

# MEDIA WEEK

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OCT 28 1997 132  
NEWSPAPER

Vol. 7 No. 40

THE NEWS MAGAZINE OF THE MEDIA

October 27, 1997 \$3.00

## CHILDREN'S TV

### Fox Feeling The Heat On Saturdays

*Kids leader facing challenges from ABC's Disney-stoked lineup, WB*

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### Sweeping Away the Sweeps

*As November ratings period begins, movement to alter system picks up steam*

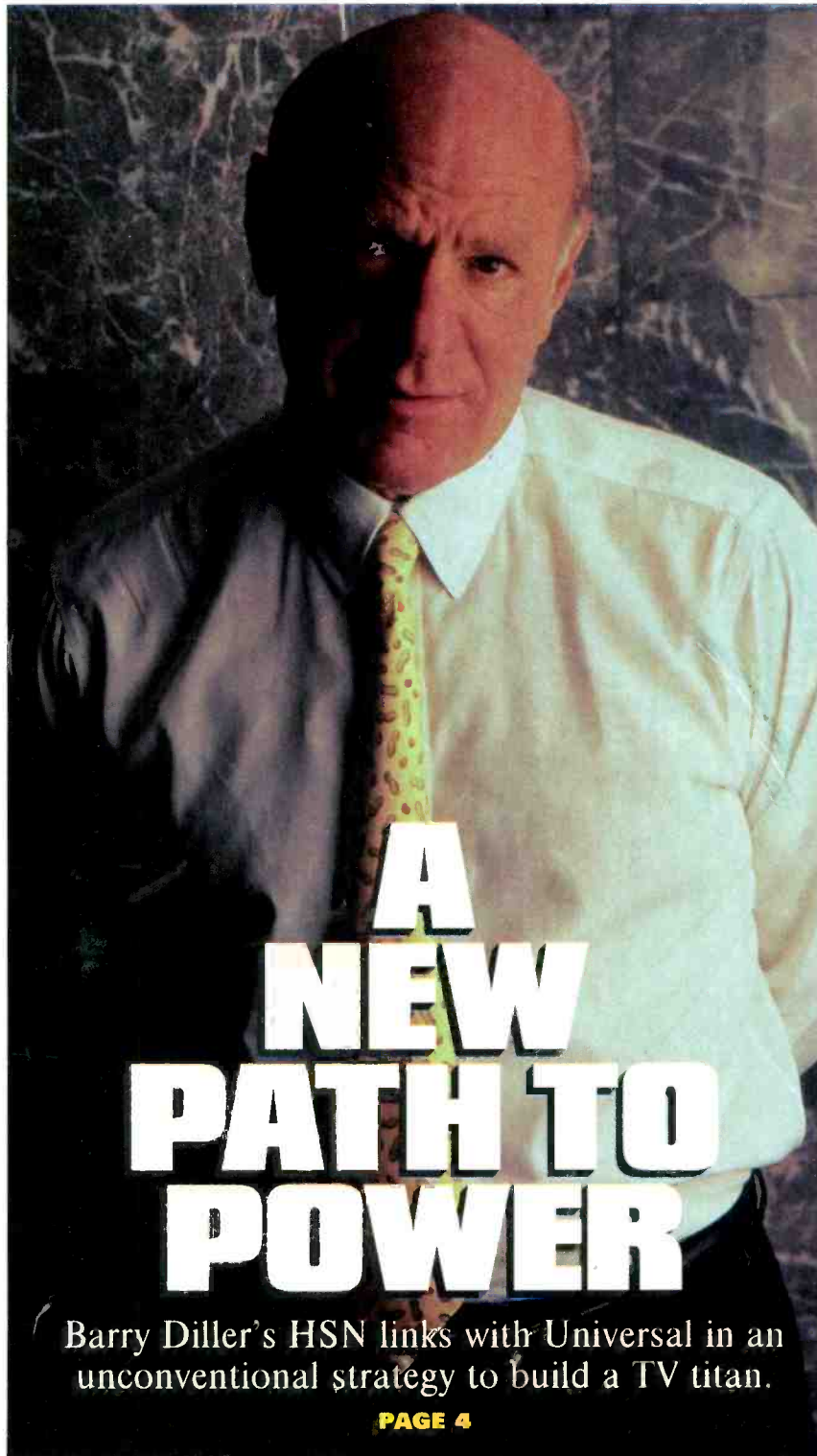
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### A Special-Interest Specialist

*Former Time Inc. exec Bob Miller is building a fast-growing stable of niche titles*

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# A NEW PATH TO POWER

Barry Diller's HSN links with Universal in an unconventional strategy to build a TV titan.

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## MARKET INDICATORS

### National TV: Dead

Fourth-quarter scatter is almost gone, at 20% above upfront CPMs. First-quarter scatter is starting, but money won't flow until two weeks from now.

### Net Cable: Slow

Fourth-quarter scatter is still sluggish; little other than telecom money is working. MTV Nets is almost wrapped, Turner is close, and the rest still have awaits.

### Spot TV: Healthy

Political buys continue strong, though they are somewhat short of 1996 levels. Studios are buying heavily for holidays. CBS affils are pitching Winter Olympics spots for first quarter.

### Radio: Active

Fourth quarter is moving quickly. In the top 50 markets, November is nearly sold out, and December is getting tight in L.A. and Phoenix. Retail and some liquor accounts are active.

### Magazines: Quiet

Most activity was on hold during the MPA conference, and with execs focusing on '98 skeds, all's quiet on the Eastern front. Auto, publishing/media are spotlight ad categories.

BRIAN SMITH/OUTLINE



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Market Facts, Inc. recently conducted The "Core Golfer" Reader Preference Study. And the results are in. By an overwhelming margin, Golf Digest was rated the most authoritative golf publication. Worth more for the money. And the magazine golfers spend the most time reading. If that isn't enough, nearly 7 out of 10 would choose Golf Digest if they could choose only one golf publication to read. But don't just take our word for it. Get a copy of the study. Call Bob Maxon, Vice President/Group Publisher, at (212) 789-3155.

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La. E. Jones OCT 27 1997

# AT DEADLINE

## \$1.7B Clear Channel Bid for Universal Outdoor

Through its agreement last week to purchase Universal Outdoor for about \$1.7 billion in stock, Clear Channel Communications will become the country's second-largest outdoor-advertising company (behind Outdoor Systems of Phoenix) with an inventory of 88,000 display faces in 31 markets. With the acquisition of Chicago-based Universal, Clear Channel will move into 15 new markets, including Indianapolis; Des Moines; Philadelphia; Washington, D.C.; Baltimore; Wilmington, Del.; Chattanooga, Tenn.; Evansville, Ind.; Myrtle Beach, S.C.; and Ocala, Fla. Dan Simon, president and CEO of Universal Outdoor, will serve as vice chairman and COO of San Antonio-based Clear Channel's outdoor-advertising business. Clear Channel has acquired several radio and billboard properties over the last year.

## Video Gamer-Turner Sports Pact

Turner Sports and EA Sports are marketing partners for EA's new *NBA Live 98* video game. Scheduled to hit stores this week, the video game will feature the voices of Turner NBA commentators Ernie Johnson Jr. and Verne Lundquist and will include "NBA on TNT" and "NBA on TBS" court-side signage. "It helps authenticate the video game," said Mark Lazarus, senior vp of advertising sales at Turner Sports, whose NBA telecasts will begin on Oct. 31. As part of the marketing partnership, EA Sports will air spots on four TBS and nine TNT NBA telecasts this year. "We're in discussions with them about expanding" that schedule, said Lazarus.

## K-III, for Now, Stays Inside

K-III Communications last week named Charles Siegel as interim CEO for its 24-title consumer magazines division. Siegel, CEO of the company's Newbridge Communications unit, has taken over part of the late Harry McQuillen's extensive job responsibilities. The rest of McQuillen's duties—including running the company's trade and special-interest magazine divisions—will continue to be handled by corporate chairman and CEO William F. Reilly. K-III, whose consumer titles include *New York* and *Seventeen*, said that a search is continuing for a permanent replacement for McQuillen. Siegel previously served as president of Brady Communications at Prentice-Hall; the technical reference division at Simon & Schuster; and the international division at Macmillan. "Charlie is a respected publishing veteran with great leadership abilities," Reilly said.

## ABC Rates With the Young and the Affluent

Although ABC's average prime-time rating has declined, from 10.1 last year to a 9.2 for the first four weeks of the '97-'98 season, the network last week said that its viewers are more affluent and have more education than last year. According to Nielsen Media Research data from this season's premiere week, ABC's viewer profile has improved among high-income, young adult professionals. ABC Television Network president Preston Padden said that ABC had significant increases in every upscale category, ranging as high as 48 percent, compared with last year's premiere week.

## Padden: Sticking With 'Sacred'


ABC Television Network president Preston Padden last week expressed support for the network's troubled *Nothing Sacred* but stopped short of committing to an order for more episodes. Prompted by the Catholic League, a conservative activist group, at least 20 major advertisers have pulled out of the show. The League believes that *Nothing Sacred*, a drama about a meandering young priest, panders to liberal Catholics. With low ratings in its Thursday 8-9 p.m. time slot, ABC last week bought full-page newspaper ads with endorsements from prominent Catholics. "We're going to stick with it because we believe in the show," said Padden.

## Sony Said to Seek Bohbot Stake

According to a source at Columbia TriStar Television, parent company Sony Pictures Entertainment is "looking to take an equity position" in Bohbot Entertainment & Media, the New York-based independent kids TV syndicator. Other sources said that Bohbot accepted a \$4 million loan from Sony in September to cover back payments on spot dollars guaranteed to major TV station groups, including Sinclair Broadcast Group. Sources also said that Bohbot is beholden to Sony on a \$7 million, two-year guarantee to its Columbia TriStar Television unit on the Bohbot Kids Network's carriage of *Ghostbusters Extreme*. Bohbot chairman/CEO Allen Bohbot and Sony officials declined to comment.

**People Moving:** Carla Loffredo has been named to the new position of senior partner, director of brand communications, at J. Walter Thompson New York. Loffredo succeeds Emily Swartzentruber, who was director of media... CBS Sports has hired Keith Ritter, formerly vp of marketing at ABC Sports, to fill a new position as senior vp of marketing.

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## MEDIA WIRE

### ESPN Spans 100 Years With Ambitious 'SportsCentury'

ESPN is seeking a presenting sponsor and six associate sponsors for *SportsCentury*, the network's extensive 18-month series of programs designed to tell the story of sports during the past 100 years. Commencing in September 1998, *SportsCentury* will include television, print, radio, online and grassroots elements: 60 hours of original programming on ESPN, ESPN2 and ABC; *SportsCentury Magazine*, a quarterly publication that will be distributed with newspapers in the top 10 markets; ESPN Radio programming; an ESPN SportsZone Web site; and an interactive fanfest in 40 to 50 cities.

"This is the most ambitious project ESPN has ever undertaken," said Paul Slagle, the network's director of integrated sales and marketing. ESPN, which will offer advertisers category exclusivity, has just begun to approach potential sponsors. The network will pursue companies in such ad categories as automotive, credit card, athletic footwear/apparel, soft drink and fast food. Slagle declined to disclose any price tags for the presenting and associate sponsorships. But industry sources estimated that the asking price for an associate-level partnership is between \$7 million and \$8 million. *SportsCentury's* TV programming will include shows on the greatest games and coaches of the 20th century, as well as a series of daily vignettes. On the print side, *ESPN Magazine* is making some major strides toward its planned March 11, 1998, launch, building its staff and planning extensive get-the-word-out advertising and mail efforts. "Our primary job at this point is to complete the editorial team," said John Skipper, ESPN senior vp and general manager. Insiders at Time Inc.'s *Sports Illustrated* said ESPN has been aggressively pursuing several of its top staffers. *SI's* art director and *SI For Kids'* photo editor have left for ESPN. Former *SI* managing editor John Papanek has taken the reins at the new book. Popular *SI* senior writer Rick Reilly turned ESPN down in favor of a lucrative new arrangement with the Time Inc. weekly, sources said. In addition to new hiring, (continued on page 6)

# Piecing Together

*Diller and Bronfman pool their chips to bet on*

**TELEVISION** / By Michael Bürgi

**H**e's back. Barry Diller upstaged colleagues and competitors in the media last week with his break-the-mold deal to take control of USA Networks and Universal Television Group. After 5½ years as a home-shopping maven, Diller has returned to the mainstream of the TV industry with a decidedly non-mainstream strategy to build a production and distribution powerhouse.

With USA, Diller inherits a broad-based cable entertainment network that reaches about 75 percent of all TV homes in the country. Married with Diller's group of 12 Silver King TV stations, USA could achieve a 90 percent-plus penetration level that would be competitive with the broadcast networks. And Universal's drama and comedy studio operations provide a valuable programming stream.

"We get a production company that's fairly diverse, that's first-run, and we get a TV-movie production unit too," Diller said in an interview. "We have USA Network and the Sci-Fi Channel as a source [for distribution], and the broadcast stations. Our job in the next several



Partners: The HSN (left) and Seagram chiefs

years is to line them up in parallel ways to maximize our distribution."

The out-of-the-box strategy is the product of several months of discussions between Diller and Edgar Bronfman Jr., CEO of Seagram, which just last week sealed its control of USA Networks by purchasing the 50 percent it did not own from Viacom for \$1.7 billion. Bronfman approached Diller with the idea of merging their programming and distribution assets, and the former Fox network chief (1985-92) agreed to accept the formidable challenge of lifting USA Networks to a higher level. And despite Universal's right to

## Liberty's Role in Deal Expected to Grow

By Richard Katz

**B**arry Diller's agreement to merge his Home Shopping Network with Seagram's USA Networks is another in a growing list of deals that features Tele-Communications Inc. chief John Malone behind the scenes. Malone's programming company, Liberty Media Corp., was the majority owner of HSN and will own 15 percent of the new USA Networks Inc., with an option to increase its stake to 25 percent.

Liberty's involvement in the venture may expand. Frank Biondi, chairman of Universal Studios, said last Friday that Liberty may transfer its \$350 million stake in Fox Kids Worldwide's Fox/Family Channel to HSN. Yet Diller said in an interview that he has not made up his mind about Fox/Family. "We

haven't decided and we won't for another 30 days," Diller said.

Liberty's primary benefit from the HSN-USA merger is increased value for Liberty's shareholders now that Diller will run USA. Of those shareholders, Malone has the largest individual stake, controlling 16.9 percent of the company's voting stock as of March 1.

"Liberty tries to get the best entrepreneurs in the media business to run its assets," said Nirag Gupta, an analyst with Schroder Wertheim & Co. "John Hendricks at Discovery, John Sie at Encore and Barry at HSN are three of the top 15 entrepreneurs in the media industry. Anything that Liberty can do to help Barry attain his goals will help HSN shares go up."

Added Dob Bennett, president of Liberty:

# er a TV Power

*the future of USA Networks and Universal TV*

raise its equity stake in the venture over time, Diller vowed that the only way he will give up operating control is "if I die or resign."

For \$4.1 billion (\$1.2 billion in cash), Diller's HSN Inc. plans to take a 40 percent stake in USA Networks and Universal Television. Diller, whose personal stake is 8 percent, will become chairman/CEO of the merged entity, USA Networks Inc. Seagram gets a 45 percent stake and Liberty Media takes 15 percent.

With Diller in charge, USA's reputation for dependable but often lackluster programming is expected to change quickly. "There has always been a sense of invention and enterprise about the things he [Diller] has done, and we're very lucky that he's going to be involved," said Roxi Perth, president of programming for USA.

Greg Meidel, chairman of Universal TV, will continue to oversee the studio's television operations (except for Universal's deal with Brillstein-Grey, which remains separate) under Diller. After initial meetings with the new boss last Thursday, Meidel said he expects business as usual, although Universal likely will have a mandate to produce programming for USA Networks. "We will continue to take calls from all six [broadcast] networks and not be exclusive to

any one of them," said Meidel, who worked under Diller at Fox. "Barry is an expansionist and an opportunist. He is not going to sit on the sidelines. The status quo drives him crazy."

Diller and his deputies were not specific on how the Silver King stations, which include four Fox network affiliates and reach about 31 percent of the country, will fit into the picture. Doug Binzak, Silver King executive vp of broadcasting, said that some of USA Networks' cable programming is likely to be carried on the stations. Adam Ware, another Silver King exec vp, said that all of the stations will change their call letters to reflect their location and affiliation with USA—such as Miami USA or New York USA.

For the Silver King properties, "there is an opportunity to produce eight to 12 hours of local programming each day and have another part taken up by USA Networks and Universal TV," Binzak said. "But we haven't done anything specific yet on scheduling."

At USA, ad sales executives were breathing a bit easier on news of the deal. Frank Biondi, the Universal Studios chairman/CEO who has been auditing the cable networks' operations, will cede operating oversight of USA to Diller. Biondi will continue to run Universal's movie studio, theme parks and 50 percent of the international TV operations. USA staffers, who have been seething over Biondi's tough assessment of the network's ad sales performance (*Mediaweek*, Oct. 20), seemed relieved to hear they will no longer fall under his microscope.

For now, the television business is waiting to hear more about how Diller will package his array of assets and become a major player once again. Some believe that the forceful Diller cannot help but succeed. Others say that Diller is in for a tough haul if he believes his current properties can grow into a formidable competitor to the Big Four broadcast networks. The naysayers expect that Diller will need more firepower—via an acquisition of CBS, perhaps.

"Does anyone have the ability to program a cable network to regularly draw big ratings?" asked Jon Mandel, exec vp of national broadcast at Grey Advertising. "I don't think it's possible."

One thing is for sure, though—Barry Diller has returned. —with Michael Freeman and Richard Katz

## Koplovitz Expects To Stay on Board

By Betsy Sharkey

**O**n Saturday, Oct. 18, Kay Koplovitz, chairman/CEO of USA Networks, answered her phone to find her new boss on the line. Barry Diller called, just hours before announcing his megadeal, to tell her how much he had always loved the name Koplovitz gave the cable network she founded 20 years ago.

"Barry told me he had asked Edgar [Bronfman Jr., CEO of Universal parent Seagram Co.] if he could have [the name]. It will help brand our operation," Koplovitz said in an interview last Thursday in Los Angeles. Koplovitz said that she and Diller went on to discuss the international potential of the USA Networks brand, the Sci-Fi Channel, a push to develop more original programming and the re-branding of Diller's Silver King stations to carry the USA label.



**Koplovitz: USA to "leap" ahead.**

As with any major shift in corporate control, Koplovitz and other top execs in the Universal TV divisions are facing a headwind of speculation about their fates. But Diller said in a phone interview that Koplovitz will keep her current job, even if her current title changes.

"I joked with her, 'I didn't mean to take your title,'" said Diller, who will become chairman/CEO of USA Networks Inc. "We'll work it out some way."

"This is a really big idea, and Barry is the kind of executive who not only has good ideas but also the will and the passion to execute them," said Koplovitz. Her history with Diller tracks back to 1981, when he began a three-year stint on the USA board while he was still at Paramount.

"We've had a good relationship through the years," Koplovitz added. "From his Fox experience, he knows the difficulties of starting something up, and he knows what it will be like to change the dynamics of USA. What he has in mind will enable us to make a running leap—a quantum leap forward."

We think it creates a more robust USA under Barry's stewardship."

Bennett and Diller refuted speculation that JSA will take a stake of Liberty's Encore Media unit. Encore distributes several basic cable channels under the Encore banner and premium services called Starz!. Liberty has

unk billions into first-run premium movie packages—including one from Universal—trying to make Starz!'s programming lineup competitive with HBO and Showtime, but Starz! is years away from recouping the investment.



**Malone: Rooting for Diller to boost USA.**

## MEDIA WIRE

ESPN will also begin a direct-mail subscription effort of about 1.5 million pieces targeting young, sports-minded men, said Skipper. —Langdon Brockinton and Jeff Gremillion

### LIN TV Bidding Seesaw Lands on Hicks, Muse

Buyout firm Hicks, Muse, Tate & Furst Inc. trumped competing suitor Raycom Media last week with what is shaping up to be a winning \$1.9 billion counterbid for the eight-market LIN Television station group. Less than a week after Raycom put in a bid of \$52.50 per share (or \$1.8 billion), Hicks, Muse upped the ante to \$55 per share (\$1.9 billion), which includes the assumption of LIN's \$270 million in debt.

According to Deb Jacobson, LIN's secretary treasurer, Hicks, Muse's \$1.9 billion offer comes in at a multiple of 14 times cash flow, which for the year-ending Sept. 30 was \$142 million. She noted that another bidder could surface before LIN shareholders vote on the Hicks, Muse offer in early January. One New York media analyst, requesting anonymity, said that LIN shareholders "should either send thank-you cards or commissions to Raycom" for raising the per-share price. —Michael Freeman

### Free Airtime for Politicians Gains With Gore Panel

The advisory commission established this spring by President Clinton under Vice President Al Gore's leadership to review "public interest obligations" of broadcasters had its two co-chairs somewhat at odds on the panel's focus. In its first meeting last week, American Enterprise Institute scholar Norman Ornstein was leaning heavily toward free airtime for politicians. CBS Entertainment president Les Moonves, by contrast, said: "It is incumbent on us to look at a much more comprehensive list." Ornstein, describing himself as "optimistic," said, he was "pleased to see that the national leadership of the broadcasters, [referring to the National Association of Broadcasters and its president Eddie Fritts], doesn't reflect the interests or perspective of many of its major members." (continued on page 8)

# Fox Challenged on Kids

Saturday a.m. king facing stronger competition from ABC, WB

CHILDREN'S TV / By Eric Schmuckler

**K**ids are living up to their reputation as notoriously fickle viewers, causing major ratings shifts on Saturday morning this season. Among the broadcast networks, Fox Children's Network's once-dominant lead has suddenly vanished, leaving ABC and its Walt Disney-supplied lineup contending for the top spot, as anticipated (*Mediaweek*, Sept. 22). Kids WB has also enjoyed strong ratings gains, while CBS' fig leaf of an educational TV effort has tumbled off the map.

The real No. 1 on Saturday is cable's Nickelodeon, which leads the kids field with a 4.9 national rating this season. Nick is doing it with reruns of the usual suspects (*Rugrats*, *Tiny Toons*, *Doug*) versus new episodes on broadcast. Subtract one high-rated *Rugrats* special marathon, though, and Nick is neck-and-neck with Fox at a 3.9.

