Opportunities

Marketing/Market Research

The Angus Group conducts national searches for accomplished marketing and market research professionals. Current opportunities with leading companies in the consumer package goods, credit card, and telecom industries include:

Marketing Management

- Vice President, Customer Acquisition
- Director, Product Management
- Assoc. Marketing Director, New Products
- Sr. Marketing Manager
- Marketing Manager
- New Products Consultant

Market Research

- Account Executive
- Analyst/Manager of R&D
- Market Research Manager

These successful, highly regarded companies offer excellent career opportunities! To be considered for these or future opportunities, fax (513/961-5616) or mail your resume to Lois Fraser, Executive Recruiter.



The Angus Group Inc.
2337 Victory Parkway
Cincinnati, Ohio 45206

GROWING ASIAN AGENCY IS LOOKING FOR:

Account Executive

3 yrs experience in advertising; bilingual in English & Korean; excellent writing and communication skills

Copywriter

over 5 yrs agency experience; ability to think strategically and have excellent conceptual skills; MAC literate

Creative Director

talented individual with strong conceptual skills; experience in print, TV & DM; knowledge of MAC

Fax resume and salary history to 212 941-8381

OFFICE SPACE

OPP. BRYANT PARK

Tastefully furnished office. Mac set-up, phone, fax. Full time/pt. time. Suitable for designer, writer, freelancer, etc. Might work a rent/services deal.

Fax: 212-391-0986

RATES for Employment and Offers & Opportunities

MINIMUM: 1 Column x 1 inch for 1 week: \$158.00, 1/2 inch increments: \$79.00 week. Rates apply to EAST edition. Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$30.00/week. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

1-800-7-ADWEEK Classified Manager: M. Morris

Classified Asst: Michele Golden

The Identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$20.00. Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m. If classified is filled prior to closing, ads will be held for the next issue. Classified is commissionable when ad agencies place ads for clients. No proofs can be shown. Charge your ad to American Express, Mastercard or Visa, ADWEEK CLASSIFIED, 1515 Broadway, 12th fl. New York, NY 10036. 1-800-723-9335 Fax: 212-536-5315.

HELP WANTED

Marketing

**OPPORTUNITIES WITH THE
INDUSTRY LEADER
CLIENT SERVICES/ACCOUNT MANAGEMENT**

As the leader in providing business solutions to the consumer package goods industry worldwide, IRI can provide the challenges you need to expand your expertise and your potential. These mid-upper level positions involve people and account management and using information to guide marketing and sales solutions to a wide array of leading companies. The ideal candidate will possess 3-7 years' experience in brand management, marketing research, or syndicated data research in addition to the business savvy and analytic skills needed to establish and maintain meaningful client relationships.

Creative ideas, performance, and initiative are rewarded within IRI's innovative, entrepreneurial culture. To learn more about these opportunities, available in locations across the U.S., send your resume to IRI, Attn: JM4, 150 N. Clinton Street, Chicago, IL 60661-1416. Fax 312/627-4279. Email to irirec@infores.com. EOE

Visit our website at www.infores.com



Can you start tomorrow?

Paladin Interim Staffing has jobs NOW at tri-state-area agencies and companies for short and long-term assignments, including temp-to-perm positions. We're looking for:

- Advertising Account Execs/Assistant Account Execs** - 2-5 years general ad agency experience.
- Public Relations Pros** - 2+ years PR agency or corporate experience.
- Media Planners-Buyers/Assistant Media Planners-Buyers** - 2+ years agency experience on print and/or broadcast accounts.
- Print Production Pros** - 4+ years agency or corporate experience.
- Print Traffic** - 2+ years agency traffic department experience.
- Art Directors** - 2-5 years general ad agency experience.
- Copywriters** - 2-5 years general ad agency experience.

We have ongoing needs for people with Direct Response experience:
Direct Response Art Directors and Writers - 4+ years agency or corporate experience.

- Direct Response Account Managers** - Junior to senior level direct response agency experience.
- Direct Response Media Planners-Buyers** - 2+ years direct response media experience.
- Direct Response Print Production Managers** - 4+ years experience with direct response projects.

Send your resume today. We'll take it from there.

Paladin Resource Department
270 Madison Ave., Suite 201
New York, NY 10016
Fax: 212/689-0881
Email: newyork@paladinstaff.com

EOE/M/F/D/V



EXECUTIVE DIRECTOR OF CREATIVE SERVICES

INTERNATIONAL FAMILY ENTERTAINMENT, INC., parent company of The Family Channel, FIT TV, and MTM Studios, is seeking a top-tier creative professional to take our consumer, trade and on-air promotional communications to a new level of excellence. This special individual must have a strong desire to make an impact in the marketplace; must be an experienced creative leader with a minimum of 10 years experience in the development and execution of on-air promotion, collateral, videographics, trade and consumer advertising. Leadership skills a must. Responsibilities include directing and inspiring a staff of 30 talented creative individuals. Candidate must be a strong strategic thinker, highly organized, demonstrate excellent interpersonal and presentation skills. Only results-oriented team players need apply.

Position reports to the Vice President of Marketing and is located in Virginia Beach, VA. International Family Entertainment is an Equal Opportunity Employer.

To apply for this challenging opportunity, please forward a resume, reel and work samples to: International Family Entertainment, Inc., Human Resources Dept., Ref. PS-0609, P.O. Box 2050, Virginia Beach, VA 23450.



SALES PRO

Thinkware Inc., a seasoned multimedia company, seeks an experienced sales person with 2-3+ years experience, in new business development, selling creative services. Multimedia and Internet savvy a plus, but we'll train the right person. Healthcare/financial services experience a big plus. Please send resumés by fax: (718)261-0623, or email: sales@thinkwaremedia.com.

**OMNIPOINT
A Pioneer in Wireless Communications**

Omnipoint Communications is the first company to provide 100% digital GSM personal communication services (PCS), the next generation of wireless telephony in the U.S. Omnipoint's technology is light years ahead of current cellular systems. This is your opportunity to shape the future of the company that's revolutionizing the wireless communications industry.

Immediate Opening in Greater Boston/Taunton, MA

**MANAGER, MARKETING
COMMUNICATIONS**

In this exciting leadership role, you will use your creativity, vision and drive to develop and plan marketing communications strategies, manage advertising, PR and promotions.

REQUIRED QUALIFICATIONS:

- 5 years proven track record in a consumer-focused marketing communications environment working closely with marketing directors and product managers
- Bachelor's degree or equivalent; Master's preferred
- Superior verbal/written communication & business networking skills
- Knowledge of wireless industry desired

We offer rapid career advancement, competitive salary and excellent benefits. Submit resume which must include salary requirements to: HR Dept AW/5597, JOB CODE: MMC, 95 North Highland Ave, Suite 300, Bethlehem, PA 18017; FAX: 610-317-7676. EOE

Visit our Website at <http://www.omnipoint.com>



**REACH YOUR AD COMMUNITY
ADWEEK MAGAZINES**

HELP WANTED

Creative Director

Hot Marketing/Creative firm looking for the right person to oversee operations including design, account services and production for high profile Fortune 500 accts. 10+ years agency management experience, strong print collateral, purchasing and budget exp a must. Multimedia and video a plus.

Plant Manager

For Atlanta's fastest growing pre-press facility. Supervise 30+ employees. Responsibilities include managing account services, scanning, conventional and electronic pre-press depts. 10+ years exp. Knowledge of Lino/Hell equip, large format litho & screen a plus. Ability to interact with management, sales, clients and production personnel a must.

Excellent compensation & benefits packages for the right people.

Mail resume to
Human Resources:

Hi-Tech Imaging/Hit Marketing
4451 Atlanta Rd., Suite 114
Atlanta, GA 30080

Senior AD

Rapidly growing North Carolina agency has immediate opening for a senior art director who's on track to become a CD. We need someone with business-to-business and consumer experience who thinks conceptually, designs artistically and can help lead talented creatives. If you have the stuff it takes and are ready for a move, send your resume, some non-returnable print samples and salary requirements to: ADWEEK Classified - SE0490, 1515 Broadway, 12th fl., New York, NY 10036.

**CREATIVE SERVICES
MANAGER**

Growing NYC culinary school seeks a creative, energetic, food loving individual to write brochure copy & press releases, coordinate advertising and graphic production and manage promotional programs. Reports to President. Mail letter, resume and salary history to:

HR

Peter Kump's
New York Cooking School
307 E. 92nd St.
NY, NY 10128

**ACCOUNT
MANAGEMENT**

Major new business wins have created exciting account management opportunities (incl. packaged goods, HBA, and toys) at a leading international ad agency. If you're an agency coordinator, AAE or AE serious about taking the next step, fax your resume to:

Marlaine Gordon
Fax 212-317-8741

**WANTED: SENIOR
ACCOUNT EXECUTIVE WHO
WILL WORK FOR FOOD.**

Our Savannah headquarters needs a top-notch Senior Account Executive to handle its national food account.

Major brand experience is required.

An agency background and MBA/Marketing Degree preferred.

Fax or mail résumé and salary history.