"Obviously we'd like to be doing a bit better, but don't count us out yet," said Maureen Smith, FCN senior vp. "One week does not a season make," she added, referring to Fox's startling loss to ABC on Oct. 11, the network's first Saturday defeat in four years. On Oct. 18, Fox and ABC tied with a 3.7 rating/17 share. Fox to date has managed a 3.8/17 among kids 2-11, down from a 4.9/21 a year ago—a loss of 22 percent. "Our strength is across all our half hours, while ABC is driven by its two-hour block [One Saturday Morning]," Smith noted.

Fox's top show, *Ultimate Goosebumps*, has lost 5 points to a 20 share this season. Smith says future episodes will be boosted by more original scripts. Fox's new live-action *Ninja Turtles* is solid, while *Space Goofs* could broaden from its initial base of boys. For midseason, Fox is banking heavily on *Ned's Newt* and Steven Spielberg's *Toonsylvania*; the network also will try to recapture the action-hero mantle it ceded to the WB with *Silver Surfer*. Midseason, though, is too late to reel in the big fourth-quarter kids ad dollars.

ABC is sitting pretty with a 3.4/16, up 31 percent in rating and 4 points in share from last season. ABC's muscle has been One Sat-

urday Morning from 8:30 to 10:30, a block that includes Disney's Nick-like new wave (*Doug*, *Recess* and *Pepper Ann*) plus interstitial bits including *Genie's Great Minds Think for Themselves*. OSM's middle two half hours are threatening to eclipse *Goosebumps*. "We are thrilled with our audience delivery so far," said Jonathan Barzilay, ABC vp and general manager of children's programs.

The WB has gained 29 percent in rating and 3 share points, to a 2.2/10. WB Kids boss Jean

MacCurdy is especially pleased with the overnight markets: "Where we have strong stations, we are more than competitive," MacCurdy said. "We're consistently No. 1 in New York." Superheroes have shouldered the burden, as the WB has attracted kids with younger characters in *Bat-*



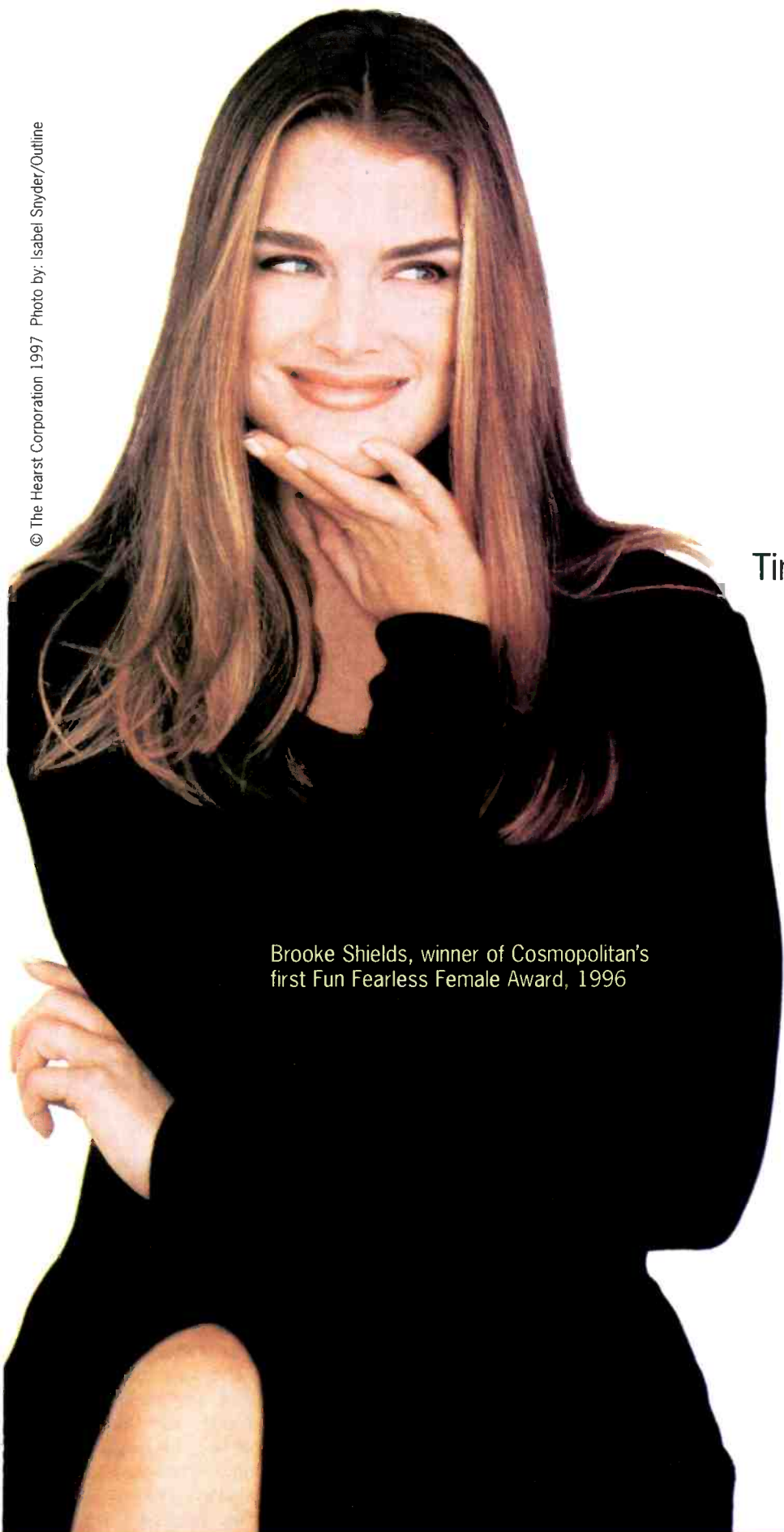
Disney delivers: Interstitials like *Genie* are giving ABC's One block a boost.

*man* and cooler villains and more action in *Superman*. MacCurdy vows to similarly refocus WB's limping comedies, *Animaniacs* and *Pinky & the Brain*, by "making sure we've got jokes in there kids can get."

Elsewhere, CBS' educational fare has drawn poorly—an average 0.6/4, down 60 percent from last season. UPN's Sunday cartoons are doing fairly well.

On weekdays, Fox has averaged a 2.2/18 so far, down 15 percent and 2 shares, although *Goosebumps* at 4:30 p.m. is trending up. The WB is averaging a 1.0/8, down from last year's 1.1/9, but the network has trended up and added 3 shares since premiere week.

Disney's truncated syndication block on weekday afternoons has drawn a 1.3, off 24 percent from last year's 1.7 in much better time periods. Mike Shaw, senior vp of ad sales for Disney's Buena Vista Television, noted that *101 Dalmatians* is doing a 2.0. Shaw also believes that the block's poorly cleared third half hour, *Duck Tales*, should not be included in its average. "We just consider [*Duck Tales*] gravy," he said. But even at its current ratings level, Shaw added, the block is a good business for Disney and for its major sponsor, Kellogg. ■



Brooke Shields, winner of Cosmopolitan's first Fun Fearless Female Award, 1996

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# COSMOPOLITAN

## MEDIA WIRE

Statements by James Goodman of Capital Broadcasting in North Carolina, for example, indicated flexibility on broadcasters' part to acknowledge public-interest dues in return for licenses.

Another area where Ornstein sees promise is the concept of broadcasters being freed from public-interest obligations in return for paying fees commensurate with the value of the licenses to a public-interest trust fund. These monies could then be used, for instance, to buy airtime for political presentations or for public service announcements. "I think we could have a win-win result here," said Ornstein. —*Alicia Mundy*

### Idaho Station Is First Buy For Fledgling Station Group

Raymond Johns, executive vp and COO of New York-based station rep firm Seltel from 1982-97, is hanging out his own shingle as a station group owner. He's buying out CBS affiliate KMVT-TV in Twin Falls-Sun Valley, Idaho. Through startup financing from New York-based equity broker Bridge Capital Investors and York Street Investment Partners, Johns' new Catamount Broadcast Group has put together a \$14.5 million offer sheet, which has been accepted by KMVT's outgoing owner Root Communications of Daytona, Fla. KMVT, located in the 190th-ranked DMA, is the top-rated station (with a 8.0 rating/23 share average in February 1997) in Twin Falls' four-station market. Johns noted that the station's late newscast (10-10:30 p.m.) averages a top-ranked 60 share.

Johns also said he is studying two other potential small-market station acquisition targets (which he declined to identify) to grow the Norwalk, Conn.-based Catamount as a group. Johns notes that the Twin Falls-Sun Valley resort market (with a population of 80,000) is representative of "growing" Western, Southwestern and Southern markets," in which he is looking for TV properties. "First, I went to five of the fastest-growing states and regions to try identify the strongest potential TV properties, which was the case with KMVT," Johns said. "By buying into growing markets, we feel we can buffer ourselves against any potential economic downturns." —*Michael Freeman*

# A Shake-Up in TV Land

Officials promise business as usual following dismissal of Cronin

**CABLE NETWORKS /** By Michael Bürgi

**M**TV Networks moved quickly last week to control any potential fallout from the termination of Rich Cronin as president of its Nick at Nite and TV Land channels. MTV Nets expressed strong confidence in the two executives it named to assume the responsibilities of Cronin, who was dismissed after MTV said it learned he had signed a contract with Fox Kids Worldwide.

Larry Jones, a key marketing exec for NAN and TV Land, was named general manager of TV Land. Diane Robina, who has made several program-acquisition deals for NAN and TV Land, became senior vp/associate general manager for both services. "Larry literally wears this network on his sleeve," said Herb Scannell, president of Nickelodeon, NAN and TV Land, referring to Jones' penchant for wearing NAN ties and jackets. "Both he and Diane know the brand inside out."

Scannell is expected to take a more active role in the channels' management. While Scannell has had oversight of all three networks since early 1996, Cronin had become a highly visible

frontman for NAN and TV Land. Sources said that in recent months Scannell has taken a more direct interest in the goings-on at the two classic-TV rerun services, clashing occasionally with Cronin on programming initiatives. In a statement, MTV Networks chairman Tom Freston lauded the performance of the networks under Scannell's watch.



**Scannell: Becoming more hands-on.**

Cronin, a 13-year Nickelodeon veteran who was under contract until July 1998, is said to have signed a deal to become president of Fox/Family, the planned kids and family service from Fox Kids Worldwide. MTV Nets said it terminated Cronin for signing with Fox/Family. Cronin could not be reached for comment.

"I can't comment," a Fox/Family representative said late last week when asked about Cronin's status. Fox Kids Worldwide is currently headed by chairman and part-owner Haim Saban and vice chairman Margaret Loesch, who is expected to leave the company. ■

## 'Stone' Rolls a New Editor

**MAGAZINES /** By Jeff Gremillion

**S**taffers at *Rolling Stone* are a bit uncertain about what editorial path the magazine will take following the sudden dismissal last week of managing editor Sid Holt. *RS* editor and publisher Jann Wenner named articles editor Robert Love, a 15-year *RS* veteran, to succeed Holt.

Love, who is steeped in the offbeat, literary journalism that *RS* pioneered, may steer the book back in that direction, with less emphasis on the music business and pop-culture fare, *RS* staffers said. Wenner last spring directed his *Men's Journal* to refocus on general-interest literary journalism when he dismissed founding *MJ* editor John Rasmus and replaced him with Terry McDonell.

"It stands to reason that the book would go more that way now," one *RS* staffer said of Love's strength in literary journalism. "But it

would be a strange time to shift gears, with all the emerging competition from music magazines," including *Spin*, *Vibe* and *The Source*.

Other insiders do not anticipate a significant change in direction. "Jann is still editor-in-chief," noted one. Wenner and Love did not return calls seeking comment.

Holt had been with the bimonthly for nearly 14 years and was m.e. for seven; he also served as editorial director of *Us* and had recently been made a vp of Wenner Media. "Jann thought I had lost heart. I disagreed," Holt said. "It's a draining job, having to keep the magazine on message for a '90s audience, having to target a mainstream audience but maintain an editorial edge. But I thrived on the challenge."

*RS'* circulation was flat at about 1.3 million for the first half of this year. Through September, the title was up 3.7 percent in ad pages, to 1,216, according to PIB. ■



# Taking a Broom to Sweeps

Using ratings from just 16 weeks is not the way to go, critics say

TELEVISION / By Richard Katz

Proponents of eliminating the all-important sweeps ratings periods are feeling frustrated these days. Since TV executives such as David Poltrack, CBS executive vp/research and planning, first advocated in January that local TV stations switch to an "extended" measurement system, the debate about whether to ditch the sweeps has raged. But the issue is not close to being resolved.

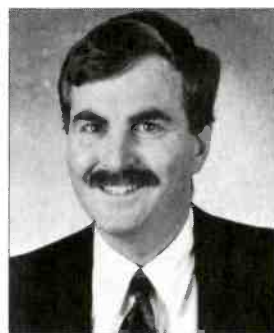
Many network and ad agency executives agree that sweeps should die. Critics, however, argue that the expense to get Nielsen Media Research to change to extended measurement will be prohibitive, while other industry insiders believe any new extended research methodology will have accuracy problems.

"The big issue is the cost," said Rusty Taragan, general manager of local services for Nielsen, who headed a panel discussion about extended measurement at a recent Television Advertising Bureau research conference in New York. Taragan declined to discuss how much extra the TV industry would have to cough up to convert from sweeps periods to extended measurement. However, a research executive at a large-market station, speaking on condition of anonymity, said that Nielsen has estimated that ad agencies will have to increase their local Nielsen fees by 50 percent and local stations' costs will go up by 20 percent to 35 percent. (The researcher added that stations would bear the brunt of the increased costs, because agencies pay much less than stations for the research.) The station exec said that in the top five markets, a 25 percent increase would run into "six figures" annually.

CBS and other sweeps critics have argued that TV stations should switch from four four-week sweeps periods to either a 32-week or 48-week extended measurement period. Because local stations set their ad rates based on the four sweeps months—November, February, May and July—the networks are forced to jam their best programming into these periods. "The result is that we have first-run movie product going up against the other networks' first-run movie product in a battle of the titans," said Poltrack. "That cuts down on the audiences that the movies get." If the networks could spread their highest-profile programming throughout the year, the

networks would increase ad revenue by "tens of millions," he added.

Another downside to sweeps is that they encourage local stations to run "watch-and-win" contests, further distorting ratings. Stations load up on the contests during sweeps periods, a tactic that can dramatically boost ratings—but viewership then drops off in non-sweeps months.



Taragan: "The big issue is the cost."

Despite consensus about the flaws, any momentum to kill sweeps has been stalled by the cost and accuracy concerns. "We're in a conundrum," said David Marins, senior partner, media research director for J. Walter Thompson. "Most parties want to have extended measurement, but the solutions are not palatable."

Another major hurdle to switching to extended measurement is that only 38 markets are measured by Nielsen Media Research meters (five more will be added next year), meaning that the remaining 180-odd markets are measured by less-reliable diaries. "The idea of expanding a flawed method of measurement is very dangerous," said Giles Lundberg, senior vp/research and marketing for Fox, which opposes eliminating the sweeps. Rather, Lundberg said, the industry should take any money spent to create extended measurement and invest it in improving the current diary method.

Poltrack blamed Nielsen's lack of enthusiasm for extended research for some of the delay in resolving the issue. "Since last January, Nielsen has met with TV stations, its advisory groups and the TVB and they've yet to come back to us with a plan and rate card, and they have not come back to the ad agencies with a plan," said Poltrack. "Since it's been over half a year, it would seem that it's not a high priority."

Taragan last week defended Nielsen, saying it was vigorously pursuing answers about extended measurement. "We and our station clients have put too much behind this for it to be academic," he said. ■

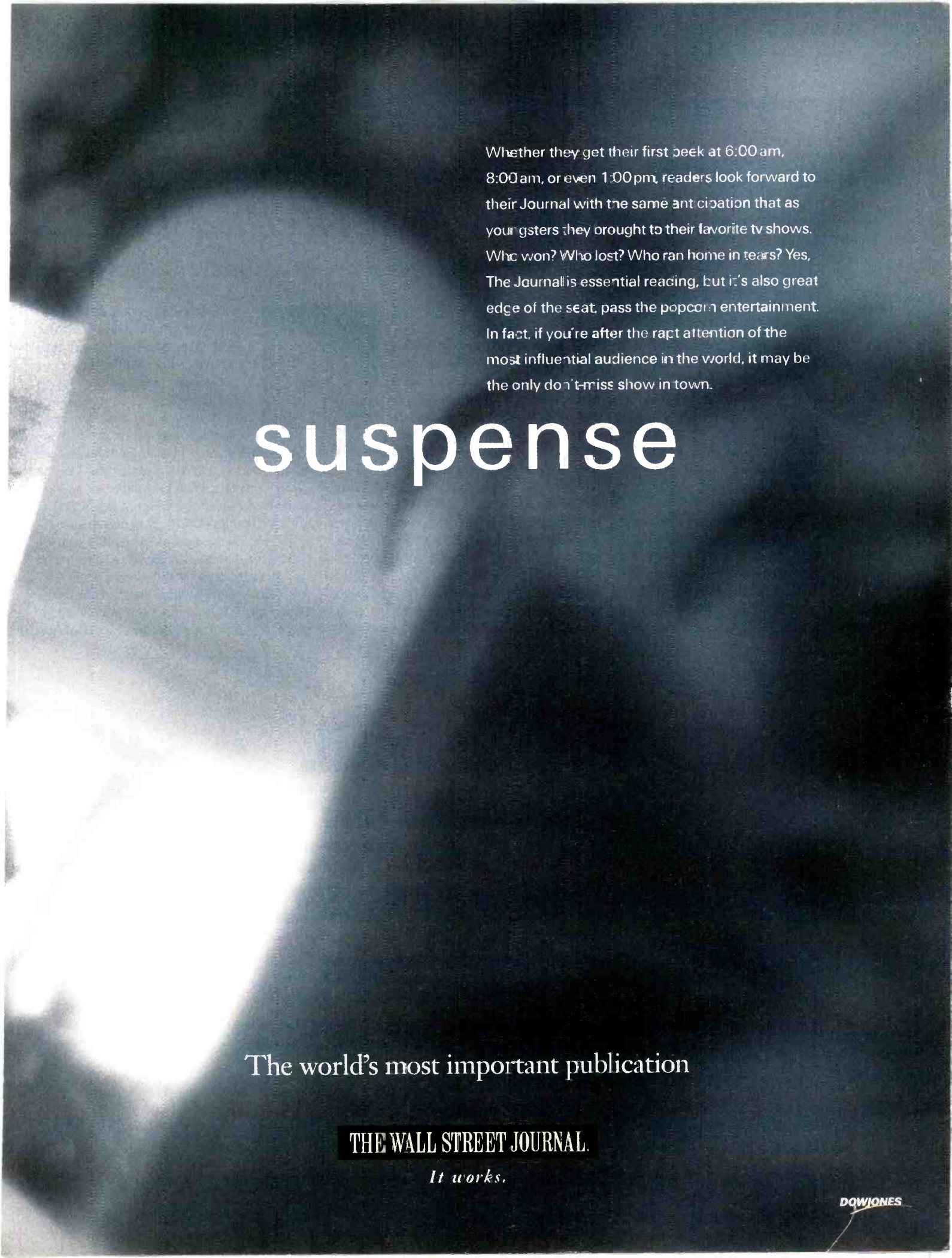
## NETWORK TV

CBS last week said that the Ford Division of Ford Motor Co. has signed on to be the exclusive sponsor of *Murphy Brown* on Wednesday, Oct. 29 (8:30-9 p.m., ET/PT). The comedy series this season has been featuring a storyline about breast cancer, and throughout the Oct. 29 broadcast Ford will convey breast health information provided by its non-profit partner, the Dallas-based Susan G. Komen Breast Cancer Foundation. The episode will feature Candice Bergen's title character as she deals with the recovery process after breast cancer surgery. Ford will have all 10 commercials in the episode—nine 30-second spots and one 15-second spot. Since 1995, Ford has been a national sponsor of the Komen Foundation's Race for the Cure series. The American Cancer Society said that 180,200 women will be diagnosed with breast cancer this year; 43,900 will die.

CBS has ordered 12 episodes of *Kids Say the Darndest Things*, hosted by Bill Cosby, as a half-hour midseason replacement series. The network will also broadcast a new one-hour episode of the show as a special on Friday, Nov. 14 (8-9 p.m., ET/PT). The original *Kids Say the Darndest Things*, telecast in May 1997 as a one-hour entertainment special, got an 11.0 rating/22 share in the Friday 8-9 p.m. time slot, ranking as CBS' fifth highest-rated special that season.

The Cabletelevision Advertising Bureau continues to beat the drum for cable's erosion of broadcast network viewership. The CAB reported that basic cable gained more than 2 million households in prime time during the first month of the new television season. The four major broadcast networks lost more than 1.2 million households during this period, plunging them to their lowest-ever prime-time audience levels for the period. For the Sept. 22-Oct. 19 period, basic cable totaled 19.8 million households, for a 20.2 rating and 34 share. Added together, the four broadcast networks totaled almost 36 million households for a 36.7 rating and 61.8 share. During last year's comparable period, the networks had 37.2 million total households and a 38.4 rating and 64.5 share. —Richard Katz





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## CABLE TV

**Headline News** has tweaked both its program format and its on-air look for the first time in years, in response to the growing wealth of national and local news programming across the dial. The sibling network to CNN on Oct. 27 will add a recap of the top news story 15 minutes into each half-hour news wheel. HLN is also inserting a weather update eight minutes into each half hour, which includes a 5-day outlook. "Thinking back to 1982 when we started, there simply wasn't as much news then as now," explained Jack Womack, executive vp at CNN and Headline News. "There's such an information overload these days." The cosmetic changes will also include new music and graphics, Womack said.

**Nielsen Media Research** is revising its count of direct broadcast satellite homes. Nielsen's new estimates for DBS homes counts 3.7 million in the 98 million homes with TV sets, up from 2.4 million at the beginning of 1997 and only 900,000 in

## TV SPORTS

By Langdon Brockinton

# NBA's Fast Break Abroad

*From Russia to Madagascar, specials and satellite packages abound*

**A**s part of its growing international and domestic programming push, the National Basketball Association's NBA Entertainment is producing or coproducing several new television specials this season.

For example, the pro hoops league is teaming up with MTV to produce a season-long series of NBA-related specials. In addition, NBA Entertainment, the league's TV production and programming arm, is collaborating with NBC on a series of new specials that will air during the course of the 1997-98 season. Meanwhile, the NBA is launching "League Pass," its direct broadcast satellite package of games, outside the U.S. for the first time. Furthermore, the league has created two new 30-minute specials—*NBA*



*Funniest and Finest* and *NBA Team-mates*—which will be distributed this season to broadcasters in more than 100 countries outside the U.S.

Overseas, much of the NBA's effort is aimed at teens and focused on cultivating a future fan base.

Launched last season in 15 countries, *NBA Jam*, a weekly half-hour show targeted at 12-to-17-year-olds outside the U.S., is expected to be carried by another 10 international broadcasters this season. China's Beijing TV and Belgium's BRTN, both over-the-air services, recently cut deals to carry *NBA Jam*. By striking a rights deal with Beijing TV, the league now has agreements with broadcasters in China's three major business centers, said Heidi Ueberroth, NBA Entertainment's vp of international television. The other two: Oriental Televi-

# Paper Trail.

**1 national newspaper buy =**

**52 newspapers**

**30 markets**

**2 insertions on weekdays, 1 Sunday**

**156 insertion orders**

**52 veloxes**

**151 newspaper invoices**

**151 tear sheets**

**68 checks**

**73 billing discrepancies**

**4 late nights of staff overtime**

**1 barrel of antacids**

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sion (in Shanghai Province) and Guangdong Television (in Guangdong Province).

In Japan this season, the NBA will debut its "League Pass" DBS package via Pay-Per-View Japan, a satellite service that will offer two live games each day of the season. "We anticipate other countries will follow—possibly this season," said Ueberroth.

For its international programming, the NBA typically retains 1-2 minutes of commercial time per airing. That inventory, in turn, is offered to the league's marketing partners. Local advertisers purchase any remaining ad time. Recently, the NBA secured several new overseas TV deals to complement its rights agreements with more than 100 broadcasters in almost 200 countries. This season, RSTI in Switzerland, SBC in the Seychelles and MATV in Madagascar will air an assortment of NBA programming. And just last month, NBA Entertainment signed a new three-year deal with Russia's NTV Plus Sports, a satellite service that this season will carry a variety of league programming, including live games.

In the U.S., the NBA/MTV series of spe-



NEWS REEVES/NBA

**All the world's a huge NBA stage.**

cial are scheduled to run monthly during the season, said Gregg Winik, NBA Entertainment's vp of programming and broadcasting. *How I Spent My Summer Vacation*, an hour-long show highlighting Shaq O'Neal's off-season activities, is the inaugural offering. It will air Nov. 20 at 7 p.m. A special on NBA rookies will run later this season. And on Feb. 7, NBA All-Star Saturday, MTV will televise *NBA All-Star Bash*, a concert event featuring celebs and league all-stars. Said Winik: "NBA stars are relevant to MTV's audience. The Puff Daddy fans are also NBA fans."

NBC and the league, meantime, are co-producing *NBA Preview: One on One*, which will air Nov. 1 from 5-6 p.m. Other specials will follow throughout the season. According to Winik, one potential NBC special would examine "how Hollywood and the record industry have embraced NBA players—how they've become pop icons." ■

## CABLE TV

1996. The DBS industry's latest household estimate, per the industry newsletter, *SkyReport*, counts 5.5 million DBS homes.

**HBO has renewed** its highly rated original series *Oz* for a second season. Production of 10-13 episodes will commence in January for a spring 1998 premiere.

**Cable Networks Inc.**, rumored to be up for sale, continued business as usual last week, announcing the promotion of Michael Labriola to the new position of vp/news sales. The position reflects CNI's growing representation of regional news services across the country, the most recent sign-up being NorthWest Cable-News, a 2.1 million-subscriber regional news service owned by A.H. Belo that covers Seattle-Tacoma, Wash.; Spokane, Wash.; Portland, Ore.; and Boise, Idaho. CNI now reps a dozen regional news services, including four News 12 services (owned by parent company Cablevision Systems Corp.) and New England Cable News. —Michael Bürgi

# Paperless Trail!



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## OPINION From the Editor's Desk

By W.F. Gloede

# The Politics of Free Airtime

**L**et's face it: Anyone who casts a vote for any candidate based on what passes for political advertising today should be banished from the ballot box. Yet there are plenty of people who do just that, which is why we have Al Gore—and the so-called Gore Commission, which is right now looking for ways

to ram the veep's questionable agenda down the throats of broadcasters. On that agenda is the notion that political candidates should be given free access to television time to air the half-truths and innuendo that comprise much of political advertising. Gore is not alone in his quixotic quest for the magic bullet that will make the campaign-finance scandal go away: On the other side of the political aisle is Sen. John McCain, who is siding with Gore on the issue of free airtime.

While it is not surprising that politicians would be in favor of free airtime for politicians, it is inherently a bad idea. Reason 1: Neither the government nor candidates for government office should be given access on demand to commercial airwaves for any reason that does not involve an immediate threat to the safety of the public. Reason 2: See Reason 1, it's all you need.

The guise under which both Gore and McCain are operating is that broadcasters are not serving the public interest. Given that more than half the nation (more than the total number of people who vote) is tuned into broadcast TV on any given weeknight, we might disagree. The justification for this notion that the public is not being served is that the broadcasters were "given" the spectrum needed to convert to digital, high-definition TV for free. Therefore, they should be held to a higher standard of public service. That seems reasonable. But since there was no definition of public service in the first place, what would constitute a higher level? And who will decide?

The Great Spectrum Giveaway chronicled by numerous members of Congress and picked up in the consumer press was simply not that great. Check the numbers to see how the most recent auctions of spectrum by the government have netted far less than was originally projected. It is true that broadcasters could greatly increase their

revenue by multiplexing the digital TV signal into five or more separate channels, if the government so allows. But the fact is that if Congress thought it could net \$70 billion from the sale of the digital spectrum to broadcasters (as projected by McCain), *it would have sold it*. It didn't. Why? The government would have gotten nowhere near that much; it may not have been enough to make the effort worthwhile. Congress would have angered the broadcast industry. And in Washington, the broadcasting lobby is very powerful, as are the teacher's unions, the tobacco industry and the environmental movement.

If broadcasters make more money, so be it. Congress could always slap a tax on their "excess" profits. Instead, we have content ratings on most networks, a mandate requiring every station to program material that is deemed educational, and now, the possibility of free airtime for candidates. Was the spectrum debate really about money?

The right way to deal with political advertising on TV is not to make it free but to ban it altogether, as is done in Great Britain. That would eliminate the greatest expense of any major campaign and possibly allow politicians to discuss the issues in a sensible manner that would be covered on TV news, just as it has been for the past 60-odd years. With less money to raise, perhaps the politicians could avoid the temptation to sell their influence to major contributors.

If the politicians are really concerned about the the public interest, perhaps they should ask the American public if it wants free political advertising on TV. Wonder how that would turn out. Generally speaking, what's in the interest of politicians is not in the public interest at all. ■

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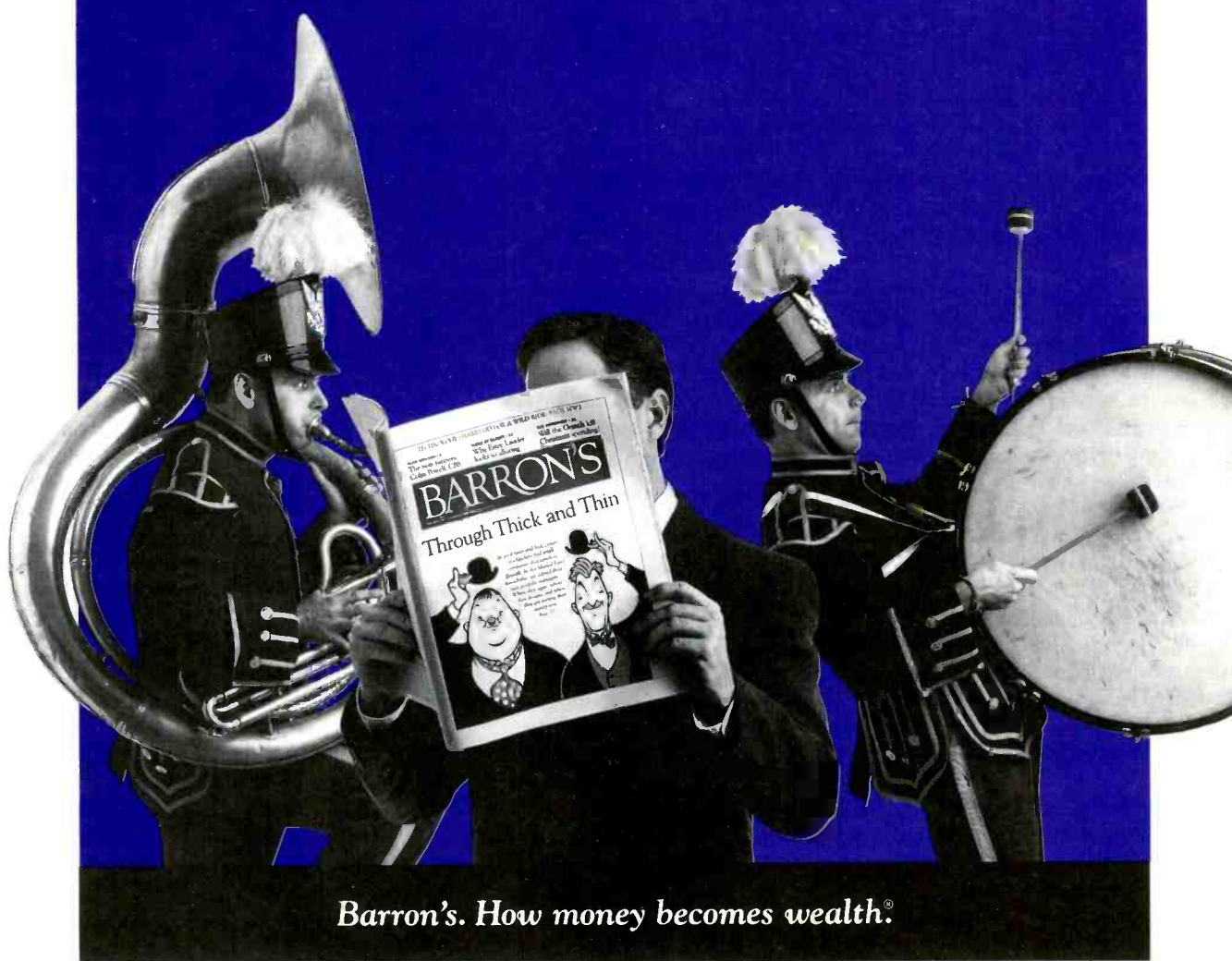
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# Local Media

ORLANDO, FLA.

GENERAL ASSIGNMENT  
Langdon Brockinton

TV STATIONS/CABLE TV  
Claude Brodesser

## ORLANDO/CABLE TV

### TW, 'Sentinel' Launch News Channel

• TIME WARNER AND *THE ORLANDO SENTINEL*, partners in the ill-fated Full Service Network, this week will launch a more traditional media venture in Orlando, Fla.: a 24-hour local news cable channel. The launch of Central Florida News 13 on Oct. 29 comes eight months after Time Warner pulled the plug on FSN. The *Sentinel* had provided news reports to the ambitious interactive TV project, which folded in April after a 2½-year test in the Orlando area.

Time Warner's extensive investment in FSN laid the hardware groundwork for the news channel. "The Full Service Network [gave] us a fairly sophisticated digital-technology backbone," said John Haile, editor of the *Sentinel*. "It sharply reduced our capital investment." Haile and other CF 13 officials would not disclose the startup cost.

Local news channels began proliferating in 1994, as TV stations and cable operators worked out deals to comply with federal must-carry regulations. The two electronic media have occasionally brought newspapers into their ventures, but a cable operator/newspaper combination for a news channel is rare.

Since no broadcast station is involved, Central Florida 13 is completely digital—offering a sneak preview of TV's future.

Most broadcast stations are moving slowly toward digital technology because they are so heavily invested in analog equipment.

Central Florida 13's digital gear enables the channel's on-air talent to be fairly self-sufficient. Anchors sit in front of robotic cameras and control their own prompters. Reporters (or "video journalists," as they are called at CF 13) operate their own cameras. Mary Deinhardt, CF 13 promotions director, said that this approach enables the channel to save money and

have more reporters on the street. "There's some advantage to being able to run that mean and lean," noted Eric Braun, a vp at news consultant Frank Magid Associates.

Time Warner's New York 1 local cable news channel operates in much the same way. In fact, NY1 is the "model" for CF 13, said Craig Hume, general manager of CF 13. The *Sentinel's* owner, Tribune Co., also has a similar cable news channel in its home base of Chicago. That service "has made TV stars out of a lot of newspaper folks," Braun said.

Although CF 13 will use *Sentinel* reporters and resources to produce news reports, the



A new local TV news player: An editing room at Central Florida 13 gets a test run.

channel's four full-time anchors, 13 video journalists and several other on-camera staffers will handle most of the reporting chores. *Sentinel* columnists and critics are being groomed to become regular contributors, while the rank-and-file editorial staff's appearances will depend on each reporter's TV skills.

The *Sentinel* and CF 13 will remain separate news-gathering entities, but they will share resources and story leads. On CF 13, "we won't have to wait to read what's in

tomorrow's newspaper," Hume said.

Yet that doesn't mean that when the paper has an exclusive it will always appear on CF 13 first. "The fundamental philosophy is we're going to [air the story] when we have it, but there will be exceptions," said *Sentinel* editor Haile.

The news channel is in a building across the street from the newspaper, and a new "multi-media desk" is being built in the *Sentinel's* newsroom. This desk will coordinate with news editors at the paper and the assignment desk at the channel and will also be involved with the *Sentinel's* online news operation.

Because CF 13 will have much more airtime to fill every day than the average local TV news operation, the channel aims to produce a substantial number of in-depth, extensively reported pieces. CF 13 is "not going to be chasing every fire engine," Hume said. "If there is a major fire or a car accident that impacts thousands of people, sure, we're going to cover that. But we are going to do more." —Laureen Miles

## ORLANDO/NEWSPAPERS

### Preprint Ad Inserts To Grow With Print Plant

• OVER THE PAST THREE YEARS, *THE ORLANDO SENTINEL* has doubled the number of preprint advertising inserts it distributes. Since September 1996, the paper has been carrying higher numbers of inserts every month. "We have made it a priority to focus on the delivery of preprints, and to do it well," said William Steiger, *Sentinel* vp of advertising.

The paper's volume of preprint inserts is expected to grow even more. Last week, the *Sentinel* was granted a certificate of occupancy for a new, 18,000-sq.-ft. packaging facility that features high-volume inserting equipment. "It gives us tremendous ability to grow and expand," Steiger said of the new facility, which was added on to the daily's



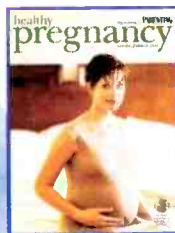
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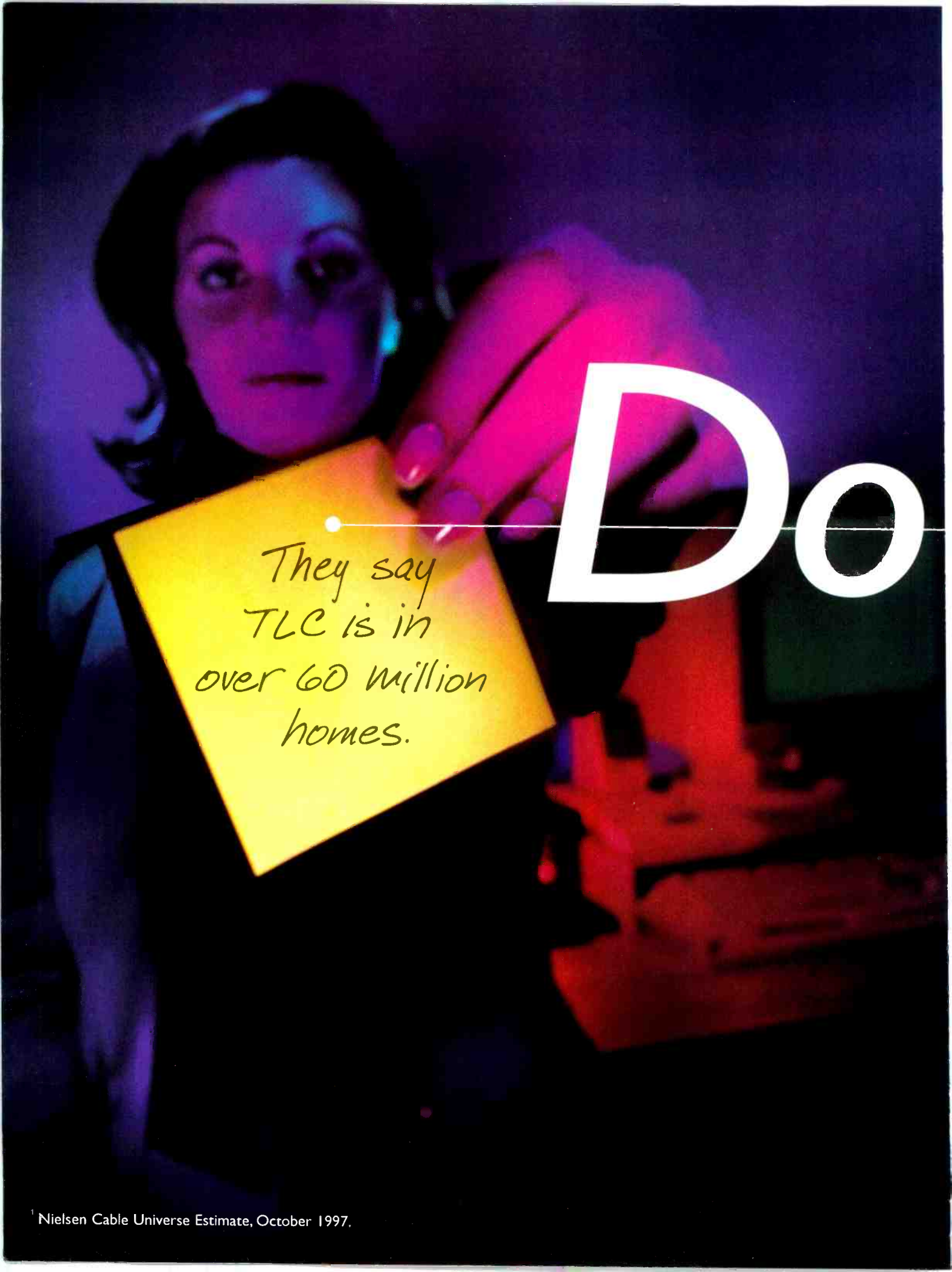
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THE  
PARENTING  
GROUP

A woman with dark hair is shown from the chest up, holding a bright yellow sticky note. She is looking directly at the camera with a neutral expression. The background is dark with some colorful lighting, possibly from a stage or a television set. The sticky note has handwritten text in black ink. To the right of the sticky note, the word "Do" is written in large, white, sans-serif font.

*They say  
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over 60 million  
homes.*

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you

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***Great network.***

***Great numbers.***

***Great buy.***



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The expansion is part of a \$24 million capital investment, including the purchase of five new presses that are expected to double the number of color pages the *Sentinel* can publish each day. Right now, the *Sentinel* is maxed out on the number of color pages it can offer readers and advertisers, Steiger noted. The new presses are expected to be running in the first quarter of next year.

The *Sentinel* began its big push to generate more preprint insert business last fall, when the paper doubled its distribution zones to 132, offering more-specific targeting of ads to individual ZIP codes. The move was a response to requests from advertisers that wanted more efficient ways to deliver their preprints.

The *Sentinel's* emphasis on preprints in some cases has helped increase run-of-paper advertising. Steiger said that one local department store that had not previously advertised in the paper began using the *Sentinel* to distribute preprints and later switched its ad spending over to RO placements. —*John Consoli*

**ORLANDO/RADIO**

**Three Big Station Groups Tighten Grip on Market**

• THROUGH ITS RECENT AGREEMENT TO ACQUIRE Paxson Communications' Florida stations, Clear Channel Communications has joined Chancellor Media and Cox Communications as a major player in Orlando radio. While the \$693 million deal is not final yet, Clear Channel this month began operating via a local marketing agreement Paxson's half dozen properties in the market.

Market leader Chancellor (four stations), Cox (seven) and Clear Channel together control more than 90 percent of Orlando's radio ad revenue, which reached \$70.4 million in 1996. It's a vibrant market: For the first nine months of this year, revenue was up almost 14 percent; national advertising jumped 36 percent. "Florida is a test market for a lot of new products," noted Jenny Sue Rhoades, vp/general manager of Clear Channel's six Orlando properties. "Youth buys are very, very strong [in Orlando]," she added, noting the city's popularity as a spring break destination.

After a wave of consolidation in the past two years, only one major independent station remains in the Orlando area: Gross Communications' WLOQ-FM. Early this year, Chancellor acquired three Orlando stations from Omni America. In April, Cox picked up four Orlando stations from NewCity Com-

munications and completed a swap with Infinity Broadcasting for three other properties (NewCity had operated the seven stations as a group since July 1996).

Clear Channel is the market's newest group player. Rhoades, who previously was Orlando gm for Paxson, is leading the Clear Channel stations' push for nontraditional revenue. A special unit for such sales should bring in about \$1.5 million this year, with packaged-goods advertisers accounting for nearly 40 percent of the total. Rhoades expects that the department, which targets advertisers that have bought little or no radio time, to deliver some \$2 million in revenue in 1998.

While some Orlando media buyers believe that a recent increase in ad rates is attributable solely to strong demand, others say that the concentration of ownership has had an effect on pricing. "It has played a part [in the price hikes]," said one agency executive who requested anonymity.