Hauser Advertising + Design
SAVANNAH • ATLANTA

325 Tattnall Street
Savannah, Georgia 31401
Fax (912) 232-0027

**ART DIRECTOR/
GRAPHIC DESIGNER**

Growing marketing communications firm seeks creative, detail-oriented team players proficient in Quark Xpress 3.32, Illustrator 6.0 and Photoshop 4.0. Sales promotion background especially desirable. Please send resume, work samples and salary requirements to:

Creative Director, IMC
960 Holmdel Road
Holmdel, NJ 07733

SALES GURUS

Creative industry publishing company seeks cool sales gurus who can keep up with us. Everest Publishing ranked #354 on Inc. Magazines 1996 List of 500 Fastest Growing Companies is looking for aggressive & efficient salespeople to match our growth in the field. Our clients are photographers, illustrators & other creative service firms in film & print. Posts available in Chicago, Dallas, Denver, and other major markets soon. Computer skills helpful. Please send resume with cover letter and salary history to Everest Publishing 7002 E. 1st Ave, #101 Scottsdale, AZ 85251.

PR EQUITY OPPTY

Tired of commuting? Making a good salary but building no equity? Fast growing, mid-sized New York PR firm seeks talented agency executive to open Fairfield County, Conn. office. Significant equity opportunity for entrepreneurial executive with strong 8-10 year track record in account handling, new business. Send credentials stating compensation requirements and motivation to:

Chief Executive
Stanton Crenshaw Commun.
79 Fifth Avenue
New York, NY 10003

COLLEGIATE ADVANTAGE

Marketing • Media • Promotions

**REGIONAL
MARKETING
MANAGER**

Fun, fast-paced marketing and promotions firm seeks a motivated individual to expand with our growing company. You must be independent, goal oriented and possess exceptional communication skills. Candidates must have a minimum of 1-3 yrs. marketing/promotions/sales experience. For immediate consideration please contact Tricia Black at:

1-800-783-4237 ext. 334
by 5/09/97

**WANTED:
HIGH-TECH
COPYWRITERS**

Help!!! We really wanted to write a hip, clever ad, but we haven't got the time, so this will have to do. If you know (and can deliver) the kind of ad we would have written if the work weren't pouring in, New York's fastest-growing tech agency is looking for you. (Bear in mind that solid tech understanding is even more important than degree of hipness.)

*Fax resume, salary history/
requirements, and letter to:*

M. Welch @ (516) 741-3966.
Or e-mail to:
mwelch@wngadv.com.

**PRINT MEDIA
MANAGER**

Richmond agency has a great opportunity for an individual to plan and buy all print and out-of-home media for consumer accounts.

Experience in newspaper and media research desired. 2-4 years agency/media experience.

Creativity and initiative required.

**Fax resume to:
Media Department
804-697-4444**

**MEDIA
SR. PLANNER/BUYER**

Full service mid-sized NY ad agency seeking media person with 3+ years experience for busy retail account. Work with local TV, radio, cable, newspaper and direct response, lots of client contact. Must be very organized and detail oriented with Macintosh Excel and business writing skills.

**Please fax resume to:
(212) 995-8161**

**Immerse Yourself
in Gum & Underwear**

ADWEEK's "Southeast Agency of the Year" can offer you both an opportunity to grow as we do and enjoy life outside the office in the mountains or on the beach!

We're now recruiting for positions in:

**MEDIA
ACCOUNT SERVICE
CREATIVE
INFORMATION SYSTEMS**

Send your resume to:
LONG HAYMES CARR ADVERTISING
P.O. Box 5627
Winston-Salem, NC 27113
Attn: Human Resources
or fax to: 910-659-8913
An EOE

**LOOKING FOR A SUIT
THAT FITS.**

New Jersey-based AAAA agency seeks a sharp, can-do Account Executive. Successful candidate must be strategically-minded, highly-organized, proficient in both written and oral communication skills and have at least 3 years exp. in day-to-day client management. Please send your resume to:

The Lunar Group, Inc.
Attn: Human Resources
9 Whippany Rd.
Whippany, NJ 07927
Fax: (201) 887-3722

COPYWRITER

Immediate opening with fast-growing retail chain. B.A. required in English, Journalism, or Advertising, plus 2 years copywriting experience, preferably in retail environment. Must have strong communication skills, experience on Macintosh with Quark software. Knowledge of Spanish of plus. Excellent benefits package. Send resume & salary requirements to:

Heilig-Meyers Furniture Co.
Attn: Human Resources Dept.
2235 Staples Mill Rd, Richmond, VA 23230

**GREAT OPTYS!
ADVERTISING**

Small creative agencies looking for the following:

AE (retail).....To \$40K
AE (automotive).....To \$45K
Acct Supv (educ).....To \$75K
Acct Supv (fashion).....To \$75K
Must have current ad agency exp.
Call KIM TANNU at 212-818-0200
or fax 212-818-0216

Reach your ad community in
ADWEEK CLASSIFIED

HELP WANTED

AMERICA'S BEST CONTACTS & EYEGLASSES.

America's Best, the ninth largest retail optical chain in the US, has stores in 48 DMA's and aggressive growth plans. We're building the best retail optical marketing team at our corporate offices near Philadelphia to plan for this growth. We offer competitive salary, excellent benefits, great work environment and guaranteed fun. Fax your stuff now, VP Marketing is standing by!

MARKETING MANAGER

You should have 5-7 years experience in multi-unit retail marketing, client or agency-side, managing strategic brand direction, research and promotional planning. Strong communication, analytical and computer skills required.

MARKETING ASSISTANT

You need 1-3 years experience in multi-unit retail marketing and will be responsible for executing all elements of the marketing plan. Excellent opportunity for the right person with the drive to grow. Strong computer and multiple project management skills required.

MEDIA MANAGER

Media whiz with 5-7 years experience in multi-unit retail media, client or agency-side, to manage ad agency with \$10+ Million media budget. Experience with broadcast and print required along with strong computer, analytical and management skills. In-house media department experience a plus.

MEDIA ASSISTANT

You need 1-3 years media experience, especially newspaper & direct mail. Strong computer and multiple project management skills required. You'll be a key player in establishing an in-house print department and executing media plans.

Fax cover letter with salary range requirements and resume to:

VP MARKETING FAX (609) 486-9615

or send to the address below. No phone calls, please!

*America's Best Contacts & Eyeglasses Attn: VP Marketing
7255 Crescent Boulevard Pennsauken, NJ 08110*

An Equal Opportunity Employer

CURIOUS PEOPLE WANTED.

If you get a thrill from learning new things and solving tough problems, this marketing communications agency wants to hear from you. Our business-to-business client list gets longer every day, because we're thinkers. All 15 of us. And we're looking for some more.

Art Director for creative solutions to the toughest marketing problems — technical products and sophisticated audiences. Everything from trade ads and direct mail to web sites.

Designer with an inquiring mind. You want to understand what makes the client tick, what makes the product work. Then you want others to see it clearly, too. Sales literature. Annual reports and corporate identity.

Copywriter who's not afraid of complex subjects and long copy. Learn new businesses and technologies. Then explain them in ads, direct mail, brochures, and publicity materials. Must have concept and visualization skills.



Rector Communications, Inc.

2300 Chestnut Street
Philadelphia, PA 19103
Attention: Curious People

Make us curious about you. Send letter, resume showing at least five years of business-to-business experience, and samples as appropriate. Please, no phone calls.

BATES USA - ACCOUNT SUPERVISOR

Major world-wide ad agency located in NYC seeks Account Supervisor responsible for integrated marketing on dynamic technical account. Candidates must have 1-3 years experience as an Acct. Supervisor, heavy Business-to-Business experience, and experience on technical accounts.

Seasoned account person with high energy level, team member work ethic and ability to take initiative will excel!

Please fax resume and salary requirements to:

Dept. 212, (212) 297-7761

EOE m/f/d/v

DIRECT RESPONSE OPPORTUNITIES

**Jump-Start your career at one of the hottest
direct marketing agencies in the country.**

Grey Direct continues to expand. We are looking for experienced direct response professionals to add to our account service team. Our clients are category leaders in banking, high-tech, telecommunications, financial services, automotive and pharmaceuticals.

ACCOUNT SUPERVISORS

Do you have the desire and experience to run a business? Candidates must have at least 6 years direct agency experience and demonstrated leadership abilities. You must be a strategic thinker with superior communication and presentation skills. Experience in financial services a plus. Knowledge of database marketing applications highly desirable. **POSITION CODE: HGAS**

SR. ACCOUNT EXECUTIVES

Are you an energetic self-starter who's looking for the next level of challenge and opportunity? We are seeking candidates with a strong desire to develop professionally. Must be highly organized with excellent written and oral communication skills, solid day-to-day client management experience and at least 4 years experience in a direct agency. **POSITION CODE: HGAE1**

ACCOUNT EXECUTIVES

Looking for a place to prove yourself and grow in the direct response business? We'd like to meet you if you think you can handle a multifaceted position that demands heavy day-to-day client contact, program development and budget management. Ideally 2+ years direct agency experience, strong high-tech skills and above average verbal and written communication skills. **POSITION CODE: HGAE2**

GREY DIRECT offers profit sharing, a full range of benefits, a competitive salary and—if you have what it takes—tremendous opportunity for growth and advancement.