One listener demo that is experiencing rapid growth is Hispanics. "More and more, Hispanics are an economic force in our market," said Dan Wachs, vp/gm at Chancellor's WOCL-FM and WOMX-FM. WOMX publishes a quarterly magazine, *Central Florida Hispanic*, which focuses on educational, cultural, legal and lifestyle issues affecting Latinos.

In addition, the market's first Hispanic FM station, WLAZ, was launched on July 18 by Hispanic Broadcast System of Orlando.

The outlet provides music and educational programming. —*LB*

**ORLANDO/OUTDOOR**

**Clear Channel Tunes In Billboard Business**

• CLEAR CHANNEL'S BIG DEAL WITH PAXSON (see story above) also included Paxson's 367 billboards in the Orlando area, giving Clear Channel about 10 percent of the market's outdoor advertising business and some 5 percent of the market's display faces, said Houston Lane, vp of finance at San Antonio-based Clear Channel.

The outdoor portion of the CC-Paxson deal, which closed on Oct. 1, is the latest ownership shift in the consolidation-crazy Orlando outdoor market. On Aug. 15, Phoenix-based Outdoor Systems completed its purchase of 3M's outdoor advertising operations, including 3M's 500 billboards in the Orlando area. Last year, Chicago-based Universal Outdoor Holdings boosted its presence in Orlando by acquiring Peterson Outdoor Advertising, the market's largest outdoor concern, for \$240 million.

Meanwhile, according to marketplace talk, Phoenix-based Eller Media, a unit of Clear Channel, has had preliminary discussions about a possible acquisition of Orlando-based Gator Outdoor Advertising. —*LB*

**SCARBOROUGH MEDIA PROFILE: ORLANDO**

How Orlando, Fla., adult consumers compare to those in the country's top 50 markets

	Top 50 Markets %	Orlando Market %	Orlando Market Index (100=average)
<b>MEDIA USAGE</b>			
Read any daily newspaper (average issue)	58.8	57.0	97
Read any Sunday newspaper (average issue)	68.5	73.9	108
Total radio average morning drive M-F	25.5	22.9	90
Total radio average evening drive M-F	18.2	18.2	100
Watched BET past 30 days	8.0	6.0	75
Watched CNN past 30 days	44.3	55.0	124
Watched Discovery past 30 days	45.4	56.0	124
Watched TNN past 30 days	25.0	36.1	144
Watched TNT past 30 days	42.2	53.5	127
Watched The Weather Channel past 30 days	42.5	64.1	151
<b>DEMOGRAPHICS</b>			
Age 18-34	34.1	31.0	91
Age 35-54	38.9	35.8	92
Age 55+	27.0	33.2	123
Employed (full/part time)	67.4	63.1	94
Retired	13.4	19.9	148
<b>HOME TECHNOLOGY</b>			
Connected to cable	75.4	84.9	113
Connected to satellite/microwave dish	3.7	3.5	94

Source: 1996 Scarborough Research—Top 50 Market Report



savvy

service

celebrity

everything  
she is

she's got her eye  
on Hollywood and the  
latest make-up tips

she knows that style  
is not a passing fad

and that fit is fashionable

she's the McCall's reader  
and she's getting  
younger every day\*

style

McCall's





## WASHINGTON

**Alicia Mundy***Money Talks, Pols Walk*

Count on heavy fallout after several TV stations refuse to discount ads for a gubernatorial race.



Cupidity and stupidity seem to be the two words most frequently associated with television broadcasters among Washington pols and pundits. It's probably not fair. But PR is not broadcasters' forte, so here comes

one more story about TV folks looking like the kind of fools who would chase a quarter through a minefield and then resent the explosion.

In the midst of one of the fiercest waves of attacks on the TV industry in years—at a time when politicians denounce the networks as the No. 1 cause of crime; when Congress is starting to think that the networks have swindled them out of billions of dollars on the digital license deal; when every news program and newspaper in America is running stories about cam-

moment when Sen. John McCain, chairman of the Senate Commerce Committee, is on the warpath over getting free airtime for political candidates? Would it be worth mentioning that the stations involved did this in Congress' back yard, Virginia, during one of the two most important off-year elections in the country, a key battlefield for the Democratic and Republican parties, and a *very visible* race?

Timing is everything. A lobbyist for one of the Big Three networks, who asked for anonymity, just sighed. "I guess they [the stations' general managers] didn't think we were doing enough for our pay. Maybe they thought we didn't have enough fires to fight."

Norman Ornstein, a resident scholar at the American Enterprise Institute who will chair the new Gore commission with Les Moonves, the president of CBS, said, "I was shocked by the stations' decisions. It was incredible."

While Ornstein would not comment on whether the issue would be raised by members of the Commission, he sent a signal about how it was already playing in the Peoria of their minds. "This is a very bad example of what happens when you don't have a specific set of standards for public interest obligations," he said. "The

networks and stations tell us they have some subjective way of knowing what those obligations are, and how they may be meeting them. But this shows that letting them exercise their internal judgments in this area don't work."

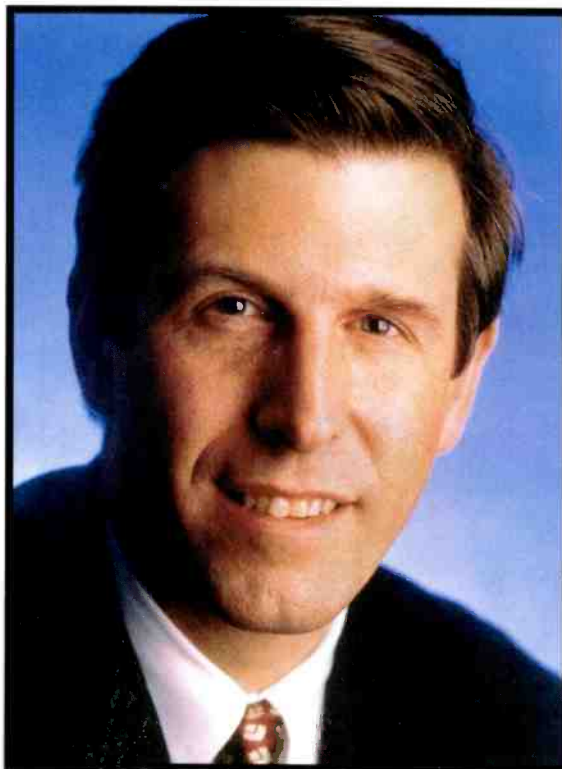
Paul Taylor, the former *Post* reporter who is now devoting himself to cleaning up campaigns as the director of the Free TV For Straight Talk Coalition, said: "It was arrogant. The decision by the stations could definitely affect the outcome of the race. It's highly partisan because the Northern Virginia area, where the D.C. stations air, tends to be Democratic. But if Donald Beyer (the current Lt. Governor and the Democratic candi-

"This shows that the system is broken," says Reed Hundt. "The whole issue is something that should be taken up at the FCC."

paign-finance scandals and the high cost of running TV ads—at this critical moment, managers of the four top stations in the Washington area market decided to cut back on paid, but discounted, ads for the candidates for governor of Virginia.

Is it necessary to add that the stations let the issue become a front-page story in *The Washington Post* just a week before Vice President Al Gore's commission is first meeting to discuss the "Public Interest Obligations of TV licensees"—and thereby causing great wailing and gnashing of teeth at the National Association of Broadcasters headquarters?

Should I interject that they did this at a



**Lt. Governor Donald Beyer, Democratic candidate for Governor of Virginia: At a disadvantage**



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AUDIT BUREAU OF CIRCULATIONS

## WASHINGTON

date) can't run his ads here, the situation favors the Republican."

Sen. McCain's spokesperson, Mark Buse, offered the equivalent of "I told you so." Since May, when broadcasters were granted digital licenses, McCain has complained that the TV industry doesn't do enough for the public in return for free licenses worth "billions."

The stations—WJLA, the ABC outlet owned by

the industry, was that one of the candidates was unable to buy time on WJLA during the Redskins-Cowboys *Monday Night Football* game. A 30-second spot at that time reportedly costs \$38,000, but at the discounted rate, the candidate might only have to spend \$6,000. After this, both campaigns complained that because of the robust sales market, their ads were shunted to off-time slots.

**"This is a very bad example of what happens when you don't have a specific set of standards for public-interest obligations," says Norman Ornstein, co-chair of the new Gore Commission. "I was shocked."**

Joe Albritton; WRC (NBC's affiliate); WUSA (the CBS station); and WTTG (Fox's outlet)—are all within their legal rights. Current campaign laws only stipulate that stations have to offer the lowest market rate and "reasonable access" to *federal* office campaigns, not state candidates.

Asked if this difference serves the public interest, Robert Sullivan, the president and general manager for WUSA told the *Post*, "You know, I don't write the laws."

That, Mr. Sullivan, is the kind of answer that leads to politicians jostling for space on the Senate floor to introduce bills to change such laws. In the future, if you find your station being forced to offer cheap rates during *Touched By An Angel* to candidates for the Manassas school board, do not look to me to dry your tears.

Sullivan did not return phone calls. Terry Connelly, general manager of WJLA, said he had decided not to comment on the issue because of the controversy arising from the *Post* story. "They (the *Post*) completely turned around what I said. I don't want to say another word about our decision."

Linda Sullivan, GM for WRC, said, "Contrary to what the *Post* said, we *are* selling time in all slots to the candidates for governor. But it's a very good market right now. And in some slots, we are sold out. So we are negotiating make-goods."

The nexus of the *Post* story, according to sources in

Now, the stations could have handled this carefully, or mangled it cavalierly. Guess which they chose? Three of the stations apparently told the gubernatorial campaigns that they would limit their air purchases—in two cases, by about 40 percent. Making this decision in October, when campaigns strategy is buy, buy, buy, was nothing short of "changing the rules at the last minute,"

says Ornstein. "Don't be surprised if that subject ends up on the Gore Commission agenda."

Then WJLA did something even more draconian—it refused to sell any more discounted airtime to candidates for the other two statewide offices: lieutenant governor and attorney general. "Who are they to determine whether a race is interesting enough?" asked Taylor.

So when the *Post* hit the streets, the folks at the NAB began setting up barricades and bracing for the worst. Luckily, Congress was in recess.

But they're baacekk. So is Al Gore. He's looking to wipe the tarnish from his reputation by kicking butt in the TV industry for the outrageous things it makes political candidates do.

But it could be worse. Reed Hundt, chairman of the Federal Communications Commission, said, "I was very concerned about this issue. This is proof that we should have a notice of inquiry at the commission to look at how candidates get access to airtime...and why should the law only apply to

federal candidates? Why not state ones? This shows that the system is broken. This whole issue is something that should be taken up at the commission."

And it certainly would be—if Reed Hundt weren't hours from leaving the FCC. Knowing this, the station managers may think they have ducked a speeding bullet. That's true. But it should be noted that they're the ones who fired the damned gun.



**Attorney General James Gilmore, the Republican candidate: Dem's the breaks**

# Magazines

By Jeff Gremillion

## Compounded Interest

Robert Miller has put together a group of magazines that share only one trait: They're highly targeted books

**T**his time last year, former Time Inc. Ventures president Robert L. Miller was an executive without a company. All he had was a dream. Well, that and millions of dollars from Freeman Spogli & Co., a venture capital firm. Today—one year and four acquisitions later—Miller is president and part owner of the eponymous Miller Publishing Group, an L.A.-based company that publishes nine magazines. The buy-happy company just a few weeks ago emerged as the dark-horse winner in the lengthy bidding process to buy *Tennis*, *Snow Country*,

*Cruising World*, *Sailing World* and two trade books from The New York Times Co.

"I kept hearing that it was going to be Condé Nast or Mered-

ith," said Miller. "From out of the woodwork, here we are." Sources said Miller paid \$35 million for the titles.

Earlier this year Miller orchestrated the takeover of Time Inc.'s urban-music book *Vibe*, whose launch he had overseen. More recently, Miller acquired the alternative-rock title *Spin* and *Where*, a chain of local tourist-information books distributed in hotels.

Observers both inside and outside Miller's shop have scoffed at the eclectic nature of the properties. "I just don't see how it all fits," says an exec at another company who, naturally, did not want a name attached to the quote. But Miller, who last week discussed his past victories, new acquisitions and future plans with *Mediaweek*, is not deterred. "I don't believe there has to be a thread," he said. "The only theme that connects all of the publications is that they're consumer magazine brands in the special-interest arena.

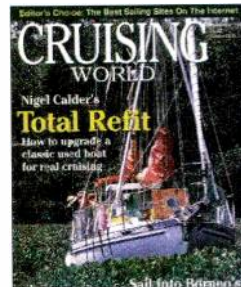
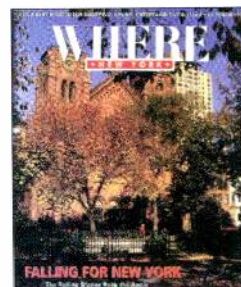
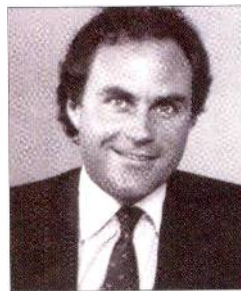
"I was always very

proud of the fact that the two back-to-back launches we made at Time Inc. Ventures [the corporation's now-defunct experimental division] were *Martha Stewart Living* and, about 15 months later, *Vibe*," he said. "*Martha* was so un-Time Inc. People said, 'Wait a second. This isn't a Time Inc. publication.' I said, 'I know it's not! We've got something new here.' *Vibe* was also very un-Time Inc., and not at all similar to *Martha Stewart*. With the right entrepreneurial management culture, different special-interest magazines can be developed and nurtured to maximize their opportunities to their specific audiences."

Miller preaches the gospel of special-interest publishing with a passion that recalls Claeys Bahrenburg and the folks at Petersen Publishing. Though both companies resist the comparison, the similarities between Petersen and Miller are hard to miss. Both companies are led by renegade former execs at major publishing companies. (Bahrenburg previously served as president of Hearst Magazines.) Both companies are headquartered in L.A. And both have hitched their wagons to the niche-publishing star. Interestingly, Miller bid on Petersen last year and lost to Bahrenburg, who paid more than \$400 million for the company; and Petersen bid on the Times titles and lost to Miller.

"There's an opportunity to build a media company focused on special-interest magazines," says Miller. "There is an opportunity to acquire and/or develop magazines in this emerging special-interest genre where readers and advertisers aren't currently served as well as they could be."

Down the road, Miller says, he will likely launch new books, but his current appetite is only for existing titles. "I have a financial partner who's very interested in doing some more things," he said. "I don't know that there are any limitations [to how much they could spend]. Figures like \$500



Miller's tale: A positive spin on disparate special-interest titles.

## Magazines

### Writer's Block

A sample of great writing from a recent issue:

"Elton celebrated his 50th birthday with a lavish bash at Hammersmith Palais for 600 of his nearest and dearest, who ranged from Jeffrey Katzenberg and the members of Pink Floyd to Charlie Watts, Billy Joel and Andrew Lloyd Webber. The highlight of the evening was Elton's appearance in full Sun King regalia, a nine-foot-high extravaganza topped with a silver wig bearing a pirate ship puffing smoke from tiny cannons, not to mention a 20-foot train adorned with white ostrich feathers and carried by two scantily clad male slaves. When I ask Elton exactly which monarch he was, he says gaily, "Which Louis are we? Louis the 20th. Or 'Louis, Louis'." Which pretty much sums up the parameters of Elton's world."

—Leslie Bennetts on Elton John in "Still Captain Fantastic," in the November **Vanity Fair**

million or \$1 billion don't even remotely intimidate them. I guess there's some level that might be too big, but I don't know what that is."

Miller said he would avoid risky, time-consuming launches for a while. "At least in the early years of starting this company, I thought it was important that I devote my energies exclusively to the acquisition front—to acquiring properties that could bring me an infrastructure, bring me some cash flow, bring me some scale," he said.

As for his latest acquisition, Miller says he has no plans for changes in editorial content or personnel. He plans to keep virtually all of the 130 editorial and ad-sales employees he inherited. In fact, he says, he'll be adding staff. "All the circulation and production, most of the marketing support, the business office had been provided by the centralized office of the New York Times Company," he said. "Those are staying behind. There is a substantial infrastructure to put in place." Miller took the first step last week, naming former Time Inc. colleague Carol Smith

vp/group publisher of the new leisure titles. Smith leaves her post as president of Time Inc.'s parenting group, including *Parenting*, which she helped found.

Miller seems to have a few headaches coming as he determines to what degree the new infrastructure will be shared by all his books—magazines that for the most part are related in name only and so far have realized no synergies. Part of the problem is that the parentage of the books is terribly complex. Miller Publishing has a controlling interest in all the books, but Miller's partnership arrangement for *Vibe* and *Spin* is completely different from his setup with *Where* and the Times titles. Even *Vibe* and *Spin* group publisher John Rollins couldn't completely explain his connection to his new sister (cousin?) publications. "It's easy to get confused," he said. "Things are moving so quickly."

Apparently, however, those issues are on hold. Miller said his top priority is "enhancing" the traditional revenue streams of circulation and advertising for each of his

books. But Miller—who claims to know a thing or two about brand extension as a result of his Martha experience and his work with *This Old House*, another Time Inc. Ventures launch—plans to continue with aggressive branding efforts.

"From day one, *Martha* was all about developing a brand, initially in print, that would roll out across multiple platforms," Miller said. "That was also the underlying philosophy behind *Vibe*. Now we've got a late-night television show." *Vibe*, the syndicated TV show, premiered last month. President Clinton, appearing via satellite, was the first guest.

"*Spin* is actively engaged in the concert business," added Miller. "They've got some substantial radio-programming opportunities that are profitably under way. I believe fervently that *Spin* is a television opportunity. *Tennis* and *Snow Country* are both easily conceived as having active television presence, probably in the cable arena."

### The Other L.A. Publisher Petersen Signs Pact With Racing's NASCAR

Petersen Publishing has announced a new licensing agreement with NASCAR, the professional auto-racing organization. *NASCAR Truck*, a new title to be published 10 times per year, and *NASCAR Garage*, a quarterly insert in seven Petersen automotive titles, are set to launch in January with March cover dates. *Truck* will cover the increasingly popular sport of truck racing. *Garage*, total combined circ 1.3 million, will deal with automotive maintenance.

"These publications mark only the beginning of what we expect will be a long and fruitful alliance [with NASCAR]," said Petersen president Neal Vitale. He said other joint projects—including automotive trade shows, retail marketing and more magazines—will be considered. ■

### 60 SECONDS WITH...



#### Roberta Myers Editor, *Mirabella*

**Q.** You left Hachette's *Elle* to take over a somewhat troubled magazine, following the resignation of both its editor and publisher: How do you handle that? **A.** I have...an amazing staff, most of

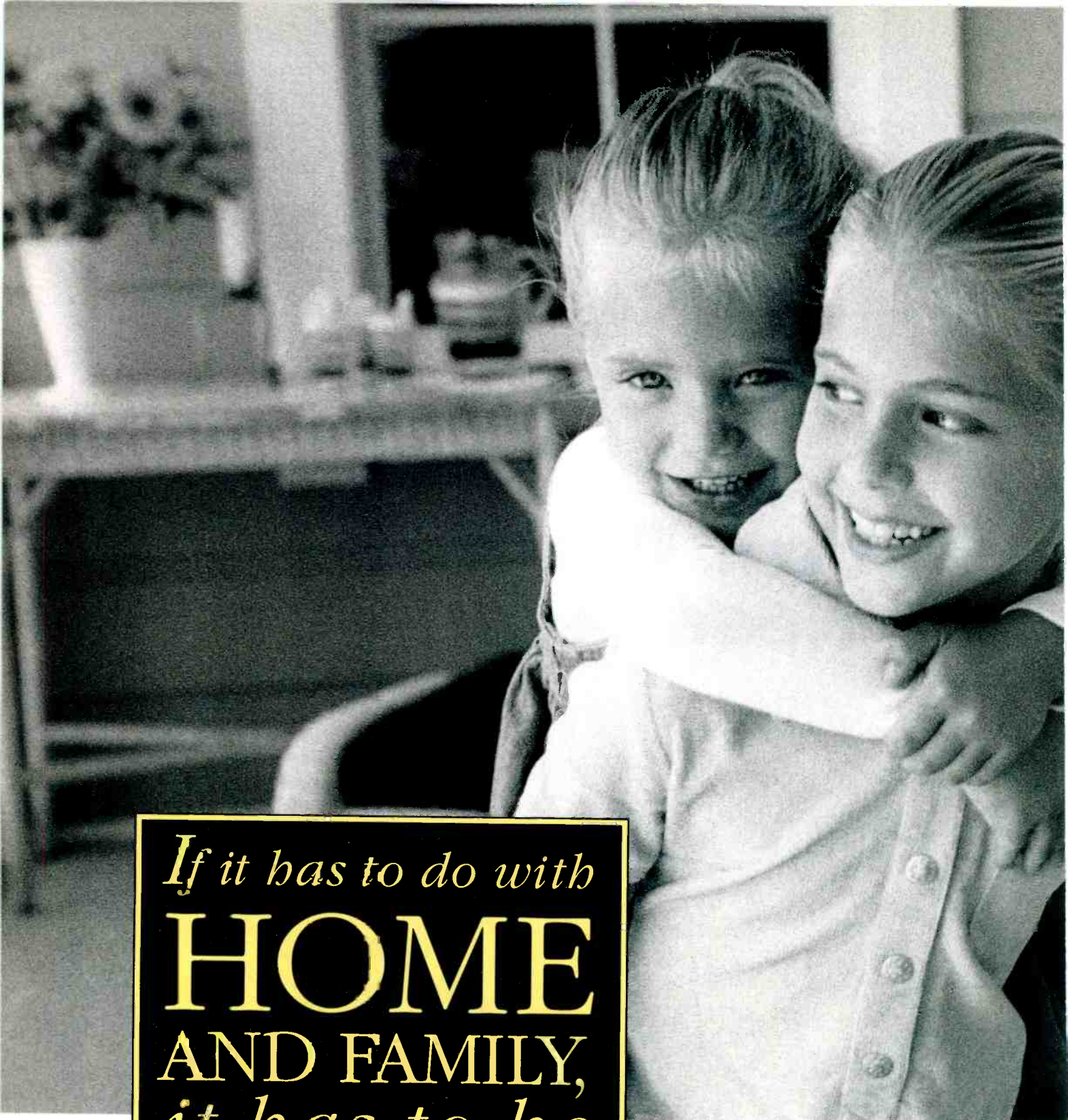
which was already in place. Then...I hired Michael Solomon as deputy editor and Will Blythe as consulting editor. [Solomon and Blythe both left *Esquire* just before Ed Kosner resigned as editor; Blythe was the fiction editor who quit over the infamous, allegedly Chrysler-influenced killing of a gay-themed short story.] We got David Mamet as a contributor; we commissioned a play for the next issue. **Q.** Content changes? **A.** I hired a fashion and beauty editor, Anne Breza. There's going to be more fashion and beauty. We've added some columns. One's called "Expert Opinion;" in our inaugural column in the November/December issue, we have Liz Smith on how to keep a secret. We signed [popular freelancer] Gerri Hirshey up to be a pop-culture columnist, which is a new area for us. **Q.** Your background is in features and literary journalism. Will that chunk of the book change in any way? **A.** No, that's always been *Mirabella's* strength. I just hope to continue the great tradition. **Q.** What's the coolest thing about working for Hachette? **A.** They hire from within.

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On October 9th ESPN added Classic Sports to its collection of outstanding television networks. ESPN, ESPN2, ESPNEWS, and Classic Sports. Now they got 'em, and if you think the guy down there in that logo looks psyched, you should see them all jumping up and down in Bristol.



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## Hearst-Argyle Exec Cherishes Denver's Last Performance

Thousands of fans mourned the death earlier this month of country singer John Denver. But the news had a particularly profound effect on media executive Bob Marbut and his wife, Margot Spitz. Marbut, co-chairman/CEO of the Hearst-Argyle Television station group, and Spitz had been with Denver in their hometown of San Antonio for what turned out to be the singer's last public concert before he was killed when his plane crashed off the coast of Pacific Grove, Calif.

Marbut had arranged for Denver to perform at an Oct. 3 surprise birthday party for Spitz, an ardent fan of Denver's folk-pop music since his early-'70s heyday. (Spitz even made a John Denver fan of Marbut, inducing him to buy his first Denver album when the couple were on their first date 10 years ago.) Denver handled the transportation, flying to San Antonio in his own Lear jet.

Some 200 of Marbut and Spitz's "close friends," including Clear Channel Communications chairman and CEO Lowry Mays, were

on hand at San Antonio's Argyle Club (no affiliation with the company) for the festivities.

Marbut, who described the evening as "both prophetic and poignant," noted that Denver at one point made a comment that possibly offered insight into his own sense of mortality. Between musical sets, the

"You could sense there was some melancholy in John," Spitz recalled of the hour-and-a-half concert performance. "But from what I have heard from dozens of people after his death is this profound feeling of a cherished experience, an intimate evening with a singer whom they have come to love and



Hearst-Argyle chief Marbut (l.) and wife Margot with Denver at her surprise birthday gala on Oct. 3

singer suggested to the crowd that "it may take a week or 10 days from now, but take a look across the room at the person you love and you will say, 'You are the person I want to be at the end of the rainbow with.'" Denver died 10 days later.

understand. Even the people who told me they'd never been John Denver fans before said afterwards they were exhilarated by his genuineness and the magnetism of his singing—and now they're fans for life." —Michael Freeman

## 'NY Times' to Hammer Out History

In an event to rival the auctioning of Princess Di's dresses, *The New York Times* will sell a historic last and first—the Old Gray Lady's last black-and-white front page off the press and her first color front page off the press.

The Oct. 15 and 16 front pages, respectively, will go on the block Dec. 5 at Christie's New York auction house, along with the metal printer's plates used in the production of the

pages. A Christie's representative said that the house expects bidders to include history buffs and collectors from the U.S. and elsewhere, but she hesitated to estimate what the items might fetch at hammer-down because of the charity aspect of the event.

Proceeds will go to the New York Times Neediest Cases Fund, which has been raising money for New York City social services agencies since 1912. —ATK



The last all-gray Old Gray Lady



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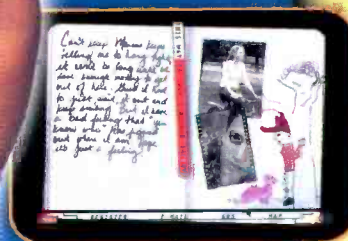
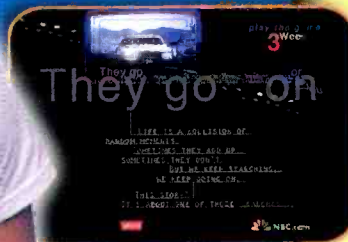
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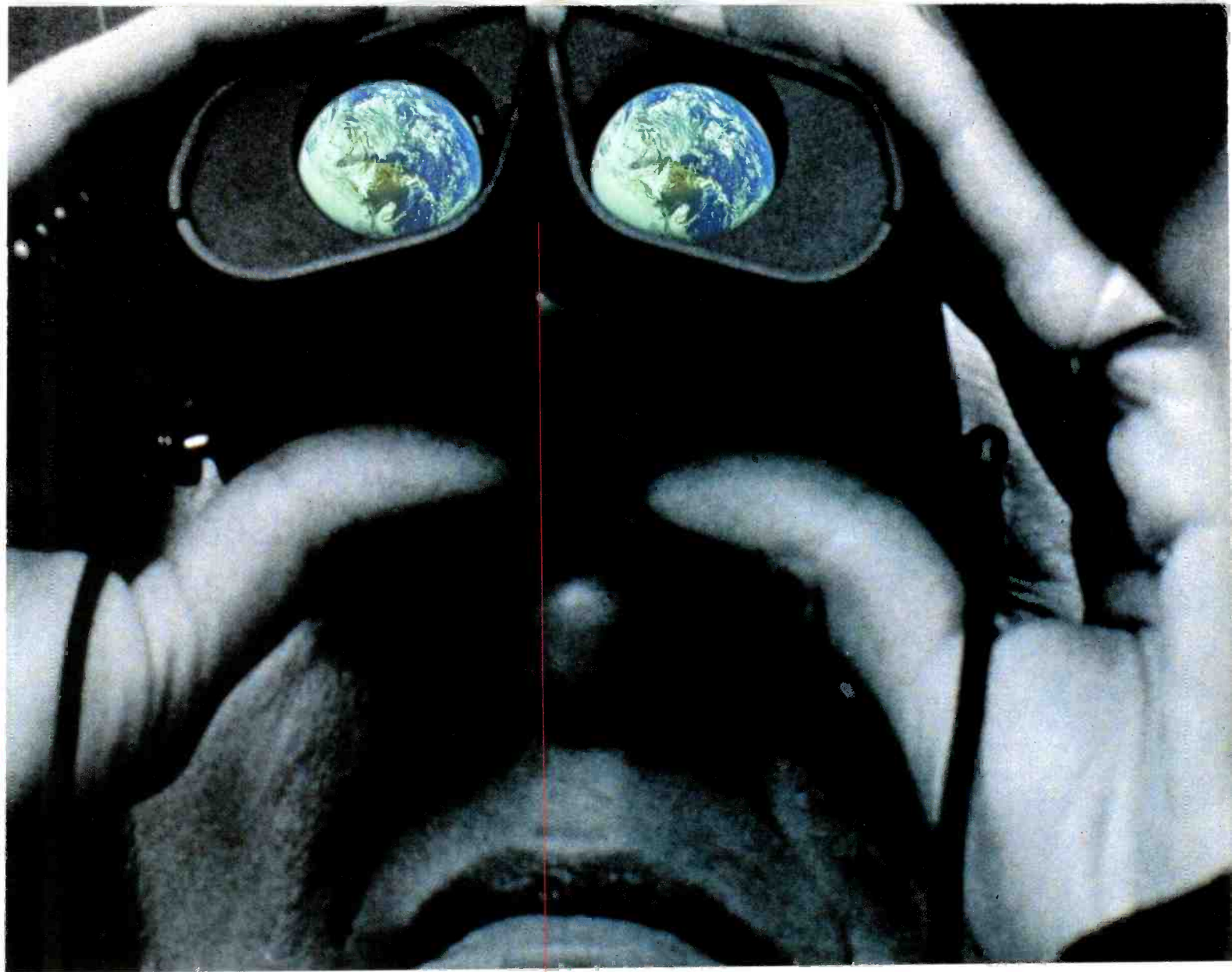
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**What if they built** a Web site and nobody came? Many advertisers are solving that riddle by finally putting more money into promoting their Web sites, as the story below about Baileys first banner campaign amply illustrates. The phenomenon is great news for Web publishers and an illustration of the old adage that the more things change, the more they stay the same. Marketing in the online world is now starting to resemble its traditional media counterpart, and that isn't necessarily a bad thing.—*Catharine P. Taylor*

## @deadline

### New PointCast Chief

PointCast last week named David Dorman, a former chairman, president and chief executive officer of Pacific Bell, as CEO. Dorman comes to PointCast from the post of executive vice president of SBC Communications, a \$26 billion telecom company. Founder and chairman Chris Hassett dropped his CEO title in June.

### Microsoft to Unite Ads

Microsoft has signed an exclusive deal with Accipiter to use that company's ad serving technology across all of its sites, including MSNBC, Expedia, Slate and online service Microsoft Network. Microsoft has been looking to coordinate the tracking, serving and auditing of advertising on its media properties.

### BBDO Beefs Up Staff

BBDO Interactive, the North American new media unit of BBDO, has named Cindy Dale, former director of interactive marketing at Columbia House, vice president of interactive. She replaces Michele Madansky, who left the agency for Avalanche Systems.

### Jordan Site Delayed

Due to his minor injury, the debut of Michael Jordan's Web site was postponed until this week. The SportsLine USA site will carry a one-on-one virtual game, sponsored by Gatorade. Separately, Jordan teammate Dennis Rodman will get his own, first-ever site this week, developed by Athlete Direct, San Francisco.

# Baileys Backs Budget Shift To Promoting Its Web Site

By Laura Rich

Baileys Original Irish Cream, which launched a Web site earlier this year, has just unveiled its first banner campaign.

The effort, which began to appear last week and runs through the end of November, involves banners running on 22 sites repre-

sented by ad network Real Media. The banners promote an online version of the game Truth or Dare, a new addition to Baileys' PleasureDome site (www.baileys.com).

The banners will seek to publicize new aspects of the site and drive traffic there, primarily from locally focused sites. More importantly, the effort marks a shift in Baileys' online budget away from site maintenance to site promotion. "Last year, there wasn't the budget [for online promotion]. It was a terrible mistake," said Deborah Loth, creative director at Lowe Howard-Spink new media unit Lowe Digital.

The baileys.com venue, an entertainment and community area, targets adults age 25 to 35. It launched Feb. 14 and was created by Baileys agency LHS in London. Lowe staffers recently tweaked the look of the site, but more significant changes will come this year.

Real Media sites on the schedule include *The Washington Times*, *The Florida Times Union*, Lancaster Newspapers, Now TV, the *Wilkes-Barre Times Leader* and *The Danbury News-Times*.

The U.S.-focused campaign was coordinated

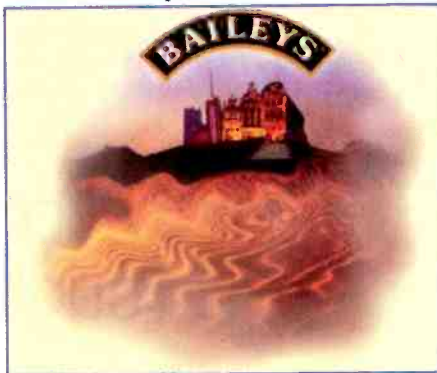
out of London. Loth said the agency will collaborate with local distributors to keep all campaigns consistent in tone and style. The site's only previous online promotion was a one-day banner buy during the site's launch.

Baileys' move comes as the liquor category has become more aggressive online. Canadian Mist, for

one, recently launched a sponsorship on N2K.

The buy is also a coup for Real Media, which managed to block out all competitors for the business. "We've found a London office can bring money into the U.S.," said Real Media president Dave Morgan.

Loth said singling out Real Media made the buy easier, since there was only one point of contact for the transaction. Real Media also represented local media brands that played into Baileys' goal of linking people in cyberspace and the real world, she added. ■



Liquor sticker: Baileys will post banners to drive traffic home.

Search

News

Features

Reviews

People

Events

[E! COUNTERS AOL'S ENTERTAINMENT AMBITIONS](#) p. 40 | [NBA TIPS OFF SITE](#) p. 40 |

[PUBLICIS TECHNOLOGY'S LETTS](#) p. 41 | [PAY-FOR-PLAY: SHOULD 'ZINES CHARGE?](#) p. 44 |

# bits

▶ **Sprint** will promote its collect calling plan 1-800-ONE-DIME as the sole sponsor of **ESPN SportsZone's** "Roast Your Rival" promotion due to kick off today. The five-week promotion asks visitors to submit their favorite wisecracks about their school's archrival.

▶ The **Internet Advertising Bureau** moved a step closer to its planned international development last week. Chairman Rich LeFurgy, also senior vice president of advertising at **ESPN Internet Ventures** and **ABC News**, began meeting with advertisers and publishers in Europe during **Jupiter Communications** Consumer Online Services Europe conference to discuss expanding the industry group there.

▶ As part of a campaign to emphasize the durability of its laptop computers, **Panasonic** has launched a Halloween-themed online campaign called "How Did Your Notebook Die?" Panasonic agency **Renegade Marketing Group**, New York, a unit of **Dentsu**, developed the minisite and banners that will run through the end of the year.

▶ **Major League Baseball Players' Association** has named **Katz Millennium Marketing** the ad sales rep firm for its site, **bigleaguers.com**. Since its July launch, the site has carried ads from **Netscape** and **ESPN SportsZone**.

▶ The **Microsoft Network** and **Yahoo** have signed a deal for the search engine to provide a directory service on MSN's online service and on the MSN.com Web site. In return, Yahoo will carry **MSNBC.com** news on its site as well as Microsoft's **CarPoint**, the online auto- and car-buying site.

▶ In a statement filed with the **Securities and Exchange Commission** last week, **SportsLine USA**, Fort Lauderdale, Fla., said it will issue an estimated \$35 million of its stock (3.5 million shares at between \$9 and \$10 per share), likely by year's end. The filing also revealed that **Intel** and **Mitsubishi** have invested in the venture, buying \$5.4 million and \$2.15 million worth of SportsLine stock, respectively.

▶ **CNET's** third-quarter earnings report has revealed a slight increase in revenues: \$6.86 million as opposed to \$6.62 million during the second quarter. In the third quarter of 1996, the company reported \$4.52 million in revenue. The quarter's losses came to \$6.15 million, which were attributed to higher-than-expected costs of development on several new products. This year's total earnings now come to \$8.67 million.

## Online Entertainment Sites Head to the Movies

**BY ANYA SACHAROW**—As America Online's AOL Studios division launches Entertainment Asylum today, both that property and E! Online will be battling for entertainment-loving online users, distribution deals and ad dollars, particularly from Hollywood.

The much-anticipated Entertainment Asylum, which promises visitors interaction with Hollywood stars among other features, launches today with Columbia House and the Columbia TriStar film *Starship Troopers* as its advertisers.

However, competitor E! Online told *IQ News* last week that it had signed a deal with Universal Studios to promote the opening of *The Jackal*. E! Online has also signed deals with PolyGram Filmed Entertainment, Disney and Sony.

Monica Dodi, chief executive officer of Entertainment Asylum, said the venue hopes to attract other movie advertisers with deals similar to the one for *Starship Troopers*, in which the movie will be promoted with a combination of banners,

interstitial ads and buttons weaved into appropriate content areas.

Both sites are also beefing up their distribution throughout the online world. Entertainment Asylum launches on AOL and the Web, with links on Excite,

Microsoft's Active Desktop, Netscape's Neteaster, Snap! and Yahoo. "Our goal is to have 100 percent Web distribution," Dodi said.

E! Online is distributed on the PointCast College Network, Microsoft Internet Explorer 4.0, WebTV, NetChannel and the @Home Network, which offers high-speed Internet access.

E! Online president Jeremy Verba stressed the importance of deals such as the partnership with @Home so that E! Online is well-placed for broadband Internet access. "The next wave of Internet users will come through on all devices," Verba said. "The next generation is coming through the TV, PC and Mac platforms." However, as a sign of how competitive the category is, AOL Studios developed Entertainment Asylum to suit a variety of modem speeds. ■



**E! Online's Verba is prepping his site for convergence.**

## NBA.com Plans to Jump Through Cybercast Hoop

**BY BERNHARD WARNER**—After losing a court battle that would bar sports sites from broadcasting real-time professional basketball scores, the National Basketball Association is going one better. The NBA this week tips off NBA.com's third season with audio cybercasts of every game plus an area that gives a detailed account of each game's progress as it happens.

The game-tracker section, dubbed "Game Stats Live," will be joined by the league's first premium club, "Audio League Pass," offering cybercasts of more than 1,100 games this season for \$19.95. In addition, three games will be offered free each week in "Game of the Night." League team sites have also been sprucing up their content to include Web simulcasts.

Earlier this year, the NBA took Skokie, Ill.-based Stats Inc. to court, saying its Web broadcast of real-time pro stats amounted to theft. However, an appeals court shot down the case.

Designed by Starwave, Seattle, NBA.com makes its season debut with a dozen advertisers, including newcomers DirecTV, Adidas, Reebok, Topps Trading Cards and arcade game manufacturer Midway.

Gatorade will sponsor the site's first-ever fantasy league, "Virtual GM," offering weekly giveaways. Liz Bardetti, advertising manager of Quaker Oats-owned Gatorade, said that over the last two seasons, the brand has had a 5 percent click-through rate on NBA.com, almost twice as high as its rate on other sites.

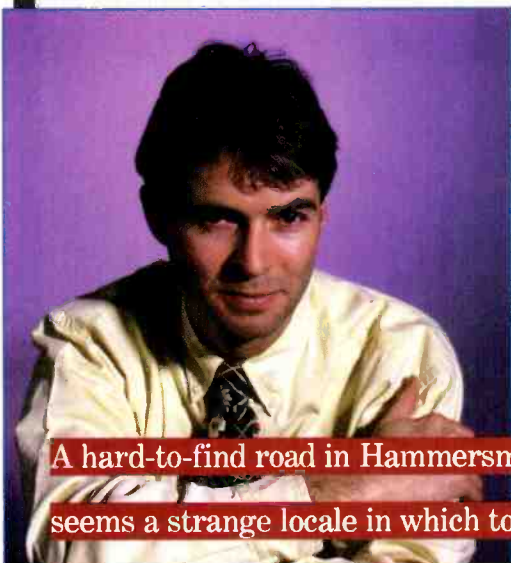
DirecTV is making its biggest online buy ever with an eight-month sponsorship of "Week in Review" on NBA.com to promote its pro hoops programming package, the \$159 "League Pass." Links will bring visitors to a DirecTV page that details the broadcast package and how to order it, said Tom Bracken, vice president of advertising for DirecTV, El Segundo, Calif. ■



INSIDER

# ALEX LETTS' TECHNOLOGY BET

By Laura Rich



**A hard-to-find road in Hammersmith, outside central London, seems a strange locale in which to blaze new trails in high-tech marketing. But this shabby suburb is home to Publicis Technology,**

where Alex Letts, the division's founder and chief executive officer, recently explained his shop's goals.

"I believe, ultimately, the majority of design and creativity for communications on the Web will need to originate as part of a marketing program," says Letts, 38. "It will come from agencies—if they wake up—or those who eat into their turf."

Publicis Technology was until recently known as SMI Group, with billings of some \$60 million. Then, last month, Paris-based Publicis bought the 80-person agency for an estimated \$13 million.

Letts' business plan is to turn the shop into a global force focused on high-

tech clients, a view shared by his bosses in Paris. But it also must be equally adept at on- and off-line marketing.

For example, in a campaign warning against software piracy developed for Adobe this year, the shop created a minisite and a print campaign. In an international twist, local versions were also created for France and Germany.

Letts' college career makes his current path seem unlikely. After graduating from Oxford University with a degree in classics in 1981, Letts cut his teeth in advertising at Young & Rubicam, London, working on clients such as Kodak and Rank Xerox. By 1988, he had formed point-of-purchase agency Sales & Marketing Initiatives,

which became the high-tech focused SMI Group by 1990. Letts says he chose the specialty simply because it seemed poised for the greatest growth.

Now, that hunch is growing into reality. By next fall, Letts anticipates Publicis Technology to grow by \$10 million in billings and boast offices in California and Asia. Letts plans to acquire a West Coast shop, which he won't name, by year's end.

"Once we get Europe and Asia sorted," Letts says, using British slang, "We will be an instant global solution."

And Hammersmith, which isn't even in London, let alone near Silicon Valley, will strive for global domination in high-tech marketing.

"Who better to do it than someone who lives international?" asks Letts. He praises American agencies but adds, "They're not brilliant at internationalizing themselves." ■

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# The Charge Is On

Some prominent sites may solicit paid subscribers. *By Anya Sacharow*

As most online publishers have spent the past few years in a headlong chase for advertising revenue, it is easy to forget that, at one time, the online media had dreamt of being able to count on more than one revenue stream. But the most popular of those proposed other streams—subscriptions—has failed to materialize for most sites.

Online consumers, accustomed to getting content for free, expressed little interest in having to pay for it. And most of it wasn't viewed as being worth paying for anyway.

But with few sites able to make money solely on advertising revenue, the dream, or perhaps fantasy, still lives. Now, there are signs that several prominent, Web-based publications may be ready to stick their toes in the thus-far murky waters of paid online subscriptions.

Slate ([www.slate.com](http://www.slate.com)), the Microsoft-published e-zine edited by Michael Kinsley, is making renewed rumblings that it will charge within the year, as is political and cultural digest Salon ([www.salonmagazine.com](http://www.salonmagazine.com)). And the recently launched online sex magazine Nerve ([www.nervemag.com](http://www.nervemag.com)) will try to lure paying subscribers early next year.