Please call, or send resume and cover letter (indicate position code) along with salary requirements to:

Daniel Robbins

GREY DIRECT

875 Third Ave, 5th Flr
New York, NY 10022

212 303-2308

EOE M/F

Visit our WEBSITE at greydirect.com

DIRECTOR OF MEDIA SERVICES

*If You Understand That Media
Is Part of the Creative Process
We Understand You!*

A youthful but established agency needs one more spoke to complete our creative wheel. Must have agency experience in developing sophisticated & creative media plans. Computer literate, strong on detail & great organizational skills. Send resume to:

ADWEEK Classified, Box 3976

1515 Broadway, 12th fl.

New York, NY 10036

HELP WANTED

Do Great Work. Be Well Paid.*[and you thought advertising was complicated.]*

Small, distinctive Agency (blue-chip tech, publishing and Internet accounts) seeks freelance Art Director and Copywriter. Both positions require 5+ years experience, a killer print book and an aversion to lame, soul-numbing creative. Please send cover letter, resume and selected samples to:

GRECO ETHRIDGE GROUP

126 Fifth Avenue • New York, NY 10011 • 212.633.8973

**IMPERIAL DIRECTOR OF VISUAL COMMUNICATIONS
(a.k.a. Art Director)**

If you happen to be one with 4-8 years agency exp., strong conceptual skills and can produce fresh, compelling layouts for our roster of blue-chip accounts, we'd like to talk to you. Please submit your resume and 3-4 samples to:

The Lunar Group, Inc.**Attn: Creative Director****9 Whippany Rd., Whippany, NJ 07927****Fax: (201) 887-3722****FINANCE/OPERATIONS DIRECTOR**

For high-profile Fashion PR/Special Events Agency. Must have experience in financial planning and management; development of control systems; performing cost and revenue analyses; supervision of accounting manager. Also oversee agency operations, such as personnel, insurance, computer network, policies, etc. Reports directly to partners. Must be pro-active, energetic, visionary and suited for a fast-paced hands on agency environment with 22 employees.

*Fax resume with salary requirements to:***(212) 246-4098****PRINT RESEARCHER**

3-5 years experience at a newspaper, or newspaper planning at advertising agency. Familiarity with Simmons, Scarborough, CMR, and on-line systems preferred. Compensation commensurate with experience. Write or fax:

Researcher**c/o B. Goldstein****Sawyer-Ferguson-Walker****90 Park Avenue****New York, NY 10016-1301****FAX: 212-687-3736****An equal opportunity employer.****ART DIRECTOR**

Thriving Long Island agency needs a talented individual to lead a junior design and production team. Position requires exceptional creative talent, 5-7 years as an AD, solid experience in ad, brochure, packaging and POP design and production, desktop design proficiency (Quark, Illustrator and Photoshop), good sketching and illustration skills and a strong knowledge of print production. Prior experience or a strong desire to learn interactive, CD-ROM and web design will help. Competitive compensation and casual but professional working environment. Full medical and dental. Send resume and copy of best sample. No calls please.

Erin/Edwards Communications, 2 Ooklawn Ave., Glen Head, NY 11545. Fax: (516) 674-8256
E-mail: ejbrennan@erinedwards.com

TRAFFIC MANAGER

Traffic Manager wanted by agency. Experience with print media a must. Knowledge of broadcast and out-of-home helpful. Candidate must have excellent communication and organizational skills. WordPerfect and Lotus a plus. Salary commensurate with experience. Opportunity for advancement and benefits. Fax resume to:

212-681-9895**Att: Tricia****EDITORIAL**

Ground floor opportunity at up-and-coming trade newspaper covering adv/mktg industry. Gain valuable experience as you are immersed in all aspects of the reporting, writing, and editing process. Interest in mktg a +, knowledge of PC's helpful. This is an excellent entry level opportunity for anyone looking to break into editorial work.

FAX res to (212) 688-7631.**SALES ACCOUNT EXECUTIVE**

Are you ready to step up to big league sales in promotion services? If you have 2-5 years of consumer packaged goods experience, are creative, bright, and determined to be successful, we want to talk to you. We are a national company based in the midwest. We currently have an opening in our White Plains, NY office.

GET BUSY.

Send your resume to:



10561 BARKLEY

OVERLAND PARK, KS 66212

OR FAX TO 913/381-3536

ACCOUNT PLANNER

Mid-Atlantic agency is looking for "the best old-business tool ever invented." An experienced account planner who is a strong proactive team player with analytical and intuitive skills, marketing and consumer research experience. You will become actively involved with the creative process by using consumers as a sounding board for ideas. Your opinion is valued by creatives, account people and clients. Presentation skills a must! If you have a minimum of 2 years experience, send your resume to:

ADWEEK Classified, Box 3977**1515 Broadway, 12th fl., New York, NY 10036****MANAGER-AD SALES RESEARCH**

Metro-Goldwyn-Mayer Inc is seeking an experienced Manager-Ad Sales Research. Based in New York, this position will be responsible for positioning programming for ad sales and writing creative sales presentations for ad sales. Qualified candidates must possess thorough knowledge of Nielsen ratings and be able to track programming performance to produce estimates for rate cards and deficiency analyses. Proficiency with relevant Nielsen, Simmons, and CMR software is a must.

Please send resume indicating salary history to:



Metro Logo in Pouch
Attn: Human Resources
2500 Broadway Street
Santa Monica, CA 90404
FAX: 310-449-3028
(No phone calls, please)
Equal Opportunity
Affirmative Action Employer M/F/V/H

GENERAL MANAGER

Medium sized, international software development company is seeking a General Manager to lead operations, software development and technical support at our New York office. Position includes direct responsibility for strategic plan implementation, technological achievements and industry advances while maintaining expense, revenue and capital commitments. Candidates must have successfully demonstrated leadership and client satisfaction through producing stable robust products, superior customer service and excellent staffing. Advanced degree(s), media experience, and previous profit and loss experience beneficial. Mail resume with salary history to:

**BSA Confidential
Reply Service****Attn: HR-GM54****225 N Michigan Ave
Chicago, IL 60601****WUNDERMAN CATO JOHNSON
ACTION MARKETING**

Wunderman Cato Johnson, the premier direct marketing agency worldwide, seeks professionals to fill a Media Planning Supervisor position in its San Francisco office and a Media Planning Supervisor or Director position in its Miami office. Both positions are created by several new business wins and agency growth. Direct marketing experience a must. Please FAX resumes to:

Attn: HR, 212-598-5450**PLANNER/BUYER**

Expanding Top-10, Baltimore-based international agency seeks Media Buyer/Planner, min. 2 yrs. exp., direct response, local/nat'l broadcast and print. No fax. No calls. Mail resume w/letter including salary expectations to:

**Dir. Media Services
TRA****111 Market Place, #610
Baltimore, MD 21202****JUNIOR AE**

Small creative shop with premium clients needs strategic, organized self-starter. 1yr. min. exp. Salary \$28,000. Good Benefits. Friendly environment. Downtown NYC. Fax resume to 366-0468.

Catch a Creative Genius with ADWEEK CLASSIFIED

HELP WANTED

Who's Got People Talking?

Heard the latest? Dictaphone, a leading provider of integrated voice technology solutions and services, has an exciting career opening in its marketing communications and creative services department.

SENIOR GRAPHIC DESIGNER

The candidate should exhibit strong creative and communications skills as well as possess the ability to work on multiple projects under tight deadlines. The position requires all the skills necessary for the creation of graphic design solutions from concept to the production of final materials. Specifically, this candidate must possess extensive experience in the development of creative marketing collateral including corporate identity, print advertising, signage, posters, direct mail, and packaging. Proficiency in traditionally generated graphics as well as extensive computer experience on the Mac in Photoshop, Illustrator, Freehand and Quark is a must.

A Bachelor's degree in graphic design with 5 or more years of experience in the design field is required. An in-depth knowledge of Macintosh as a design and production tool is essential. Expertise with developmental and presentation software tools and cross platform literacy is a plus.

For immediate consideration, send or fax your resume to:

Dictaphone Corporation
 Dept. 55W
 3191 Broadbridge Avenue
 Stratford, CT 06497
 Fax: (203) 386-8566
 email: hr@dictaphone.com

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

We offer a competitive salary and comprehensive benefits package. Dictaphone is an equal opportunity employer that strongly values workforce diversity.



Because Exceptional Sales Success Is Your Priority

Because you have the savvy, the confidence, the ambition for phenomenal sales achievement – make the United States Postal Service an integral partner in your career strategy.

Tactical Marketing Sales Specialist

The selected candidate will manage the sales process for high potential revenue accounts through the sale of postal products and services. Through a combination of education, training, and experience, applicants must meet the following requirements:

- Knowledge of principles related to selling products and services, including sales methods and ethics
- Ability to perform cost benefit analysis for potential business customers
- Ability to communicate orally and in writing at a level sufficient to prepare and present reports, analysis summaries, and sales plans to both other postal employees and business customers
- Ability to sell using a comprehensive end-to-end process that includes researching customer needs, developing and presenting a sales proposal, and closing the sale
- Ability to research and analyze competitive marketplace conditions and industry trends that may impact potential U.S. Postal Service revenue account opportunities
- Ability to develop and maintain

effective work relationships with other postal employees, contract employees, and external customers

- Ability to lead an account team including planning, organizing, and coordinating the activities of operations, customer relations, and technical support staff
- Ability to manage the work of sales employees including planning, organizing, and assigning projects, monitoring and evaluating performance, and providing technical guidance
- Ability to evaluate account revenue opportunities and develop forecast projections
- Ability to develop and maintain an operating budget

Qualified applicants must successfully pass a pre-employment drug screening to meet the U.S. Postal Service's requirement to be drug-free and be a U.S. citizen or have permanent resident alien status.

We offer an excellent salary and benefits including health and life insurance, retirement plan, savings/investment plan with employer contributions, flexible spending account, as well as annual and sick leave.

If your qualifications match or exceed our requirements, please send your resume with salary history to: **U.S. Postal Service, Corporate Personnel Operations, Attn: Team C - VA #97-21AW, 475 L'Enfant Plaza, S.W., Room 1813, Washington, DC 20260-4261.**



The United States Postal Service is an Equal Opportunity Employer.

Delivering 21st Century competitive advantage

THINK YOU KNOW BILLBOARDS?

Nations's Largest out-of-Home Consulting/Buying Service is looking for an ACCOUNT EXECUTIVE to work out of our New York Office.

Here's what you'll do: you'll be the main contact with our suppliers; you'll build relationships with all our vendors; you'll place all greater New York Metropolitan area business that comes into our office and you'll work with our internal staff coordinating the stuff that has to be done.

Here's what we want: someone who's bright, energetic, has spent 3 to 5 years with an agency or outdoor company doing buying, selling or planning, and has all the right skills.

Here's what you'll get: a chance to work with the best, a competitive salary, benefits and a chance to grow.

Interested? Send your resume and salary history to:

Box 00498, Adweek Magazine
 5055 Wilshire Blvd, 7th Floor
 Los Angeles, CA 90036

Looking for the perfect job?
ADWEEK CLASSIFIED

MORGAN, ANDERSON & COMPANY

AGENCY REVIEW CONSULTING

Unique Opportunity

As the leading marketing communications management consultancy to major advertisers worldwide, Morgan Anderson seeks a talented individual to join our agency review practice team in New York. You should have 6 to 10 years in agency account management and/or new business; impeccable credentials and wish to succeed; compelling interest in agency review and assessment; ability to interface with senior client management. Stimulating environment in Chelsea; highly creative problem-solving; one-of-a-kind intellectual challenges; work independently and as team player.

Letter, resume, salary needs in confidence to
 136 West 24th Street, NYC 10011.

HELP WANTED

ACCOUNT SUPERVISORS

MARC ADVERTISING

MARC Advertising has an opportunity for two Account Supervisors to be responsible for a wide range of activities relating to the overall management of accounts. One position is located in Pittsburgh, and the other position is located in Indianapolis. Both positions require heavy client contact and will be responsible for creating and developing client strategies.

Primary responsibilities include developing and writing campaign strategies and client presentations; managing financial budgets for various accounts; project management and staff development. This position is also responsible for assessing clients' needs and for integrating appropriate marketing and communication strategies.

The successful candidate must have strategic planning experience, understanding of the clients' businesses, have strong problem solving skills and be a creative thinker. Must also have strong organization, management and excellent communication (written and verbal) skills with brand, retail and healthcare experience desired.

To be successful, this person must be able to manage multiple projects in a fast-paced environment with limited supervision and be proficient in Microsoft Word, Excel and PowerPoint. Position requirements include a BA or BS in Marketing, Advertising or related field; 3-5 years' retail and consumer brand experience in an agency is preferred.

MARC Advertising offers competitive salaries and an excellent benefit package. Qualified candidates should send a resume and cover letter indicating salary expectations and location preference to:



Professional Employment - AS-B
MARC Advertising
Four Station Square, Suite 500
Pittsburgh, PA 15219-1119

Member American Association of Advertising Agencies
NO TELEPHONE CALLS, PLEASE.
Equal Opportunity Employer

**ACCOUNT EXECUTIVE/
PLANNER**

SMALL AGENCY, BIG OPPORTUNITY

If you're an organized, strategic thinker who appreciates great creative, our AAAA's agency wants you now. Handling Fortune 500 business-to-business accounts from our Florida (Tampa Bay) office will require at least 3-5 years experience. Please send resume, sample of your marketing writing and salary requirements.

AMLH 500 N. Westshore Blvd. Tampa, FL 33609 Fax 813.286.7581 E-mail gretchen@amlh.com

Advertising Coordinator

Sought by Award-Winning Nat'l Trade Magazine in the D.C Metro area. Perfect opportunity to really get your feet wet in advertising/publishing. B/A in Advertising or related field, WordPerfect and Lotus proficiency, and some sales and/or agency experience required. Send resume and salary req. to: Ad Manager, 433 E. Monroe Ave., Alexandria, VA 22301 or e-mail: adman@fommag.com

**READY TO LEAP?
FROM ASSISTANT
MEDIA PLANNER**

Small NYC agency needs planner with experience in broadcast and print, computer and analytical skills.

Please fax resume and salary requirements to (212) 686-0517.

Marketing Manager-Customer Loyalty

Implement and manage marketing programs to increase customer retention and maximize customer loyalty. Create and administer "appreciation" and make it right" programs. Adapt on-going marketing programs to customer loyalty market objectives. Coordinate with direct marketing to develop mailings to increase customer loyalty. Coordinate with creative department to increase interactive dialog with customer base. 3-5 years experience in customer loyalty programs. Advertising agency management experience desired. Strong analytical skills. Detail oriented to analyze retention statistics. Excellent verbal and written communication skills, high degree of computer literacy (MS Word and Excel). BS with emphasis in marketing required. MBA preferred.

Marketing Manager-Sales/Distribution

Implement and manage marketing programs to increase distributor purchases. Implement marketing programs to increase the number of distributors. Create and administer co-op programs. Increase prominence of Microflex in distributor communication and sales efforts to end users. Adapt on-going marketing programs to distributor sales/marketing objectives with collective goal of attracting new customers. Analyze the distributors' end user sales trends and markets. Coordinate new product introduction campaigns to distributors. 5-7 years proven success and demonstrable track record of maximizing distributor sales programs, creating distributor purchase marketing programs and managing multiple projects. Strong creative and analytical skills. Detail oriented to forecast distributor sales. Excellent verbal and written communication skills. High degree of computer literacy (MS Word and Excel). BS with emphasis in marketing required. MBA preferred.

Send resume and salary history/requirements to:

Microflex Medical Corporation
PO Box 32000
Reno, NV 89533-2000
FAX (702) 746-6553
Email: Debbie@microflex.com

**MANAGER
AD SALES RESEARCH**

A&E Television Networks has a unique opportunity for an experienced media research professional to support our ad sales effort. The individual will be responsible for assisting in the development of strategies, sales presentations and pertinent data in positioning The History Channel in the marketplace, as well as providing secondary support for A&E.

The qualified candidate must possess a college degree and a minimum of 5 yrs. experience in a media research or national agency/media company. Familiarity with Nielsen data systems (PNF) and secondary research sources (MRI or SMRB) is required. Strong written, presentation, and interpersonal skills are essential.

For immediate consideration, please forward your resume with salary requirements to:

A & E Television Networks

Attn: Human Resources/Dept. MASR
235 East 45th Street New York, NY 10017
or Fax to: (212) 907-9402
NO PHONE CALLS PLEASE. EOE.



A&E TELEVISION NETWORKS

**PUBLIC RELATIONS
TO 150K**

Min of 1 yr. agency experience. All levels and industries. Let us be your eyes and ears for opportunities throughout the Country.

Brian Philfer
Cunney & Jospe Staffing Services
617-367-6665
Fax 617-523-6665
Completely Confidential

**CAREER
SURFING?**

www.rga-joblink.com

Roz Goldfarb Associates
(212) 475-0099

USE
ADWEEK MAGAZINES
TO GET NATIONAL
EXPOSURE

Classified Advertising
1-800-7-ADWEEK

For Classified Advertising Rates

Call M. Morris at 212-536-6493
or 1-800-7-ADWEEK

**REACH YOUR AD COMMUNITY
WITH ADWEEK MAGAZINES**

HELP WANTED

SALES PRODUCER

Use your TV or print producer's experience to sell a unique state-of-the-art advertising consulting service. An aggressive "closer" will earn excellent money with enticing future prospects.

Please fax your resume to:
(914) 937-1800

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

Catch a Creative Genius
ADWEEK
CLASSIFIED

ASSISTANT ADVERTISING MANAGER

Looking To Move To The Client Side?

1-3 Years media planning experience desired.

Smith Barney, a dynamic Wall Street leader, is seeking a talented, hard-working professional to assist in all aspects of local and national advertising.

In this position, you will play a strong role in overseeing creative briefs with the ad agency, assist in the development of local ads, maintain media and creative files, as well as some clerical duties. A Bachelor's degree desired. Computer literacy including, Windows, Excel and Powerpoint is essential.