If these journals succeed, they will upend conventional online wisdom that only the most special sites can charge. So far, the success story is brief. Wall Street-obsessed TheStreet.com, which launched late last year, has been a hit, as has The Wall Street Journal Interactive Edition.

Disney, which developed a children-oriented Web presence called "Disney's Daily Blast" last spring, also says that it is on schedule in reaching its end-of-year target of 100,000 subscribers, and some sports sites have been able to successfully launch special, premium-priced areas.

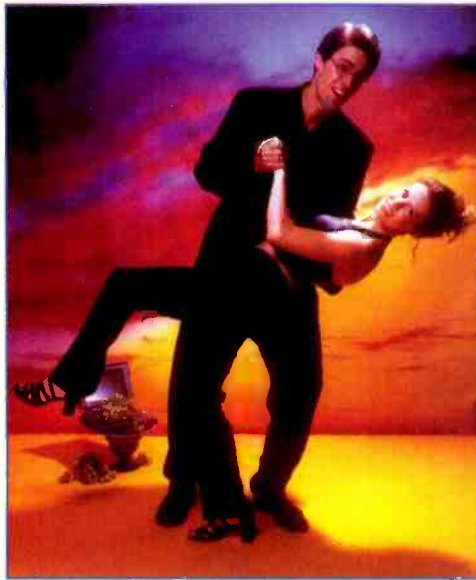
As the next wave of online publications looks for subscription revenue, most eyes will probably be on Slate. When it launched in June 1996, it did so with the understanding that it planned to charge \$19.95 per year. According to Rogers Weed, Slate publisher, the plan was postponed because the publication's executives weren't satisfied with its billing system. But most online veterans would argue that the real reason was that Slate sensed that the market wasn't ready to pay. "There was no dispute that we'd have to go paid to establish a viable business model," Weed says. "It's a question of when, not whether."

Now, however, Weed thinks it may be time. He believes that Web veterans who have spent the past two years surfing the Internet can tell the difference between professional and amateurish content. Therefore, they will be willing to pay for at least some of it.

However, questions of how to go about it remain. The \$19.95 annual plan may not be dead, but the publication is now conducting focus groups to determine Slate's value and considering charging annually or per article. Above all, Weed thinks it important to keep the plan simple.

"The online services experience points that

Nerve's Rufus Griscom and Genevieve Fields are among the online entrepreneurs about to take the plunge into seeing if Netizens are ready or willing to pay for Web content.



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out," Weed says. "Everyone was à la carte for a while. Then [subscribers] wanted a flat fee. They didn't want to keep track of their bill."

The lack of a clear-cut payment model is still scaring some sites off, such as Feed ([www.feed-mag.com](http://www.feed-mag.com)), an online literary magazine. According to Steven Johnson, Feed's editor-in-chief and co-founder, "In the long run, I think the market will support it. But there's no easy payment method now." Although he observes that many sites ask visitors to send their credit-card numbers over the Internet, that is still a concept that "people are uncomfortable with."

It may be a sign of the times, though, that Johnson is intrigued by the issue. He says he has thought about a pay-to-play fee for special events that Feed would conduct online and also may poll Feed users to ask them whether they'd pay for faster, advertiser-free Web content.

Whatever such user polls uncover, the few sites that have succeeded in charging offer little insight into the potential marketplace. The Wall Street Journal Interactive Edition launched in April 1996 as a paid publication, charging \$49 per year or \$29 per year for off-line subscribers to *The Journal*, *Smart Money* or *Barron's*.

Having reached 100,000 subscribers within a year, it may be the most successful subscriber-based online publication yet. Even though many online pundits predicted that the WSJIE would succeed because of the print *Journal's* must-read status, Tom Baker, its business director, disagrees. He stresses that online publishers must provide additional resources such as archival material to warrant a subscription fee. "People think online should deliver more depth than print," he says.

But outside observers think there are other forces at work. "Someone with an established brand name has an easier time of it," explains David Dowling, president of Media.com, an online media buying division affiliated with Grey Advertising.

The recent experience of Disney, which

charges \$4.95 per month or \$39.95 per year for Daily Blast (the service is free to those who log on via Microsoft Network), supports that theory. Not only does the site have the weight of the Disney franchise behind it, but it is heavily promoted on Disney.com, the company's much-visited, free mega-site for everything in the Disney world. By contrast, an online venue such as Slate does have mighty Microsoft behind it, but that brand is known for technical prowess, not creating great media properties.

"There was no dispute that we'd have to go paid to establish a viable business model," says Slate's Rogers Weed.

The recently launched Nerve, a blend of sexual content and literature featuring such writers as Norman Mailer, may prove a testing ground for whether an independent Web site can successfully charge. In January, the site plans to start asking subscribers to pay between \$2 and \$4 per month for a special section that will mix content and community.

The area, a joint venture with New York online community Echo, will feature online dating games, discussions with authors and writers and instant messaging capabilities. And such features as a look at the work of controversial artist Andres Serrano, which is currently in a password-protected Nerve gallery, could also be part of the paid area. (The gallery launched last week with 10,000 registrants.)

But it is interesting to note that Nerve editor-in-chief Rufus Griscom, who launched the site in June with his girlfriend, Genevieve Fields, believes community, not prepackaged editorial content, will lure paying subscribers.

"There are a few precedents that make us think we can succeed," Griscom says. "People are used to paying for community—America Online, for instance. A lot of this technology is like AOL. People are used to paying for that."

For now, however, industry observers will likely take a wait-and-see attitude. "Individual sites bring their unique perspective and their own slant to differentiate themselves," says Media.com's Dowling. "It remains to be seen if they can charge for that." ■

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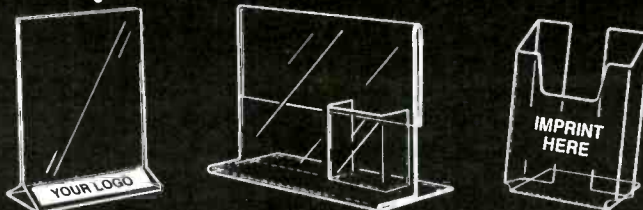
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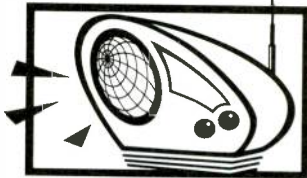
Advertise in ADWEEK classifieds and we guarantee you'll be rewarded with responses. And maybe more than that. Be a mover and a shaker with ADWEEK classifieds. Call NOW!

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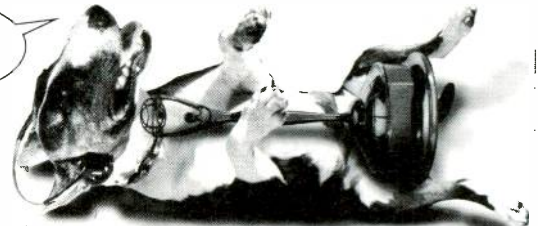
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Thinking about the "R" word? Thought about merging? Concerned on how to find the right partner? New Jersey based agency looking to find select agencies who share similar philosophy and recognize the time. We offer a strategic sense of business. Major commitment to technology. An aggressive company growth plan for success. Sound interesting? Let's talk in strict confidence.

Call John Howlett at  
908-789-1220

*Agency principals only please.*

**NOTICE**

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**INTERACTIVE/  
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Several exciting optys from entry-level (\$30K) to acct mgmt (\$40-100K+) in some of the hottest interactive ad agencies. Passion for new media a must; exp on interactive accts a huge +.

Call KATRINA at 212-818-0200  
or fax to her at 212-818-0216

**TELEMARKETING**

Leading media barter company seeking people for telemarketing dept. You will be contacting senior management in Fortune 500 companies under the direction of a senior account executive. We are looking for aggressive self-starters interested in high income potential. Fax resume and salary history to:

SVP, Business Development  
Fax #: 212-755-6312

**EMPLOYMENT**

**DIRECT MARKETING  
OPPORTUNITIES**

*Busy ad agency seeks the following for its growing,  
high profile direct marketing account:*

**COPYWRITER** with 5+ years direct marketing experience, financial area a plus; excellent conceptual skills and ability to direct strategy-based creative thinking;

**ART DIRECTOR** with 2-5 years direct marketing experience;

**ACCOUNT EXECUTIVE**-self-starter with 3-7 years direct marketing responsibility; experience at in-house agency of financial firm a plus.

We offer competitive salary and benefits along with career opportunities in a professional, creative environment. Qualified candidates should submit resume with salary/history requirements to:

**ADWEEK Classified, Box 4035**

**1515 Broadway, 12th fl., New York, NY 10036**

**THE RIGHT WRITER**

The Lunar Group, a full-service, sky-rocketing, NJ-based advertising agency, seeks **Senior Copywriter** with ability in all media. Experienced. Fast. With big ideas and well-chosen words. Work as part of a strong creative team.

Is this you? Tell us about it -- briefly -- with the right letter (and samples) to:

**The Lunar Group, Inc.**

9 Whippany Rd., Whippany, NJ 07981  
Phone: (973) 887-3500 Fax: (973) 887-3722  
ad@lunargroup.com

**RATES for Employment and Offers & Opportunities**

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

**Classified Asst: Michele Golden**

**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.

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

## ACCOUNT EXECUTIVE ADVERTISING SALES

Get in on the ground floor of a breakthrough medium! Well established publishing company in food, travel and wine field seeks entrepreneurial individual to blaze a trail for a cutting-edge start-up. We're already successful, with a long-term track record publishing for most of the world's major airlines. To qualify, you should have solid communication skills, enjoy the freedom to realize sales goals in your own way and can take on the responsibility to produce in a NYC-based environment. If you fit the aforementioned plus have experience selling advertising space for a consumer oriented publication, consider joining OSM, where an exciting opportunity exists for a person of imagination, energy and persuasive ability.

Please submit your resume and confidential salary history to:

**O'Sullivan Publishing**

Department AE-AW

110 Triangle Boulevard, Carlstadt, New Jersey 07072

## PRODUCT MANAGER

CMR, a market leader in advertising media research, is seeking a Product Manager for one division of its product line. Candidates must have a Bachelors degree with 3-7 years of experience within an Advertising Agency or Advertiser. Excellent computer skills and strong interpersonal skills are required. You will be working directly with clients and sales to assess, interpret and then prioritize client needs to produce product requirements for production and application development. Some travel req'd. Knowledge of CMR data and products a plus.

Please send resume and salary history to:

**CMR**

HR Mgr/PM

11 West 42nd Street, New York, NY 10036

EOE

## RYAN DIRECT IS NOW HIRING

We're growing like crazy, and looking for senior-level Art Directors and Copywriters with at least 5 years experience in Direct Marketing. You'd be part of an entrepreneurial, award-winning team who believes concept is king and lives to create exceptional advertising. You should be talented, enthusiastic, and enjoy working with major-league clients. If your book doesn't sparkle, don't answer this ad. If it does, we're ready to roll out the red carpet in Westport, Connecticut.

Qualified candidates should send a resume and salary history to:

**Ryan Partnership**

Human Resources, 55 Post Road West, Westport, CT 06880

**RYAN®**  
PARTNERSHIP  
A Division of D. L. Ryan Companies Ltd.

EOE M/F/D/V

## SPOT TELEVISION BUYER

We are a fast growing international media trading company located in Rockland County. Seeking individuals with strong TV negotiating skills, detail oriented, aggressive and highly motivated. Enormous growth potential in a fast paced environment. Trade experience preferred but not necessary. Salary commensurate with experience. Please fax resume to:

**Dana Kovacic**

(914) 735-0505

## ASSOCIATE ACCOUNT COORDINATOR

Large interactive agency seeking multi-talented, organized individual. Growth opportunity into acct mgmt or web development. Enthusiasm, self-motivation, excellent communication skills & exp w/the Internet required. Agency background a +.

Fax resume, cover letter

& salary history to:

Attn: AC @ 212-655-4711

EOE

## ACCOUNT EXECUTIVE (Advertising Sales)

A national women's magazine is seeking a motivated, go-getter to sell and service new and existing accounts throughout the US. Based in Mid-town Manhattan, this position requires a minimum of one year outside sales experience, and excellent presentation, negotiation and communication skills.

In return for your commitment and expertise, you will receive a competitive salary/commission/benefits package. For confidential consideration please forward resume with salary history to ADWEEK Classified-Box SE00661, 1515 Broadway, 12th fl., New York, NY 10036.

## Copywriter

Up and coming Hartford, CT shop seeking writer of similar description. If you have 2+ years of experience and don't mind working in an environment that's fun, friendly and stimulating, send your resume along with 5 non-returnable samples to:

Human Resources

O'Neal & Prella

P.O. Box 1139

95 Elm Street

Hartford, CT 06143-1139



## ADVERTISING

Active Media, a fast paced media barter company, has the following opportunities available:

**Print Media Buyer/Planner  
Media Buyer/Newspaper  
Media Buyer/Outdoor**

We seek experienced professionals with knowledge of Windows, Excel and Word. Barter experience a plus. Forward resume, which must specify position desired as well as salary history/requirements, to:

**ACTIVE MEDIA**

Attn: Trade Department

One Blue Hill Plaza, 9th Flr.

Pearl River, NY 10965

Fax: (914) 735-0749

## ADVERTISING SALES

Publisher of two computer magazines, SunExpert Magazine and WebServer OnLine, offers a unique ad sales opportunity for an experienced sales person.

Opening for a Regional Manager in Northern California based in the Bay area. Must have computer publication experience.

Send resume to:

**Computer Publishing Group**

Attn. S. Henry Sacks

320 Washington St.

Brookline, MA 02146

Fax: 617-739-7003

NO PHONE CALLS PLEASE.

## PUT YOUR DREAMS TO WORK FOR YOU

We need ideas and inventions in the realm of kids' promotions and toys. You know the kind: the stuff that just doesn't fit your present situation, the thoughts your idiot clients laugh at, the dreams that sooner or later you see on tv for somebody else. We're for real, and we pay top royalties. Don't send ideas, just a letter about you with a resume. Here's a moonlight situation that can grow into a dream job. ADWEEK-Box SW00656, 3102 Maple Ave., Ste. 120, Dallas, TX 75201.

## Sr. Account Supervisor

Dallas agency is looking for a talented Senior Account Supervisor.

- Experience in management and strategic planning of food service and telecommunications accounts.
- Annual promotional planning.
- Provide leadership for clients and staff of 6-8 corporate and field account executives.
- 8-10 years of agency experience.
- Good presentation skills.

Salary and compensation package negotiable, based on experience and qualifications. Send resume to ADWEEK-Box SW00652, 3102 Maple Ave., Ste. 120, Dallas TX 75201.

## PRINT BUYER NEEDED

Seattle's largest ad agency is looking for an experienced Print Buyer to handle negotiation and placement of a large volume of newspaper (and some magazine) buys. 5+ years print buying experience required, along with excellent people and computer skills. Send or fax resume and cover letter to:

**Media Director**

EvansGroup

190 Queen Anne N

Seattle, WA 98109

fax: 206-283-2018

No phone calls, please



## HELP WANTED

Advertising

# There's Never Been A Better Time To Join Our In-House Ad Agency!

Prudential serves more than 50 million customers worldwide and offers a variety of products and services from insurance to health-care management to consumer banking. Last year, we generated over \$40 billion in revenues alone and we have even greater expectations for the future.

Because we are looking towards the 21st century with even greater plans, we're looking for just the right people to help them come true. Our In-House Advertising Agency has the following dynamic opportunities available in NEWARK, NJ:

## Direct Mail Designer

Opportunity for Direct Marketing pro. The right candidate should have 5+ years of hands-on design experience, be hardworking with exceptional attention to detail, and deadline oriented. You should be Mac proficient as well as traditionally skilled. We need a team player with lots of talent and ready to give their best. Dept NPR0848AW

## Media Buyer

There is an outstanding opportunity for a hard-working and skillful media buyer and negotiator with 2-5 years of broad-based media buying experience including TV, radio and print. Must be Excel proficient. Dept NPR0849AW

## Web Site Designer

Excellent opportunity open for a Mac artist with high interest and demonstrated experience in web site design. Strong photoshop skills are necessary. Dept NPR0850AW

Prudential offers very competitive starting salaries commensurate with experience, a comprehensive benefits package, and opportunities for advancement. For immediate consideration, please send a scannable (clean, clear, no graphics and unfolded) copy of your resume, indicating position desired by including the appropriate department code listed above, with salary requirements to: Northern New Jersey Employment Center, Prudential, 100 Mulberry Street, 2 Gateway Center Four, Newark, NJ 07102-4069. (Only those resumes which include the appropriate department code will be considered.)



# Prudential

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

## ADVERTISING SALES

NY based newspaper representative firm is seeking an advertising sales representative to handle multiple categories. Newspaper or agency experience a plus. The individual should be highly organized and self motivated. Please mail, fax or e-mail your resumes and cover letter to:

CWO&O

a Division of Landon Assoc.

Attn: Marc Salton

200 Madison Ave.-Ste. 510

New York, NY 10022

Fax: 212-252-9563

E-Mail: CWOONY.COM

NO PHONE CALLS PLEASE

## VICE PRESIDENT, SALES

Leading Global Film and Photo Library that is a subsidiary of a Fortune 50 company seeks a top level sales leader with 10+ years experience to direct and motivate our sales team. This executive team member must possess a high level of organizational skills and a demonstrated track record of success in implementing innovative and profitable sales strategies.

Responsibilities include developing and managing a coordinated plan and strategy for film, digital and print sales; identifying and penetrating target licensing markets in areas of advertising, television documentaries and broadcasting, book and magazine publishing, on-line and new media. Directly responsible for staffing, training, pricing, policy and customer service. Experience in new account prospecting and developing long term client relationships preferred. Experience in image licensing, digital content or new media a plus.

*Salary plus bonus commensurate with experience and responsibility, plus excellent benefits package.*

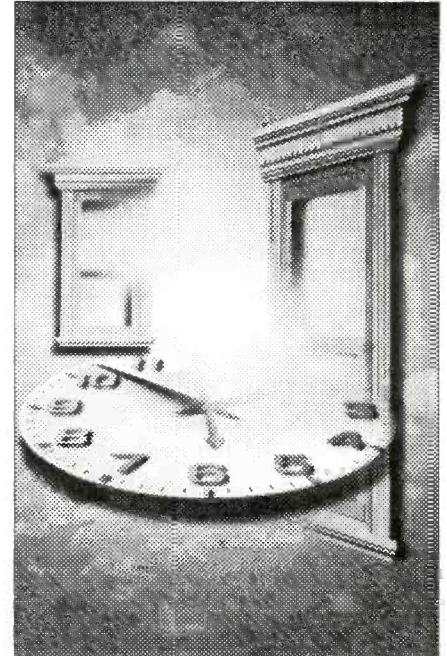
Please contact: Frank Lamana

NCG

212-557-8304

or Fax: 212-557-2101

Open on agency producer in office flipping through ADWEEK magazine. Pan office bookcase crammed with awards and an autographed photo of Lars Von Trier. Cut to medium shot of producer sipping coffee. Cut to snap zoom of classified ad that reads: **THE MARTIN AGENCY IS LOOKING FOR A HEAD OF PRODUCTION.** Cut to medium shot of producer spitting coffee all over desk. Cut to cu of producer's eyes excitedly reading ad. Ripple dissolve to producer at huge going away party. Cut to Dan Wieden wiping a tear from his eye. Cut to airplane flying to Richmond. Newspaper headlines spin and stop over scene: **PRODUCER NAMED MARTIN HEAD OF PRODUCTION! WUNDERKIND WINS 6 GOLD LIONS! AD WORLD WACKO OVER WICHMOND!** Ripple dissolve back to producer in office, wiping coffee from chin. Cut to producer getting up from chair, quietly closing door, and putting reel and résumé in overnight pack to Ana Reilly, c/o The Martin Agency, One Shockoe Plaza, Richmond VA 23219-4132. Fade to black, roll titles, bring up music: Sinatra's, I've Got the World on a String.



## HELP WANTED

THE LEGENDS OF ADVERTISING  
ESTABLISHED THEMSELVES BY CREATING NEW  
AND INNOVATIVE WAYS TO SELL A PRODUCT.

# AMATEURS.

Think about it. Persuading someone to buy a top-of-the-line Mercedes just couldn't be all that difficult. But getting someone to consider changing careers — and to change their lives — now that takes true creative talent. And if you have it, you belong at Austin Knight. Because our work isn't just producing tangible results for our clients. It's winning awards. In recruitment and consumer shows. So there. Tell that to your friends the next time they try and convince you that there's no nobility left in advertising.

For more information on the following positions, see us on-line at [www.ok.com](http://www.ok.com)

**Senior Copywriter/Associate Creative Director**  
Chicago & New York

**Art Directors**  
Boston & San Francisco  
**Production/Traffic Manager**  
New York

**Production Artists**  
Chicago & Boston  
**Production Coordinator**  
Chicago

To be considered, a resume and non-returnable samples must be sent (indicating position of interest) to:  
Creative Director, Austin Knight Advertising, Dept. Amateur, 303 West Erie,  
Suite 210, Chicago, IL 60610. EOE.

**Austin  
Knight**

## Account Executive

Fast-growing metro NY agency needs blue-chip AE to handle our brand-leading client's national tv/radio/print account. Great growth oppty. To qualify you must have:

- 5 years experience, 2 as AE, preferably at NY agency
  - Account planning/strategic skills
  - Excellent presentation and writing skills
  - Ability to take charge with minimal supervision

We're a hot creative shop located 45 minutes from NYC in lower Fld Cty, right off I-95. Salary open.  
Fax resume to 203-899-7579.  
Or e-mail to [pjhughes@hughesagency.com](mailto:pjhughes@hughesagency.com)

## ADVERTISING OPPORTUNITIES

Our dynamic, innovative communications firm has excellent opportunities for focused, detail-oriented, hard-working individuals in the following positions:

- **ACCOUNT EXECUTIVE** - To qualify, you should have 2-3 years advertising experience with strong billing/budget background. Must be a self starter with strong communications skills—both written and verbal.
- **PRODUCTION MANAGER** - Candidate should have 2-3 years advertising print production exp. Will be solely responsible for coordinating all aspects of production including maintaining schedules & tracking costs.
- **MIS SPECIALIST** - Must be proficient in Mac and PC with experience in administration of e-mail, Appleshare, high-end desktop publishing systems. Multi-faceted position also includes technical support and liaison with HP3000 hardware.