We offer a competitive salary and comprehensive benefit package including a year-end bonus. Take the next step to excellence by sending your resume, including salary history and requirements in confidence to: Corporate Staffing Dept NR, SMITH BARNEY,

388 Greenwich Street, 7th Floor
New York, New York 10013
Fax: (212) 816-2119
e-mail: HR_Staffing@smb.com
www.SMITHBARNEY.com
Equal Opportunity Employer

SMITHBARNEY

A Member of *TravelersGroup*

AD SALES

One of the country's largest and fastest growing magazine and internet rep firms seeks both senior and junior ad salespeople to join our NY office. Prestige titles, major publishing companies. Call **Wayne Gardner** at 312-236-4900 X101.

DM Opportunity

Small creative shop offers unlimited earning potential & great work environment to DM pro who can jump-start new division. Bring some business, the energy to build & a sense of humor. Fax or reply in confidence to 203-899-7579.

BOOKKEEPER FULL CHARGE

Young NYC interactive agency. Computer experience, a must. Advertising experience a plus. Exc. salary/benefits. Fax resume w/salary requirements to:
212-557-3341

FOR CLASSIFIED ADVERTISING CALL
1-800-7-ADWEEK

THE CONVENIENT CLASSIFIED CONTACT FORM

USE THIS HANDY COUPON TO FAX OR MAIL YOUR AD

ADWEEK
BRANDWEEK
MEDIAWEEK

CLASSIFIED MANAGER: M. MORRIS
MAIL TO : ADWEEK CLASSIFIED 12TH FL.
1515 BROADWAY, NEW YORK, NY 10036

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

REGION: East ___ New England ___ Southeast ___
Midwest ___ Southwest ___ West ___ All ___

CATEGORY _____

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

MORE: (Specify) _____

*Not applicable to Advertising Services Categories

AD COPY (Attached additional sheet if needed) _____

NAME _____

ADDRESS _____

PHONE _____

FAX _____

PAYMENT

CHECK MASTERCARD VISA AMER.EXP.

Signature _____

Cardholder's Name _____

Card # _____ Expires _____

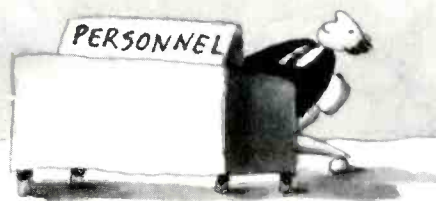
USE ADWEEK MAGAZINES
TO GET NATIONAL EXPOSURE.

ATTN: ADWEEK CLASSIFIED ADVERTISERS:
ADWEEK Classified closes on Wednesdays at 4:30 p.m.

All copy and artwork must be in **no later** than **WEDNESDAY**. Copy received after Wednesday will be held and run in the next available issue. We appreciate your cooperation.

Hiring Advertising, Marketing or Media Professionals?
Turn to

THE HIRE AUTHORITY



ADWEEK MAGAZINES CLASSIFIED

Talk to the best people in their favorite business publications—ADWEEK Magazines. We offer the perfect editorial environment. And we save you

all the waste circulation of a general interest newspaper. No wonder we have three times more "Help Wanted" ads than our only major competitor.

ADWEEK • BRANDWEEK • MEDIWEEK
Just call 1-800-7-ADWEEK. In the West call 213-525-2279

Did you know that on average there's a new product introduced every half hour?

NEW PRODUCT NEWS

With the explosive growth of the food industry, new products are hitting the marketplace like never before. Marketing strategies for these products are getting more complex, more creative — and more competitive.

Get the competitive edge you need from NEW PRODUCT NEWS—the premier source of new product information.

Each monthly issue contains:

- Detailed descriptions of thousands of new product introductions
- Analyses of significant trends
- Detailed charts & graphs
- Photos of product advertisements

And more, including special reports of interest to food executives.

To order, use the handy card below or call 1 (800) 722-6658 for fastest service



NEW PRODUCT NEWS ORDER CARD

Yes. Please start my subscription to NEW PRODUCT NEWS right away.

1 Year

- \$399.00 U.S.
- \$479.00 All Other Countries
- \$539.00 Airmail

2 Years

- \$635.00 U.S.
- \$762.00 All Other Countries
- \$857.00 Airmail

- Bill Me
- Payment Enclosed
- Charge My: Visa MasterCard American Express

CARD # _____

EXPIRATION _____

SIGNATURE _____

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

J75NMW

**OR CALL
TOLL FREE
1-800-722-6658**

NEW PRODUCT NEWS ORDER CARD

Yes. Please start my subscription to NEW PRODUCT NEWS right away.

1 Year

- \$399.00 U.S.
- \$479.00 All Other Countries
- \$539.00 Airmail

2 Years

- \$635.00 U.S.
- \$762.00 All Other Countries
- \$857.00 Airmail

- Bill Me
- Payment Enclosed
- Charge My: Visa MasterCard American Express

CARD # _____

EXPIRATION _____

SIGNATURE _____

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

**OR CALL
TOLL FREE
1-800-722-6658**

Get the Competitive Edge with

NEW PRODUCT NEWS

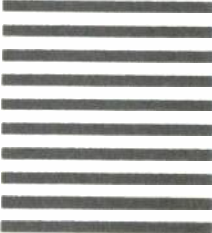
CALL 1-800-722-6658



Covering new products introduced in supermarkets, gourmet stores, natural foods stores, and drug stores.



NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 74 DANBURY, CT

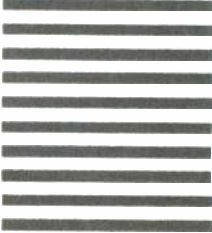
POSTAGE WILL BE PAID BY ADDRESSEE

NEW PRODUCT NEWS

SUBSCRIPTION SERVICE CENTER
PO BOX 1974
DANBURY CT 06813-9843



NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 74 DANBURY, CT

POSTAGE WILL BE PAID BY ADDRESSEE

NEW PRODUCT NEWS

SUBSCRIPTION SERVICE CENTER
PO BOX 1974
DANBURY CT 06813-9843



CALENDAR

The International Newspaper Marketing Association Annual Conference is being held through May 7 at the Biltmore Hotel in Los Angeles. Contact: 214-991-5900.

Suburban Newspapers of America will hold its **Circulation Managers' Roundtable** May 8-10 at the Intercontinental Hotel in Chicago. Contact: 312-644-6610.

The Southern California Chapter of American Women in Radio & Television presents the **42nd Annual Genii Awards** May 9 at Merv Griffin's Beverly Hilton Hotel. Contact: 213-964-2740.

The Association of National Advertisers will present a **seminar on creative advertising** in Pasadena, Calif., May 12-13. Contact: 212-697-5950.

The International Radio & Television Society presents the **Foundation Awards Luncheon** May 20 at the Waldorf-Astoria in New York. Recipients include Dick Clark; Mel Karmazin, ceo, CBS Radio; Dan Rather; and FCC commissioner James Quello. Contact: 212-867-6650.

Women in Cable & Telecommunications will hold its **national management conference** June 9-12 at the Palmer House Hilton in Chicago. Sessions cover leadership, industry and management issues. Contact: 312-634-2330.

The 1997 Electronic Entertainment Expo, focusing on interactive entertainment and content, will be held June 19-21 at the Georgia World Congress Center in Atlanta. Contact: 800-315-1133.

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

Capstar to Buy Gulfstar

Capstar Broadcasting last week agreed to acquire a sister radio-station company, Gulfstar Communications. Both companies are based in Austin, Texas. Details were not disclosed, but analysts estimated that it is worth about \$200 million. Capstar said that it will buy Gulfstar with stock after it completes its initial public offering. The acquisition of Gulfstar's 57 stations will give Capstar a total of 229 stations. Capstar is controlled by Dallas investment firm Hicks, Muse, Tate & Furst and by Steven Hicks, Capstar ceo. Gulfstar is controlled by Hicks and his brother, Thomas, ceo of Hicks, Muse.

Radio Roars in March

March was an excellent month for radio ad sales. According to a report by the New York-based Radio Advertising Bureau, combined national and local ad revenue jumped 13 percent in March compared to the 1996 month. Local ad revenue was up 10 percent over last year, while national spot soared 21 percent. The largest gain for local ads came from the Southwest, while national spot experienced its greatest growth in the East.

Newhouse Takes AP Chair

Donald E. Newhouse was elected chairman of the Associated Press last week. Newhouse is president of Advance Publications and has served on the Associated Press board since 1988. Newhouse replaces Frank A. Daniels Jr., who retired earlier this year after five years as chairman. Advance publishes the *Newark Star Ledger*, *The Cleveland Plain Dealer* and the *Times-Picayune* of New Orleans, among other papers. William R. Burleigh,

president and ceo of Scripps Howard, was elected vice chairman of the board of the AP. Louis D. Boccardi was re-elected president and ceo.

A Year of 'Sunday's for Fox

Fox Broadcasting this past Sunday celebrated the one-year anniversary its first network news show, *Fox News Sunday*. The show airs Sunday mornings from 9-10 a.m., hosted by syndicated columnist Tony Snow, with panelists including Fox News Channel's Brit Hume and *The Washington Post's* Juan Williams. *Fox News Sunday*, which has reached a 96 percent national clearance, has landed interviews

with the imprisoned Whitewater cohort Susan McDougal; the first interviews last year with national party chairmen Roy Romer and Jim Nicholson; judge Robert Bork; and rapper Chuck D on the censorship of "gangsta" rap. Fox News Sunday averaged a 1.1 rating in March, according to Nielsen Media Research.

Odyssey Adds Chi. Stations

Odyssey Communications, the New York-based group radio owner, has acquired two Chicago-area radio stations (WVXX-FM in Highland Park, Ill., and WJDK in Davis, Ill.) from Douglas Broadcasting for \$10.6 million in cash. With the purchase



Side-stepper: Radio's Babe moves laterally, to ABC.

Sports Babe on the Go

The Fabulous Sports Babe, the nationally syndicated radio personality whose self-titled talk show has been airing on ESPN Radio Networks out of the sports network's Bristol, Conn., studios, will move to New York and broadcast out of ABC Radio Networks' studios, effective May 12. From a corporate perspective, it's an inside move, as both radio networks are owned by ABC parent Walt Disney Co. The Babe, whose real name is Nanci Donnellan, will reach the same radio affiliates—180 in all, including the latest addition, XTRA in L.A. Her show is heard from 10 a.m.-2 p.m. weekdays.

Media Notes

CONTINUED

of the two Chicago stations, Odyssey, whose holdings include three New York stations and four Los Angeles stations, will now be in position to tap into an estimated \$1.3 billion in ad revenue from the top three markets, according to Odyssey officials. Odyssey is co-owned by Stuart Sabotnick, a general partner in Metromedia Corp., and Mike Kakoyiannis, a former broadcasting executive.

'Rolling Stone' Runs Contest
Wenner Media's *Rolling Stone* is sponsoring a contest in connection with its long May 15 feature, "The Rolling Stone 200," the magazine's picks for the best albums ever made. To enter, readers mail an entry form from the issue to a *Rolling Stone* business address in Ohio. The prize: all 200 choice albums.

Kanney Joins 'Family Money'
Alyson Kanney has been named publisher at *Better Homes and Gardens Family Money* magazine, a Meredith Corp. title. She takes over from Jerry Kaplan, who continues as vp for magazine group sales. Kanney had been publisher of *Northwest Airlines World Traveler*, also a Meredith title.

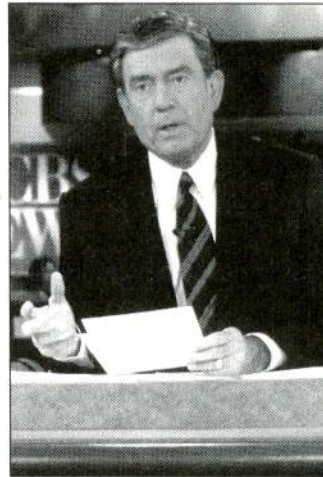
Discovery, BBC Channel Energy
Discovery Communications and the BBC last week announced part of their long-delayed and far-reaching agreement to jointly launch worldwide programming services and produce programming. The two companies have agreed in principle to launch Animal Planet in the U.K. and Northern Europe on July 1 and to launch Animal Planet and a second nonfiction entertainment channel focusing on cultural and historical documentaries in Latin America on Oct. 6. Still to be

hammered out between Discovery and the BBC are the joint production ventures and the launch of channels in the U.S. The entire deal is expected to be completed by July 1.

'Bee' Has New Sunday Buzz
The Sacramento (Calif.) Bee has switched Sunday magazines. The 300,000-circulation daily newspaper (350,000 on Sunday) has dropped *Parade* and picked up Gannett's *USA Weekend*. The *Bee* said that it had sought to carry both publications—one on Friday, the other Sunday—but *Parade* refused.

TPEG Acquiring Grosso
The Producers Entertainment Group, a Beverly Hills, Calif.-based production company, has signed a letter of intent to acquire Grosso-Jacobson Entertainment. Under terms of the deal, TPEG will take ownership of Grosso-Jacobson's current series production, development projects, 600 hours of television library programming, and a 49 percent stake in a G-J production office in Toronto. TPEG will exchange stock valued at \$8 million to complete the deal. Los Angeles-based Grosso-Jacobson is best known as the current series producer of *The Big Easy* for USA Network; the company is also a long-form telefilm producer for the cable and broadcast networks. TPEG is best known as the coproducer (with CBS Entertainment Productions) of the CBS sitcom *Dave's World*.

NetStar Open for Talk Radio
Veteran radio station and programming execs Alan Fuller and Steve Youlios have formed a new Los Angeles-based talk-radio syndication company, NetStar Entertainment Group. Net-



Rather will pen a weekly syndicated news column.

deal with issues and topics that are often left out of daily coverage in the newspapers and television, according to Lawrence T. Olsen, president of King Features. "This column will be in the spirit of those written by the legendary Jim Bishop and Bob Considine," Olsen said. "Rather's columns will cover both domestic and international news and will often draw on his storytelling abilities."

Star will develop and produce new talk programming for domestic and international syndication as well as operate a separate national advertising sales arm. Fuller, who is chairman and ceo of NetStar, is a 20-year veteran radio producer who created and executive produced the nationally syndicated *Dr. Laura Schlessinger Show*. Youlios, who will serve as NetStar's president and general manager, most recently worked as general sales manager of Jacor Communications' WGST-AM/FM combo in Atlanta and Georgia News Network. Prior to that, he was with CBS Radio Network.

Evergreen Gets New Loan
Radio station group owner Evergreen Media Corp. has secured a new eight-year, \$1.75 billion senior banking facility from Toronto Dominion Bank. In addition to Toronto Dominion, the "managing agent tier" of partnering lenders includes The Bank of New York, Banker's Trust Company, NationsBank and Union Bank of California. The new \$1.75 billion note

Rather Inks Print Deal

CBS Evening News anchor Dan Rather is adding print journalism to his list of credits, with a deal to write a weekly column to be syndicated nationally by Hearst Corp.'s King Features division. Rather's column, which will be released for Sunday press runs starting June 2, will

replace a prior \$625 million facility. Evergreen plans to use the new lending funds to finance its most recent acquisitions of the Viacom and Gannett station groups. With Evergreen awaiting final approval to merge with Chancellor Media Corp., the combined group will be the nation's largest radio-only owner at 99 radio stations in 21 of the 40 largest markets.

VW Golf Swings Into 'Ellen'
The controversial "coming out" episode of ABC's *Ellen* last week was the venue for the debut of an ad featuring two men driving in a Volkswagen Golf GL. The ad, which a Volkswagen official said was not developed with the episode in mind, is also scheduled to appear on episodes of *Beverly Hills, 90210*, *Friends* and *Seinfeld*. Volkswagen has been a national advertiser on *Ellen* for two years. Chrysler, General Motors and Ford pulled their ads from last week's *Ellen* episode after learning of its controversial nature. A Volkswagen spokesman said that the two men in the ad are not intended to be thought of as gay.



FOR A YEAR, YOU'VE READ
WHAT THE CRITICS HAVE SAID.

NOW, SEE THE FILM.



Surely, the editors of Adweek magazine have to be some of the most critical critics of advertising. And now you can follow all the plot twists, rug pulls and comedy routines these highly selective critics selected as the best. For after a whole year of reading about great TV spots, we think it's high time you finally watched them. That's why our editors spent hundreds of hours reviewing and selecting commercials to put together this reel of the best U.S. spots of the year for you. So why not order yours now? And you can watch the commercials that won critical acclaim on the same medium the critics did.

- Send me Best Spots of 1996 for \$215
- Send me Best Spots of 1996 and 1995 for \$315

FORMAT
 3/4" VHS

NAME: _____ TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

CHECK ENCLOSED FOR TOTAL \$ _____ BILL ME, P.O. # _____
NY RESIDENTS ADD 8.25% SALES TAX

CHARGE MY AMEX/VISA/MC ACCT# _____ EXP. _____

SIGNATURE: _____

*ADD \$5 FOR SHIPPING OR, IF YOU PREFER, INCLUDE YOUR FED EX NUMBER _____



FAX Orders to 212-536-5354 or call: 212-536-6453 ADWEEK'S BEST SPOTS, 1515 Broadway, New York, NY 10036

BIG DEAL

SPRINT CONSUMER SERVICES

Advertiser: Sprint
Agency: J. Walter Thompson, San Francisco
Begins: Now
Budget: \$25-30 million
Media: TV

Sprint today launches a new execution of ads for its consumer long distance plan, a \$25-30 million Sprint Sense campaign that introduces a national paging promotion and re-emphasizes its extended calling hours for the lucrative California market.

The Kansas City, Mo.-based telco continues to lump consumer services other than long distance into its Sprint Sense campaign with a \$10 flat-fee offer for a numeric pager. The previous campaign, which made its debut in January, introduced Sprint's Internet service offering, Sprint Passport, and its flat-rate pricing platform.