Send letter with salary requirements to:

ADWEEK Classified, Box 4038  
1515 Broadway, 12th floor, New York, NY 10036

Lands' End needs an  
**Art Director**  
For *Beyond Buttondowns... Fast!*



Perhaps you've seen this catalog. It's full of finely tailored men's clothing; shirts, ties, suits, sportcoats, trousers, you name it. The merchandise is elegant and tasteful, and so is our approach to selling it.

We're looking for an Art Director with 5-10 years of experience who can help our customers "feel" — right there on the catalog page—the rich texture of Harris Tweed, the silkiness of Pinpoint Oxford, the suppleness of handsewn loafers. Someone, as well, who's interested in visiting mills, meeting customers, even attending the occasional sheep sheering—in the interest of learning about our products and what makes them so good.

We need a real pro. And like we said: **QUICKLY!**

Interested? Please send us a letter of introduction, your resume and samples of your best work, demonstrating your expertise in design and photo direction. If you've done any editorial work, that would be nice to see too.

Kindly forward it all ASAP to: Jill Liegel, Lands' End Inc., 5 Lands' End Lane, Dodgeville, WI 53595. EOE

## PRINT PRODUCTION MANAGER THE ADVERTISING COUNCIL, INC.

The Advertising Council, the leading provider of public service announcements in the US (Smokey Bear, "A Mind is a Terrible Thing to Waste," "Friends Don't Let Friends Drive Drunk") is looking for a Print Production Manager with 5 plus years experience in all aspects of print production and direct mail including 4/C and B&W ad work, O-O-H, packaging, collateral and postal requirements.

Candidate must have extensive background using Mac including the ability to work in Quark and working knowledge of Photoshop and Illustrator. Must also have the desire to explore and become involved with new technology relating to graphic design.

Candidate must be highly organized and detail oriented with the ability to prioritize and manage multiple projects while working under tight deadlines. Must possess excellent communication, verbal and interpersonal skills, having the ability to interface with account executives, creatives and vendors. Concern for and interest in social issues is a must.

Apply in writing or fax with salary requirements to:

Ms. Patricia Mitchell, Director, Creative Services

**The Advertising Council, Inc.**

261 Madison Avenue - 11th Floor  
New York, NY 10016-2303

Fax (212) 922-1676

E-mail [Pmittell@adcouncil.org](mailto:Pmittell@adcouncil.org)

No Calls Please



## MEDIA PLANNER

New York office for a worldwide advertising agency is seeking an energetic media planner with 2-3 years of experience. Great opportunity to be involved with a variety of accounts. Should have experience with consumer/business print media. Broadcast knowledge desirable. Strong computer skills a must. Please fax resume/letter detailing your career objectives and salary requirements to (212) 261-4224.

## PUBLIC RELATIONS

PR Agency near Albany, NY area has opening for Senior PR Account Executive. Min. 5 yrs agency or corporate experience on national and international, product-related publicity including planning, writing, media relations. Business-to-business and plastics industry experience a plus.

Write Blass Communications,  
Drowne Road, Old Chatham, NY  
12136 or fax 518-766-2445.

**HELP WANTED**

**Media Buyer**

**Specializing in Print**

**Enjoy the Excitement of a NY Agency....**

**In the Comfort of the NJ suburbs!**

American Home Products Corporation, a Fortune 100 Company, one of the world's largest research-based pharmaceutical and health care product companies has an exciting challenge for a qualified professional.

You will assist in all aspects of the planning and negotiation process to secure rates and to contribute to added value programs; interface frequently with representatives from the publishing industry and brand managers. Other duties include inputting buys to in-house systems, addressing billing discrepancies, establishing/maintaining estimates, publishing of all positioning reports, monitoring circulation shortfalls and media planning.

1-2 years of print buying experience, strong negotiating skills and computer literacy are required.

As a Madison-based employee, you will be eligible to enjoy the advantages of our Fitness Center, Company Store and Child Development Center.

We offer a competitive salary, comprehensive benefits and opportunity for growth. For consideration, E-mail, fax or mail your resume which must include salary history/requirements to: **AMERICAN HOME PRODUCTS CORPORATION, Human Resources - JFM, Five Giralda Farms, Madison, New Jersey 07940. E-mail: hr3@ahp.com. FAX (973) 660-8192. Visit our website at www.ahp.com.**



AMERICAN HOME PRODUCTS CORPORATION  
EOE M/F/D/V

**Marketing/Public Relations**

**Director of Marketing**

- 10+ yrs marketing/public relations experience; MBA preferred
- 5+ yrs management experience
- Develop and direct all marketing programs
- Develop and direct media/public relations and special events staff
- Attention to detail, project scheduling and national media experience are essential
- High level of computer proficiency



CFS offers a superior benefits package, which includes:

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- on-site daycare benefits
- incentive bonuses

as well as an excellent starting salary.

TO APPLY: Send resume and salary history, referencing Director of Marketing to the address below.



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Fax (918) 488-8463

www.cfs-inc.com

equal opportunity employer

**SENIOR MARKETING MANAGER**

Leading midwest magazine seeks experienced magazine marketing manager. The successful candidate needs to be a strategic thinker with strong creative skills that lead to generation of revenue.

Other requirements include: experience writing and editing special advertising sections, proposals and presentations; working knowledge of syndicated research; and experience with special events and promotions. Ability to meet deadlines along with strong follow-through and organizational skills are essential.

We offer a competitive salary and benefits package. For consideration, send resume with writing samples and salary history to:

Marketing Director  
**CHICAGO Magazine**  
500 North Dearborn, 12th Flr.  
Chicago, IL 60610  
Fax: (312) 222-0287  
No phone calls, please  
An equal opportunity employer

**Neil,**  
Need **firepower** for new business wins (communications, transportation, medical) add to current accts. in biz. jets, resorts, financial.  
Need to build **killer creative dept.**  
Find us **heavy hitters** for Hilton Head Island (writers, art directors, designers).  
Plus **superteam** for Charlotte.  
Not a minute to spare. (what else is new?)  
Get back to me, **muy pronto...** **Jeff**

Anderson Communications Group, LLC • Hilton Head Island/Charlotte • Attn: Neil Scanlan, Creative Director  
Fax only, please (803) 686-3711 • email: tag@hargray.com • www.andercomm.com

## HELP WANTED



## VISA

### WHERE GROWTH IS AS NATURAL AS CHANGE.

Because we are the premier name in the industry, everyone watches Visa to see what new products and services we'll deliver next. Our customers across the globe depend on us to deliver the most innovative products and services faster than our competitors. All of which makes for plenty of opportunity to grow your career in a challenging workplace where change is the norm.

### BRAND IDENTITY MANAGER

Management of the Visa Global brand identity is essential to our business strategy. We are looking for a team-oriented individual with proven experience in managing international brands to direct projects aimed at protecting and enhancing the value of the Visa brand. You will manage the naming process, develop international naming, and handle copy guidelines and standards for applications of the Visa brand identity. You will also manage agencies and vendors, oversee naming and copy standards on branding programs, and manage the naming development programs. Requires a BA/BS degree and 5-10 years' experience in project management in corporate and brand identity with experience in managing brand naming projects. The ideal candidate will have an international marketing communications background and corporate experience in an international organization.

### DIRECTOR, INTERNATIONAL MARKETING (2 POSITIONS)

In these two key positions, you will lead a dynamic marketing team working to create integrated marketing programs for Visa products. One position will focus on current products, while the other concentrates on electronic commerce and Internet marketing. These positions require an MBA or significant relevant experience and 10+ years' experience in brand management, promotions, or advertising management (ideally all three). International work experience and/or fluency in a foreign language is highly desirable.

We invite interested and qualified candidates to mail or e-mail their resume to: Visa International, Human Resources, Dept. AB/10/27/ADW, P.O. Box 8999, San Francisco, CA 94128. E-mail: [jobs@visa.com](mailto:jobs@visa.com). EOE.

See us on the World Wide Web at: <http://www.visa.com>



### STUDIO MANAGER

Hot NYC Interactive agency seeks a Studio Manager to manage artists; control work flow; maintain Mac network; estimate man hours for jobs; and develop process & standards. Requirements include: expertise with Mac software & systems; proven scheduling & estimating ability; hands on Mac ability; in-depth INTERNET experience; 7-10 years experience in studio.

Fax resume & salary requirements to:

Attn: Studio @ 212-655-4711  
EOE

### INTERACTIVE PRODUCER

Large Interactive Advertising Agency. 2 yrs min exp producing large interactive web projects. Strong tech knowledge & communication skills required. Manage budgets, resources & project teams.

Fax resume & salary reqs to:

Attn: IP @ 212-655-4711

EOE

## FOX LATIN AMERICAN CHANNEL

Fox Latin American Channel has the following media research opportunities available. Both positions are based in New York City.

### SR. MEDIA RESEARCH ANALYST

The successful candidate will have a strong background in both quantitative and qualitative media research and have strong analytical skills; at least 3 years' experience with programming media research and/or ad sales media research. Individual must be results oriented; able to meet demanding deadlines; be a self starter; have the ability to work independently; and be PC proficient specifically with MS office package. Fluency in Spanish and Portuguese a plus.

For consideration, applicant MUST have a college degree with at least 3 years' practical experience in the specific areas described above.

### MEDIA RESEARCH ANALYST

The successful candidate must have 2+ years' experience in quantitative and qualitative media research; have excellent written and verbal communication skills; strong analytical skills; and PC skills specifically with MS office package. Fluency in Spanish and Portuguese a plus.

For consideration, applicant must have a college degree and at least 2 years' practical experience in media research.

We offer a competitive salary and a great benefits package. For consideration, please mail or fax resume with salary requirements and references to: **Fox Latin American Channel, 11833 Mississippi Avenue, 2nd Floor, Los Angeles, CA 90025, Attn: Human Resources Manager; fax (310) 447-7346.** Only resumes with references and salary requirements will be considered. Equal Opportunity Employer.



## Graphic Designers... are you out there?

We are! And we're located in a beautiful Northern Rockies ski resort community on the shores of a world-class mountain lake.

From layouts to pre-press, our designers produce four successful 4/color catalog titles, featuring high quality fashion and gift products as well as a multitude of corporate and retail collateral material. Photo direction experience and good typography sense needed. At Coldwater Creek, design quality always comes first, and our steady growth provides a fast pace and ample opportunity. Excellent compensation package including paid relocation for the successful applicant. Send your resumé and 4 photocopies of your best work to:

Coldwater Creek, Human Resources, Attn: Karen Clark  
3 Coldwater Creek Drive, Sandpoint, Idaho 83864

## Coldwater Creek®

### Photo Syndicator/ Sales Agent

Work for busy Hollywood Entertainment photo studio. In-house sales to Domestic, International mkt. Editorial exp. a plus! Fax resume to: 213-937-1966 or email to: [absi2@flash.net](mailto:absi2@flash.net).

### PHOTO REP

Progressive digital photo and imaging studio seeking dynamic and innovative representative to sell high-end imaging and photography to advertising agencies. Sales and/or photography background useful. Please fax resume to: 212-929-1213

**HELP WANTED**

**VP PRODUCTION**

For hot NYC Interactive Ad Agency. Responsibilities: Manage work flow among programming, creative, studio & production. Assign manpower to meet executional needs. Maintain schedule on every project in production. Source freelance and full time employees. Evaluate PC and Mac work flow & make ongoing improvements. Interact with VP creative, Account & Production to streamline daily & long term work flow. Quality Assurance within programming & studio departments. Requirements: Internet/New Media expertise. Must already have great experience in the execution of programming & design elements for the Web, Programming experience: Knowledge of languages, technologies & processes for web development. PC & MAC work station and network experience. Graphic design experience.

Fax resume & salary reqs to:

Attn: Operations  
@ 212-655-4711  
EOE

**ACCOUNT SUPERVISOR**

Fast paced D.C. ad agency seeks experienced account professional to supervise bread-and-butter agency accounts. A minimum of 5 years prior agency experience, supervisory, oral and written communications experience a must. Strong organizational management skills required to juggle multiple clients. Must have working knowledge of accounting, consumer media, print and broadcast production and a committed work ethic. Client automotive experience a plus.

Please respond by fax to:

Account Supervisor  
(202) 789-2596  
AbramsonEhrlichManes  
1275 K Street, N.W.  
Washington, D.C. 20005  
No phone calls please.

**SALES**

WEIDER Publications, Inc. is looking for a unique advertising salesperson to grow, develop, and maintain the current advertising business in *Muscle & Fitness* and *FLEX* magazines for the South East Territory. A knowledge and participation in the Fitness and Nutrition fields is a plus. Please fax your resume to the attention of

Robert L. Washburn, Jr.  
at (818) 716-5626

*"...better than any place I've worked..."*

We're a growing direct marketing agency with top clients, a first-rate staff and great esprit de corps. Job satisfaction runs high and openings like these don't come along every day. If you're a standout DM professional who wants to do great work for an agency on the move, what are you waiting for?

**Account Exec's:** 1-2+ years DR agency experience. Detail-oriented/self-starters w/excellent project management/communication skills.

**Assistant Account Exec's:** 1+ years direct marketing experience in account management or traffic. Organized/detail-oriented with solid computer and communication skills.

**Jr. Art Directors:** Conceptual self-starters with an excellent sense of design/type and a solid understanding of direct mail. Must be Mac proficient and have knowledge of production. Minimum 1+ years DR agency experience.

**Traffic Manager:** 1+ years direct marketing or agency experience. Detail-oriented/self-starter w/excellent organization/communication skills.



COMMUNICATIONS PLUS, INC.  
102 MADISON AVENUE, NEW YORK, NEW YORK 10016

Fax resume with salary requirements to Human Resources at 212-686-9687 (No calls please) EOE

**Manager, Corporate Communications**



G+J USA Publishing produces magazines for every stage of a woman's life. With a total U.S. circulation of over 15 million, our publications include McCall's, Family Circle, Parents, Child, Fitness, YM and American HomeStyle and Gardening. To ensure our continued success, we seek the following individual.

Working with the Director of Corporate Communications, you will manage day-to-day internal employee communications, publish the internal newsletter and develop new programs to inform and motivate employees. Additionally, you will develop and pitch trade-journal stories about G+J achievements.

To qualify, you must have professional experience in internal communications, an understanding of the publishing industry and knowledge of media relations. Computer proficiency is essential. Strong writing, oral, interpersonal and creative skills are crucial.

We offer attractive salaries and a superior benefits package. For consideration, please send/Fax: (212) 499-2216 your resume, which must include salary history, to: HR Dept, MM-MCC, G+J USA Publishing, 375 Lexington Avenue, New York, NY 10017-5514. (No phone calls, please. We will only contact those candidates selected for an interview.) EOE M/F.



**MARKET RESEARCH MANAGER**

The New York Times seeks a Market Research Manager to direct syndicated research activities and develop and implement custom research studies. The ideal candidate will possess an in depth knowledge of syndicated print media studies, strong project management and analytical skills. At least 3 years experience in marketing research at a media company or advertising agency is required. A college degree and excellent communication and presentation skills are also essential requirements for this position. If interested, submit resume, including salary history, to:

**The New York Times**

229 West 43rd Street, New York, NY 10036  
Human Resources, 7th fl., Dept. MH  
EOE/DFHW

**INTERNET SALES MANAGERS**

One of the top 20 sites on the net is looking for seasoned sales managers to supervise big/small agency accounts in our New York and San Francisco offices.

**New York** - Eastern Sales Manager. Based in New York, responsible for all East Coast accounts. Will supervise a staff of three. Must have great reputation and contacts.

**San Francisco** - Western Account Manager. Based in San Francisco, responsible for all Los Angeles and Southwest accounts. Must have a minimum of one year advertising sales experience.

Please email resume to:  
hr@tripod.com or send  
resume to Tripod, Attn: HR,  
160 Water St., Williamstown,  
MA 01267. Fax: 413-458-0213

**Advertising Sales**

Desktop Publisher's Journal, a Business Media Group publication, is seeking an aggressive, dynamic **Senior Advertising Sales Representative** to manage our New England territory. Media sales experience required. Knowledge of the high-tech, graphic arts, and/or electronic publishing industries a plus.

We offer a competitive salary and comprehensive benefits package including Medical/Dental/Life, 401(k), and health club membership. Please forward resume to: **Business Media Group, Human Resources, 462 Boston Street, Topsfield, MA 01983-1232; Fax: (508) 887-9245.** We are an Equal Opportunity Employer.

**Business Media Group, LLC**

## HELP WANTED

## DIRECTOR OF ACCOUNT PLANNING (INTERACTIVE)

THINK New Ideas, Inc. (NASDAQ - THNK) The Marketing Communications Company for the Information Age seeks a Director of Account Planning for it's headquarters in Manhattan. Qualified candidates will have 10 years experience in traditional account planning, experience at a recognized leader in advertising, direct marketing experience plus 1 year of experience in the interactive world. Must have strong research expertise.

THINK provides a range of traditional and interactive advertising and marketing services to Fortune 500 companies across a broad spectrum of categories. Clients include: AVON, Bloomingdales, Chrysler, IBM, Logitech, Oracle, Pioneer, and Coca Cola.

Fax resume to (212) 629-6850  
Attn: Donna Nadler  
Or e-mail: jobs@thinkinc.com  
No phone calls, please.



THINK Think New Ideas  
45 West 36th Street  
12th Floor  
New York, NY 10018

## ACCOUNT PLANNERS WANTED

Strategically driven, creative-award-winning ad agencies seek experienced account planners to provide consumer and brand inspiration throughout advertising development. Categories include beer, hi-tech, telecom, financial, interactive, cars. Oppts in NY, SF, LA & other locations across US; 3-10 yrs. exp; \$50-160K.

**ADA ALPERT**  
**ALPERT EXECUTIVE SEARCH, INC.**  
212-297-9009 FAX 212-297-0818  
E-mail: alpertsearch@worldnet.att.net

## DIRECT RESPONSE WRITERS: PLEASE RESPOND YESTERDAY.

Rapidly growing national direct response agency needs writers yesterday. Must combine direct response experience with strong conceptual abilities and noschlock attitude. Financial/brokerage experience a major plus. Send resume, salary requirements and samples (no phone calls, please) to:

**Polly Burkert**  
**W.B. Doner & Company**  
400 E. Pratt Street, Baltimore, MD 21202

## ADVERTISING SALES Entry Level

We are a leading national magazine advertising company, and have immediate openings for advertising sales reps (entry level) in Manhattan & Long Island with career growth potential. Join a talented and creative sales team selling geographic editions of well known and powerful national magazines that have been creatively packaged for local and regional advertising.

We are looking for a candidate who is assertive, personable, articulate, goal-oriented, flexible, possesses excellent oral & written communication skills. Minimum 1-2 years media/sales related experience, good telephone skills, college degree and valid driver's license required.

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

**Media Networks, Inc.**  
Attention: AO-Human Resources  
1733A North Ocean Avenue  
Medford, NY 11763  
Fax: (516) 654-9072  
Principals Only  
Equal Opportunity Employer-M/F/D/V

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

## Faculty Opening

University of Colorado seeks experienced art director or copywriter for tenure track position. Will teach such courses as creative concepts, advanced print concepts, portfolio and art direction. M.A., M.F.A., or Ph.D. desired. We are committed to diversity and equality in education and employment. Appointment begins August 1998. Application review begins December 10.

Send resume, letter, and five non-returnable samples (photocopies acceptable) to:

**Brett Robbs,**  
School of Journalism  
and Mass Communication,  
Campus Box 287  
University of Colorado,  
Boulder, CO 80309.

## SENIOR AE - DIRECT

Relationship marketing agency located in Denver looking for Senior AE. Must have minimum of 4 years experience in account work in a direct agency, savvy in DM production and database. Retail or banking experience a plus. Looking for take charge, polished individual who wants to play a part in the growth of this upwardly mobile, highly creative agency. Please fax resume to:

**Heinrich**  
Dept. A1  
(303) 233-4564  
or email  
lannaharris@heinrich.com

## VP/Consulting

Industry leading event marketing company is looking for an experienced and well-rounded event marketing professional with a proven track record in: leading a team of senior professionals; strategic and creative consulting; cultivation of client relationships, and new business development. Must have excellent written and oral communication skills, and possess a thorough understanding of event marketing as well as all facets of the marketing industry. 10+ yrs relevant experience required, with a minimum of 5 years client or agency-event marketing experience. This position is based within commuting distance of NYC. Salary is commensurate with experience. Send resume and salary requirements to ADWEEK Classified--Box SE00660, 1515 Broadway, 12th fl., NY, NY 10036. eoe.

## CTO

Hot NYC Interactive agency seeks a CTO to direct programming dept.; develop tech specs for client projects; effectively present tech solutions to clients and internal teams; plan technical direction of the company. Requirements include: internet technology EXPERTISE; in-depth knowledge in all areas of programming, platforms & web; ability to integrate technology and marketing strategies; and programming manpower allocation and estimating.

Fax resume &  
salary requirements to:  
Attn: CTO @ 212-655-4711  
EOE

## ART DIRECTOR/DESIGNER

**US:** North Central NJ 4A's full service ad agency. Aggressive. Entrepreneurial. Growing. Great atmosphere. Strong creative. Good benefits.

**YOU:** Do it all. Ads. Direct Mail. Collateral. Sales promotion. From design through production. Quark. Photoshop. Illustrator. Take the initiative. 5-7 years' experience. Sense of humor. Great book. High taste level. Chance to shine.

**SEND:** Resume with salary history to **S. Chamberlin, Linett & Harrison, 306 Main Street, Milburn, NJ 07041.** No phone calls.

## ACCOUNT MANAGER

Hot NYC Interactive Agency needs more superstars for growing team. Motivated self-starter with minimum 2 yrs ad agency exp, ability to juggle multiple projects, manage clients, develop & grow accts, coordinate strategy & goals. Exp w/ the Internet, excellent organizational & communication skills required.