"Our goal is to continue to show consumers that Sprint not only offers simple, easy-to-understand long distance rates but also a myriad of other products," said Scott Ragan, senior marketing manager for Sprint's consumer services group. Ragan added that Sprint intends to continue its recent strategy of weaving its price-and-simplicity message into grassroots promotions and public relations efforts.

As in the previous slate of Sprint Sense ads, spokesperson Candice Bergen has a brief role in the plot line. Ragan insisted Bergen's diminished role doesn't signal her end with the brand. "In the future, you'll see Candice very involved in our advertising," he added.

The campaign includes three 30-second spots, two of which tout Sprint Sense and the "dime zone," a new designation for the discounted calling period of nights and weekends; the third introduces the Sprint Paging offer. Ads will run on network TV through the end of the summer with a 60-second spot breaking next week for cable.

For the past year, Sprint has offered Sprint Sense California, an extended long distance calling plan. California is the first state where Sprint has chosen to enter the local telephone market as a reseller. —Bernhard Warner

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

LAND ROVER

Advertiser: Land Rover
Agency: Grace & Rothchild
Begins: Print, this week; TV, tba
Budget: \$15 million
Media: Print, TV

Land Rover, which has for the past decade positioned itself as the only upscale sport utility worthy of an African safari, is now repositioning to be "the source" of information on buying a sport utility vehicle.

Starting with a \$15 million print campaign this week, and a TV campaign later, Land Rover is making available through dealerships a 120-page buying guide, "The Authoritative Guide to Compact Sport Utility Vehicles."

Bob Lierle, general manager of marketing at Land Rover North America, calls the campaign an "affirmation" of what

Land Rover has always tried to be. The traditional jungle and desert ads will be seen primarily this year in niche magazines and TV shows. Land Rover is putting additional money behind the new program, though, and its ad budget is expected to top \$40 million, compared with \$33 million last year.

The campaign focuses on the Land Rover Discovery but also includes the Range Rover and Defender in the mix.

Lierle says that the new effort is meant to appeal especially to women, who typically seek out a great deal of information before buying a new vehicle. —David Kiley

SWEET ESCAPES

Advertiser: Hershey
Agency: DDB Needham
Begins: July
Budget: \$12 million
Media: TV, print
 Hershey will ship two new flavors of its Sweet Escapes low-fat chocolate line next

month and kick off an estimated \$12 million advertising campaign that introduces the concept of a "Chocolate Zone."

The new flavors, Crunchy Peanut Butter Bars and Crispy Caramel Fudge Bars, ship to retail in mid-June, with ads breaking in July and running through year-end. Hershey will utilize the tagline, "Indulge Your Chocolate Zone" as it seeks to give Sweet Escapes a more pleasurable edge.

Hershey will target women via daytime, syndicated and cable television, as well as full-page magazine ads in *Fitness*, *McCall's* and *Shape*. Fifty million coupons will go out, with a Sept. 7 FSI drop planned. DDB Needham, N.Y., has the account.

Hershey will also use its Disney license to place 4 million 35-cent coupons in Aladdin's Lunch Box Kits, a move perhaps designed to convince

moms to think of Sweet Escapes as a healthy snack.

Finally, the chocolate giant is tying in with Weight Watchers International to distribute 600,000 free samples of Sweet Escapes in diet centers across the country. Also, more than 500,000 coupons will go out in the Weight Watchers newsletter.

The Weight Watchers tie-in comes just a few months after Simply Lite Foods, a low-fat candy purveyor, signed an exclusive license with WW for its Sweet 'n Low sugar-free butter toffee product. Other competitors in the diet candy category include Sorbee International and Snack-Well's, from Nabisco.

Launched last year, Sweet Escapes had about \$87 million in food, drug and mass sales in the year ended March 30, according to Information Resources Inc. Hershey spent \$15 million to launch the product last year, according to Competitive Media Reporting.



Rovers row: New ads position Land Rover as the source for info on SUVs.

CMR Top 50

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

Week of April 14-20, 1997

Rank	Brand	Class	Spots
1	BURGER KING	V234	73
2	MCDONALD'S	V234	37
3	101 DALMATIANS--VIDEO	H330	22
	KFC RESTAURANT	V234	22
	SEARS--SALES ANN	V321	22
6	DOMINO'S PIZZA	V234	21
7	M&M CANDIES	F211	20
8	LITTLE CAESAR'S	V234	19
	RED LOBSTER	V234	19
10	WARNER BROS.--MURDER AT 1600 MOVIE	V233	18
11	BOSTON MARKET	V234	17
12	ACURA AUTOS--RL	T112	16
13	MAZDA TRUCKS--B-SERIES PICKUPS	T118	15
	MILKY WAY	F211	15
	PRIMESTAR--SATELLITE SYSTEM	H320	15
	WALT DISNEY WORLD	V239	15
17	FRUITOPIA--RTS FRUIT DRINKS	F223	14
	JC PENNEY	V321	14
	OLIVE GARDEN RESTAURANT	V234	14
	PEPSI	F221	14
	TACO BELL	V234	14
22	ADVIL--PAIN RELIEVER TABLETS	D211	13
	MAZDA AUTOS--626	T112	13
	PAYLESS SHOE SOURCE--FAMILY	V313	13
	SUBWAY RESTAURANT	V234	13
	ULTRA SLIM FAST--RTS DRINK	F123	13
27	FORD TRUCKS--F-SERIES PICKUPS	T117	12
	NIKE--MEN'S SNEAKERS	A131	12
	PLANTERS--VARIOUS NUTS	F212	12
	TRIDENT--SUGARLESS GUM	F211	12
31	AMERICAN DAIRY ASS'N--MILK	F131	11
	COLGATE WHITENING--BAKING SODA & PRX PST	D121	11
	FANNIE MAE FOUNDATION	B189	11
	SATURN CORP--AUTOS CP	T111	11
35	1-800-COLLECT	B142	10
	20TH CENTURY FOX--VOLCANO MOVIE	V233	10
	BUENA VISTA--ROMY & MICHELLE'S/SCHL RN	V233	10
	CHEE-TOS	F212	10
	DENTAL CARE--TOOTHPASTE	D121	10
	LISTERINE--MOUTHWASH	D121	10
	RADIO SHACK	V341	10
	SATURN AUTOS	T111	10
	SPRINT LONG DISTANCE--RESIDENTIAL	B142	10
	UNIVERSAL--MCHALE'S NAVY MOVIE	V233	10
45	3 MUSKETEERS--CANDY BAR	F211	9
	BURLINGTON COAT FACTORY--WOMEN	V311	9
	CLARITIN--ALLERGY RX	D218	9
	CPC INTL.--REGIONAL	F180	9
	GILLETTE SENSOR EXCEL--WOMEN'S RAZOR	D127	9
	HOME DEPOT	V345	9

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

The two new Sweet Escapes flavors are line priced with other SKUs in the brand. The peanut butter bars have 90 calories and three grams of fat per serving, while the fudge bars have 80 calories and two grams of fat. —Sean Mehegan

ST. IDES GOLD BEER

Advertiser: McKenzie River Partners

Agency: Odiorne Wilde Narraway

Groome, San Francisco

Begins: Now

Budget: \$10 million

Media: Radio, TV

McKenzie River Partners, based in San Francisco, is pushing into the mainstream beer market with St. Ides Gold premium beer, aimed also at maturing consumers of its St. Ides Malt Liquor who graduate to beer as they enter their 30s.

Backed by a radio and TV ad blitz, Gold launches despite postponement (from May 3 to June 28) of the World Boxing Association rematch between Evander Holyfield and Mike Tyson that was to be the key promotional peg for the introduction.

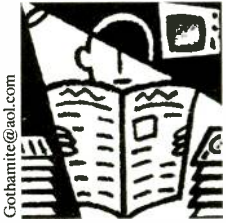
With sponsorship rights, POP, radio and TV airing on BET, ESPN and ESPN2, total budget likely approaches \$10 million. Initial episodic ads follow two comics in a bus on the "Quest for the Best"—encountering fight promoter Don King and others en route to the fight. Media schedule, POP and some creative have been revamped following the postponement.

"We're going right up against Budweiser," which usually owns boxing, said marketing coordinator Emma Wharton. Target is top 50 markets by year-end. Overall theme for the fight sponsorship is "Celebrating the spirit of champions."

Colt 45 malt liquor marketer G. Heileman Brewing similarly tried to break out of the malt liquor ghetto in 1993 with the short-lived Colt 45 Premium Beer. Stroh Brewery, Detroit, picked up both Heileman and the brand last summer and also is handling sales duties on St. Ides per an alliance struck with McKenzie River late last year. McKenzie River also is testing a St. Ides freeze-and-squeeze slush in five flavors. —Gerry Khermouch

Media Person

BY LEWIS GROSSBERGER



Rag Them Not

THERE WAS A TIME WHEN KNOW-IT-ALL, WISE-ASS punks like Media Person made cruel sport of the *National Enquirer*. No more. *Fini*. *The Enquirer* is not the Polish joke of journalism any longer. It is not to be trifled with. Not since *Time* magazine named *Enquirer* editor Steve Coz one of the 25 Most Influential People in America for 1997. ♦ “Coz, 39, is one of a new breed of editors who are making the tabs more influential,” *Time* kudoed. “In contrast to his predecessor, Iain Calder, who only finished high school, Coz graduated cum laude from Harvard. He has stressed hard news, opening a Washington bureau and aggressively pursuing the stories that end up on the evening news.”

Upon seeing this, Media Person (product of an undistinguished, non-Ivy League university and depressingly old breed) realized he had been remiss. He not only began reading the *Enquirer* regularly, he vowed to refer to it henceforth as “the influential, Harvard-edited weekly” instead of “that sleazy, lowbrow, supermarket rag,” a phrase he is now mortified to admit ever escaped his formerly sneering lips.

A contrite Media Person admits he has learned much from the new, serious *National Enquirer*—and this after only two weeks. Space does not allow a full account here, but let MP share with you just a tiny fragment of the enlightenment he has acquired about the state of the nation and the world:

Comprehensive Angel Tracking: Who but the *Enquirer*'s enterprising, new-breed editor Coz would think to offer a \$300 reward to readers “who have been touched by an angel?” His innovative policy brought in a story from Indiana about a woman who was pinned alone in her wrecked car until an angel shone down a beam of light from heaven, alerting rescuers to save her life, and another story from about awed pilgrims from around the world flocking to a Tennessee town to see glowing angels that appear daily in the windows of a tiny church.

Does the *Wall Street Journal* or *Nightline* keep you informed of fast-breaking angel developments?

Exclusive Tony Randall Coverage: Of course, other news organizations reported that Tony became a father at 77. But only one was invited “into his plush Manhattan apartment to introduce the world to his newborn bundle of love, Julia Laurette.” Yes, you guessed it—the new *Enquirer*. Only the *Enquirer* ran five exclu-

Who but the 'Enquirer's enterprising editor would think to offer a \$300 reward to readers "who have been touched by an angel?"

sive photos of the beaming mom (Tony's “stunning, 26-year-old wife, Heather”) and pop and cute-as-a-button baby, along with such heartwarming captions as: “At right, the happy parents send their bundle of joy off to dreamland with a kiss.”

Old-Actor Health Bulletins: Richard Crenna is battling thyroid cancer. George Carlin's wife is battling liver cancer. Edward Mulhare is battling lung cancer. Ricardo Montalban is battling left-leg paralysis with prayer! *Too Close for Comfort* star Jim Bullock is battling AIDS. Susan Strasberg is curing her breast cancer with herbs! Loretta Young's 89-year-old husband is no longer battling. *The Enquirer* reports that Loretta found him dead in her garden.

Young-Actor Relationship Updates: Ellen

dumps live-in love for Steve Martin's ex-gal pal! Seinfeld dumps girlfriend! (*The Enquirer* reveals that the wisecracking, 43-year-old comic “suddenly got cold feet about tying the knot,” the kind of vivid writing that smacks unmistakably of advanced Harvard English seminars.) *Slingblade* director Billy Bob Thornton is running around with Laura Dern and the *Enquirer* has pictures to prove it! Country superstar Vince Gill's wife broke his heart by giving him a surprise present for their 17th wedding anniversary—a divorce!

In-Depth Political Analysis: Nationwide *Enquirer* poll shows that more people recognize golfing superstar Tiger Woods than Vice President Al Gore!

Distinguished Science and Medical Reportage: Heart surgery saved Arnold Schwarzenegger's life! Pregnancy shrinks your brain! (But don't worry; you'll return to normal after delivery.) Former top surgeon Dr. Alan Resnick traded in his scalpel to chop vegetables in a restaurant kitchen at minimum wage, and he's never been happier! *Ghostbusters* star Dan Aykroyd says space aliens are about to invade planet Earth; he himself narrowly avoided abduction by the sinister little creatures, who are among us already scouting for their attack! Melanie Griffith is TERRI-

FIED that she's pregnant—because another baby could unmake her new \$50,000 makeover! Plastic surgeons have discovered a miracle

healing balm—Crisco!

Authoritative JonBenet Reportage: Gangway! Pulitzer, here we come! One sensational *Enquirer* scoop follows another: JonBenet Ramsey's tormented mom, Patsy, is suicidal—as investigators prepare her jail cell! Cops' secret report fingers daddy and reveals: WHY JONBENET WAS MURDERED! And almost as shocking: JonBenet's little dog Jacques abandoned by family! Left with neighbor Joe Bauhill and the parents have never asked for it back! Turned their backs on the adorable little bichon frise pup JonBenet loved so! Did the *New York Times* report this? No! You want to know why? MP will tell you: Those *Times* editors? A bunch of Yale graduates. And probably not even cum laude. ■

Built by engineers. Used by normal people.



"Hewlett-Packard makes bronzing a meat loaf seem like a good idea to my customers."



— Allen David
Owner, The Bronze Company

Crystal clear colors. Eye-popping blacks. A meat loaf that lasts for eternity. Heartburn induced nightmare? No. Just another perfect page from The Bronze Company's HP DeskJet *Professional Series* printer. From color flyers with bronze baseball gloves to brochures on metal meat products,

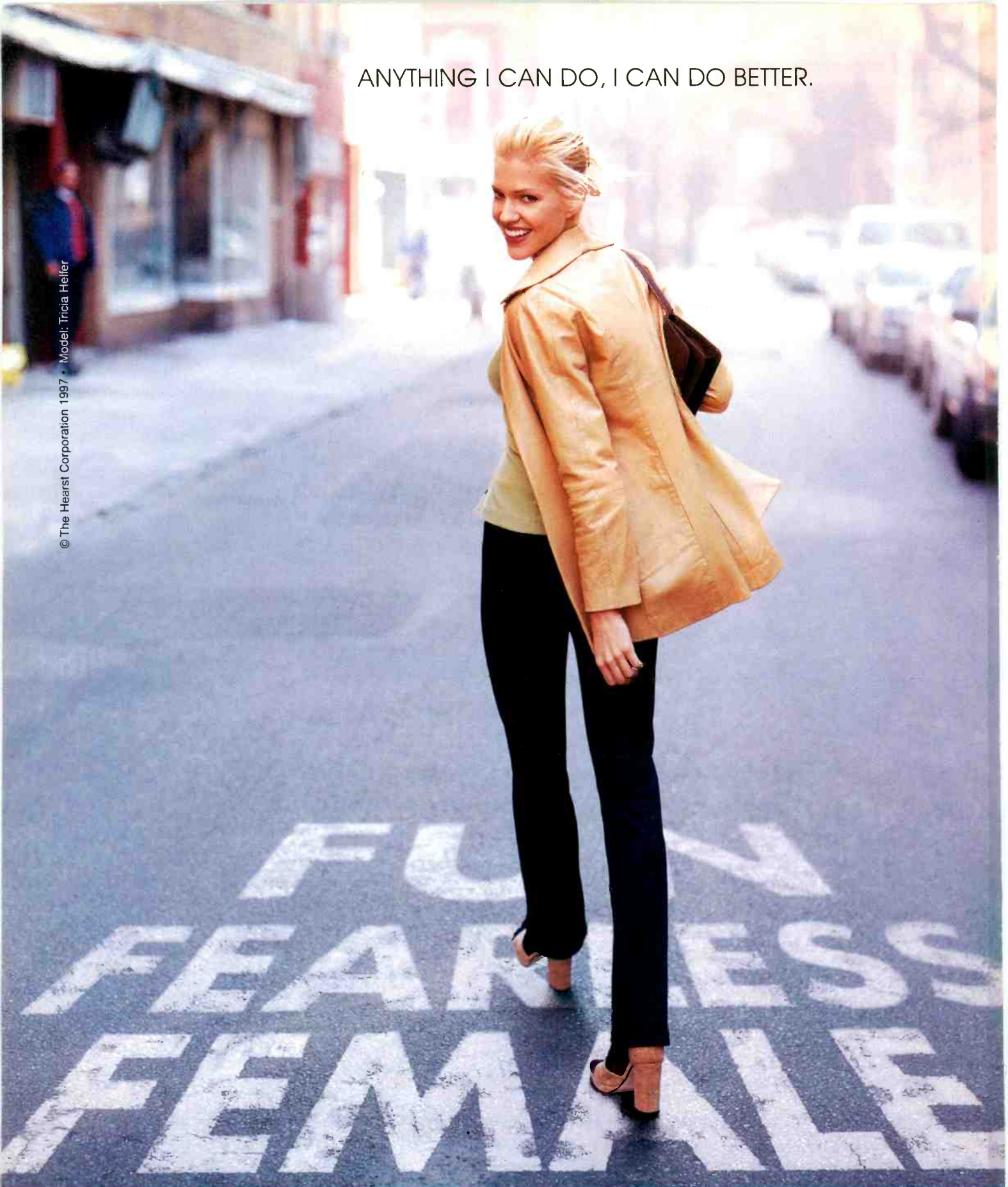
Allen David can show his customers bronzing is no longer just for baby shoes. Find out how the best color desktop printer in the business can help yours at www.hp.com/go/sbprinters.



HP DeskJet *Professional Series*

ANYTHING I CAN DO, I CAN DO BETTER.

© The Hearst Corporation 1997 • Model: Tricia Helfer



COSMOPOLITAN