Fax resume, cover letter  
& salary history to:  
Attn: AM @ 212-655-4711  
EOE

Classified Advertising  
1-800-7-ADWEEK

## 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.

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# ADWEEK

## DIRECTORIES '98 Editions Available Now

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

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

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

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- 1998 Major Media Directory @ \$295
- Any 2 for \$475
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- 1998 Directory of Interactive Marketing @ \$225

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Charge my:  VISA  MC  AMEX

Check enclosed for \$ \_\_\_\_\_

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- Any 2 for \$475
- All 3 for \$600
- 1998 Directory of Interactive Marketing @ \$225

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Check enclosed for \$ \_\_\_\_\_

U.S. and Canadian residents please add \$12 for shipping and handling. All other non-U.S., add \$45 per directory. Add applicable sales tax in CA, FL, GA, IL, MD, MA, NJ, NY, OH, TX & CANADA.

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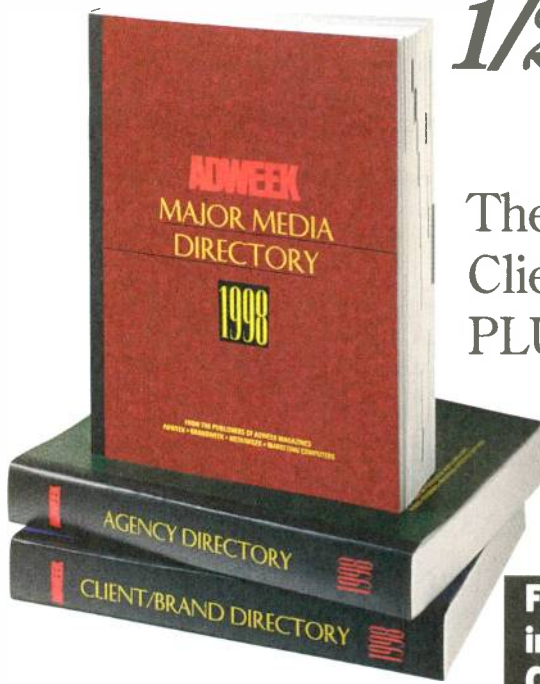
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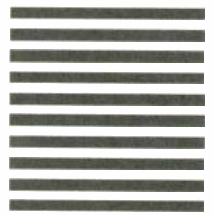
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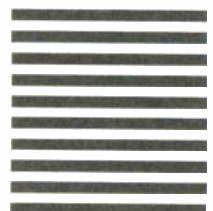
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## CALENDAR

**Women in Cable & Telecommunications' Past Presidents' Luncheon** will be held today at the Sheraton Washington Hotel in Washington, D.C. The featured speaker will be Lauren "Pete" Belvin, senior counsel for the Senate Subcommittee on Communications. Contact Mary Davjau at 312-634-4230.

The Museum of Radio & Television will present the **Third Annual Radio Festival** Oct. 27-Nov. 7 at the Museum's New York site. Opening-night reception is tonight from 6 to 8 p.m. Contact: 212-621-6600.

The **John A. Reisenbach Foundation Gala** will be held Oct. 28 at the Sony Lincoln Square-Loews Theatre in New York. The fund-raiser event includes a preview of Warner Bros.' upcoming film *Mad City*. Contact: 212-935-1840.

The Advertising Club of New York and the Magazine Publishers of America will host **New York Magazine Day** Oct. 30 at the Grand Hyatt Hotel in Manhattan. Keynote speaker will be Jeff Greenfield, analyst for ABC News. Contact: 212-533-8080.

The **IRTS Foundation Newsmaker Luncheon** on Nov. 12 at the Waldorf-Astoria Hotel in New York will present Michael Bloomberg, president/CEO of Bloomberg L.P., as featured speaker. Contact: 212-867-6650.

The California Cable Television Association presents **The Western Show** Dec. 9-12 at the Anaheim Convention Center, Anaheim, Calif. Contact: 510-428-2225.

# Media Notes

## NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

### ABC Gears Up for Sweeps

ABC's schedule for the November sweeps (Oct. 30-Nov. 26) will feature *Oprah Winfrey Presents: Before Women Had Wings*, *Rodgers and Hammerstein's Cinderella* and *Medusa's Child*, along with other original made-for-television movies, major theatrical films and a variety of specials. *Rodgers and Hammerstein's Cinderella* (Nov. 2), presented under *The Wonderful World of Disney* banner, is a new musical version featuring Whitney Houston, Brandy, Whoopi Goldberg, Jason Alexander and Bernadette Peters. The *Oprah* special (also Nov. 2) will feature Ellen Barkin and Tina Majorino. The two-part miniseries thriller, *Medusa's Child* (Nov. 16 and 20), is based on the novel by John J. Nance about terror in the skies above Washington, D.C., and stars Gail O'Grady, Christopher Noth, Vincent Spano and Martin Sheen. Other ABC original movies will include *Into Thin Air: Death on Everest* (Nov. 9), starring Peter Horton, Nathaniel Parker and Christopher McDonald; *Oliver Twist* (Nov. 16), featuring Richard Dreyfuss, Elijah Wood and newcomer Alex Trench; and *Dead by Midnight* (Nov. 23), starring Timothy Hutton.

### Court TV Winks at Viewers

Court TV has announced a multiyear deal with Wink Communications to have its network lineup enhanced with interactive elements. Wink's technology allows TV viewers who have Wink installed on their cable systems to gather background information on trials and cases.

### 'Access' Pushes Mags on Cable

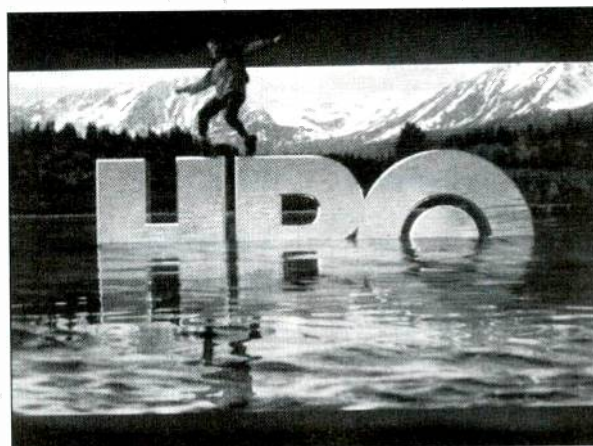
*Access Magazine*, a program from Access Television Network, launched last week into

1.2 million cable homes in five markets: Hartford, Conn.; Baton Rouge, La.; Tampa, Fla.; San Diego; and Anchorage, Alaska. The program, which is essentially a long infomercial about a variety of publications, including *Architectural Digest*, *Details*, *Entertainment Weekly*, *Motor Trend*, *Computing Direct Shopper*, *Mountain Biker*, *Bassmaster* and *P.O.V.*, is designed to drive awareness, subscriptions, renewals and newsstand sales.

monthly has raised its guaranteed circulation.

### Internet Ventures Stock Offer

Internet Ventures Inc., an Internet service provider that uses cable systems, last week began issuing 454,545 shares of its common stock at \$11 per share, totaling \$5 million in value. IVI's service, peRKInet, launched earlier this year in Ventura, Calif. The company's initial stock offering was filed in July.



The No. 1 pay network is breaking a new look,

## On-Air HBO Overhaul

For the first time in its 25-year history, Time Warner's HBO is redesigning its on-air look. The pay-cable network on Nov. 1 will begin to run eight different image spots that play up the HBO logo in a variety of settings. In one spot, the logo as part of a coral reef swims away when a hungry fish starts biting at it. The trademark HBO theme music has been reorchestrated for more of a cinematic punch.

The show will use cover shots, other images and articles from upcoming issues.

### 'Seventeen' to Up Rate Base

K-III's *Seventeen* said it will increase its rate base from 2.2 to 2.3 million in January. This is the third consecutive year the

### 'Esquire' Sponsors Jazz Tour

Hearst's *Esquire*, Blue Note Records and Chrysler Corp. are making music together, collaborating on a series of jazz concerts. Two New York shows will be presented tomorrow at the Iridium Jazz Club. The first show took place in Chicago a

# Media Notes

CONTINUED

few weeks ago. The magazine says the brief tour, featuring Jackie Terrason, Leon Parker and Ugonna Okegwo, is an outgrowth of the 1995 "Esquire Jazz Collection," a four-disc anthology of classic jazz. *Esquire* first sponsored a jazz tour in the 1940s.

## Ratings Council Changes Name

The Electronic Media Ratings Council last week announced a new name: the Media Rating Council. The New York-based research organization's mission remains the same, but the name change reflects the continued expansion into multi-media measurement.

## ABC Stations Up Hankinson

Thomas E. Hankinson has been promoted to director/advanced television technology for ABC Owned Television Stations. Hankinson, who now reports to Robert O. Niles, vp/director of engineering, ABC Inc., joined Capital Cities/ABC in 1991 as assistant director/engineering, Capital Cities/ABC Owned Television Stations. Last year, he was promoted to director/technical planning.

## Newhouse School Centers on TV

Syracuse University's S.I. Newhouse School for Public Communications has established the Center for the Study of Popular Television, an institution designed to preserve on videotape the memories of the founders and shapers of popular television through an oral-history archive. The center, established with grants and gifts of more than \$430,000, aims to be a clearinghouse for research, teaching and scholarship. "This Center will study television entertainment programs with the same

care and passion as musicologists study Mozart and Ellington," said David Rubin, dean of the Newhouse School.

## CBS HQ Declared a Landmark

Last Tuesday, Oct. 21, was a good day at Black Rock. CBS' famous headquarters was declared a landmark site by the New York City Landmarks Preservation Commission. The CBS Building, located at 51 West 52 St. in Manhattan, is one of the premier post-World War II-era skyscrapers and one of the country's great works of modern architecture. Black Rock was designed by architect Eero Saarinen and built from 1961 to 1964. CBS moved in in 1965.

## 'X-Files' Syndie Rollout Rates

The off-network syndication rollout of *The X-Files* on the weekend of Oct. 18-19 scored the highest ratings of any new weekly show this season. Distributed by Twentieth Television, *X-Files* posted a 5.3 rating/10 share in Nielsen Media Research's 38 metered markets. The Chris Carter-produced drama held even in share compared to October 1996 (5.0/10) and lead-in (5.1/10) programming. Pending the release of complete national ratings, station and syndication executives said that *X-Files'* numbers have a good chance to exceed Twentieth's off-net bow of *NYPD Blue*, which posted a season-high for weeklies at a 5.8 rating nationally (NSS, Oct. 4-5).

## Quoss, Garfield Move at Fox

Fox Broadcasting has made two major executive shifts to firm up its station distribution of sports and entertainment program-



ColTriStar's new hope for a better late night

## Sinbad Feels The 'Vibe'

In a move to boost the sagging fortunes of Columbia TriStar's syndicated late-night freshman talk show, *Vibe*, actor and standup comedian Sinbad will tonight take over as host from the departing Chris Spencer. Sinbad, who most recently appeared in summer specials for HBO, said he has been

talking to *Vibe* executive producer Quincy Jones since 1987 about hosting a talk show. Garnett Losak, vp and director of programming for the New York-based rep firm Blair Television, called Sinbad a "bona fide comedy talent who should give *Vibe* a legitimate shot at improving its ratings with the young, urban demos." Although *Vibe*, like its late-night freshman competitor *The Keenen Ivory Wayans Show* (from Buena Vista Television), got off to a reasonably strong start in its debut week of Aug. 4-10, it has sunk to a 1.6 rating average this season nationally (NSS, Sept. 2-Oct. 5).

ming. Victoria Quoss, formerly senior vp of network distribution, is moving over to Fox Sports to serve as senior vp of program planning and affiliate relations. Quoss will work with Larry Jones, executive vp of business operations for Fox Sports, in program acquisitions and negotiations for both Fox Sports and the regional Fox Sports Net cable channels. Ronald Garfield becomes senior vp of network distribution, with responsibility for overseeing national affiliate relations. Garfield, who previously ran affiliate relations on the East Coast, will relocate immediately from Fox's New York offices to Los Angeles.

## Bohbot Promotes Execs

Bohbot Entertainment & Media has announced several promotions as part of a consolidation of its kids programming operations. George Barrata, most recently executive vp/general manager of the New York-based company's advertising sales division, has been named

president of the BKN Kids Network, which is a consolidation of the company's four U.S. entertainment operations (advertiser sales, affiliate sales, licensing and merchandising, and production). At Bohbot's core media placement division, Quantum Media International, Bruce Kravetz, executive vp of Quantum since last spring, has been named president. And Nadia Nardonnnet, an executive vp/general manager of Bohbot International since its formation in July 1994, has been tapped as president of the newly formed BKN International division.

## Keeton Memorial Planned

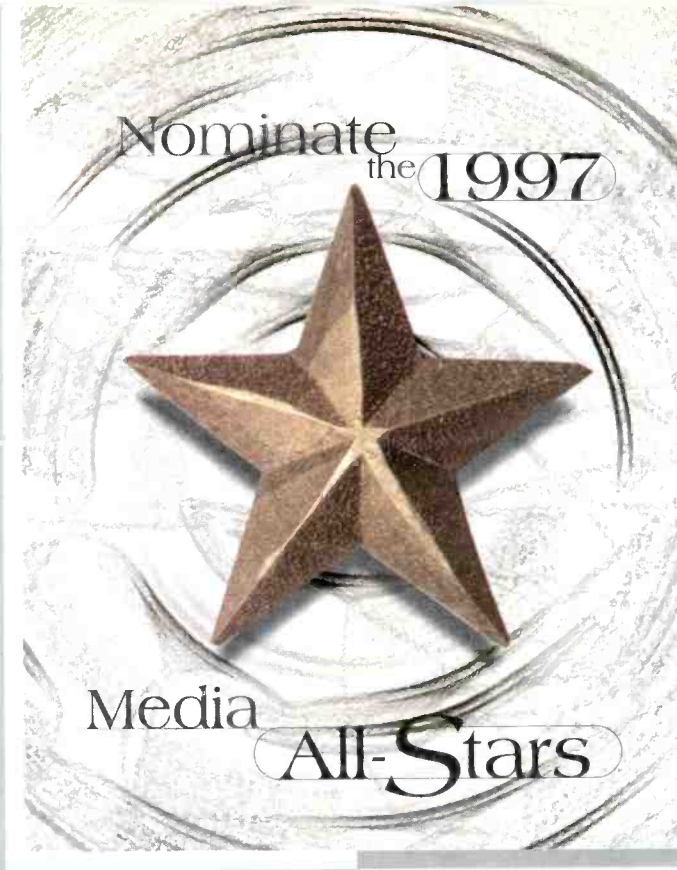
A memorial service for Kathy Keeton Guccione will be held Wednesday, Nov. 5, at 3 p.m. at The Church of St. Vincent Ferrer, E. 66th St. and Lexington Ave. in New York. Keeton Guccione, former president and chief operating officer of *Penthouse* publisher General Media International, died last month of complications from surgery.

The Editors of MEDIAWEEK are celebrating twelve years of Media All-Star winners - the best people in our business. Take a look at last year's winners below, and you'll get the idea. We invite you to nominate a media professional for the 1997 awards.

You can champion your peers.

To qualify you must be a working media professional or media sales rep or research supplier doing business with agencies and buying services. (Nominations are limited to two per person)

Only ballots with complete information can be considered. You must include a brief comment about your choice on this ballot or return on an extra sheet of paper if necessary.



**DEADLINE FRIDAY,  
OCTOBER 31**

**CATEGORIES:**

- Media Director
- Planning
- Research
- National Television or Cable
- Magazines
- Spot Television
- Radio
- Newspaper
- Out-of-Home
- New Media

**LAST YEAR'S WINNERS**

Donna Marie Baum  
Leo Burnett  
1996 Out-of-Home

Lisa Denzer  
Fallon McElligott  
1996 Magazines

Jamie Sterling  
Squier-Knapp-Ochs  
1996 Spot Television

John Nardone  
Modem Media  
1996 New Media

Kathleen Olvany Riordan  
Kraft Foods  
1996 President's Award / Planning

John McSherry  
BJK&E Media Group  
1996 Research

Daniel Rank  
DDB Needham  
1996 National Television

Jack P. Cohen  
DDB Needham  
1996 Newspapers

Shari Levine  
GSD&M  
1996 Radio

Beth Gordon  
The Media Edge  
1996 Media Director of the Year

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Mail, fax, or e-mail your nomination today.

Category: \_\_\_\_\_

Nominate: \_\_\_\_\_

Title: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Comments: \_\_\_\_\_

Category: \_\_\_\_\_

Nominate: \_\_\_\_\_

Title: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Comments: \_\_\_\_\_

Your Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Please mail your completed ballots to:**

Alexandra Scott-Hansen, Manager of Special Events  
MEDIAWEEK

1515 Broadway, 12th Floor,  
New York, New York 10036

or • Fax ballots to Alexandra's attention at (212) 536-5353

• Register your nomination Online at [www.mediaweek.com](http://www.mediaweek.com)

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

## BIG DEAL

### FEBREZE

**Advertiser:** Procter & Gamble  
**Agency:** Grey Advertising, N.Y.  
**Begins:** Summer 1998  
**Budget:** \$65 million  
**Media:** TV, print

**P**rocter & Gamble is readying a \$65 million launch budget next year for Febreze, a fabric refresher that will create a brand new category.

According to a source familiar with P&G's plans, the company will launch the product nationwide in May or June, with ads, via Grey, N.Y., hitting in mid-summer.

Febreze, which has been in test in Phoenix and Salt Lake City since May 1996, is billed as an odor "neutralizer," because its fine mist contains a molecule that attaches to the odor molecule, effectively erasing the smell.

"Odors don't come back," said a P&G sales representative. "That's the difference between this and perfumed cover-up."

Procter will likely market Febreze mainly as an antidote to tobacco-smelling clothes and furniture, a strategy that should play well with bar-hopping 20-somethings, as well as smokers looking to mask their activities.

One source said a 3.4-oz. Febreze will be marketed heavily in the c-store channel, because so many smokers buy cigarettes there.

At the same time, P&G must walk a fine line so as not to promote the new product as a replacement to washing, a strategy that might cut into detergent sales for the No. 1 soap company in the world.

According to one official, P&G's test market effort got off to a rocky start, in part because ads failed to communicate the relevance of fabric refreshers. But P&G sat down with Grey and came up with a new execution. "We showed consumers how this product would be helpful," he said.

P&G will not be alone—or even first—in the fabric refresher category. CNS, maker of Breathe Right nasal strips, plans to put at least \$4 million next year behind the launch of Banish, described as a "personal smoke deodorizer." —*Sean Mehegan*

# Real Money

## ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

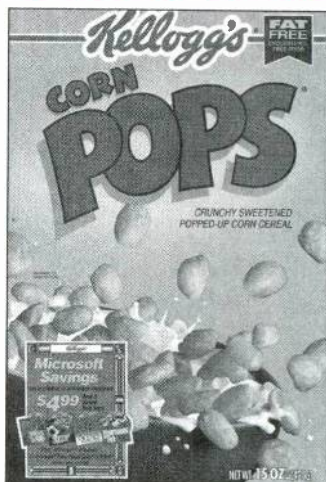
### KELLOGG CEREALS/ MICROSOFT CD-ROMS

**Advertiser:** Microsoft and Kellogg  
**Agency:** Leo Burnett, Chicago  
**Begins:** Now  
**Budget:** \$20 million (est.)  
**Media:** TV, radio  
 With an eye toward putting a byte in breakfast, Microsoft and Kellogg are partnering for a holiday promotion that links 16 of Kellogg's top ready-to-eat cereals with at least as many similarly targeted Microsoft CD-ROM titles.

The promotion, which offers on-pack rebates and purchase with purchase offers, will be touted via TV ads that break this week, as well as FSIs and in-store efforts.

Though offering CD-ROMs specifically as a value-add for consumers is new for Kellogg's in the U.S., the marketer last year tied in successfully with Nintendo and Microsoft's Windows software to offer consumers holiday savings. For its part, Microsoft has increasingly looked to packaged goods marketers to help generate incremental sales for its CD-ROMs in supermarkets and other retail outlets where it has not previously been sold. Last holiday season Microsoft partnered with Dole, Kraft and Pepsi, and most recently has begun a promotion with Campbell Soup featuring its My Personal Tutor kids skills product on 60 million packages of various Campbell's SKUs as part of the 25th Anniversary of Campbell's annual Labels for Education program.

Kellogg has developed a series of 10- and 15-second tags as well as two 30-second TV ads, touting the offers with the tagline, "Feed your mind while you feed your body," and featuring classic cereal icons such as Tony the Tiger and Dig 'Em scanning the various titles on the computer. Microsoft will run on-air radio contests in medium-sized and large markets across the country that will offer winners software and cereals throughout November and December. —*Stephanie Thompson*



**Pairing cereal and software**

### POTATO AIR CRISPS

**Advertiser:** Nabisco  
**Agency:** McCann-Erickson, N.Y.  
**Begins:** January  
**Budget:** \$10 million (est.)  
**Media:** TV  
 Nabisco continues to build its burgeoning Air Crisps brand with the launch Nov. 9 of Potato Air Crisps, expected to bring the snack crackers into competition more directly with Frito-Lay and other potato chip marketers.

The launch campaign for Potato Air Crisps, the first of the line not to piggyback an existing Nabisco brand, begins in January with TV and likely a college basketball-themed promotion. Looking to lure away Frito-Lay's young adult consumer, Nabisco will continue Air Crisps' irreverent TV campaign, with a new spot that breaks Jan. 5 during prime-time and syndicated network programming.

Part of the spend against Potato Air Crisps, the biggest single push yet for Air Crisps, will go toward a large-scale promotional push in January likely to ramp up to Nabisco's NCAA March Madness promotion, which will also support its Oreo brand. —*Stephanie Thompson*

### POISE

**Advertiser:** Kimberly-Clark  
**Agency:** Campbell Methune Esty, Minneapolis  
**Begins:** Nov. 3  
**Budget:** \$10 million (est.)  
**Media:** TV, print

Kimberly-Clark, consolidating its hold on the adult diaper category, will launch a new campaign for its Poise brand that veers away from user testimonials to slice-of-life scenes designed to convey the impact Poise has on family and friends.

Spots break Nov. 3, with print ads running in December books. The TV campaign will go dark during the holiday ad season and resume in January. FSIs will appear Nov. 9 and Jan. 4.

Once the current flight of ads is done, K-C will use additional executions featuring the

# CMR Top 50

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

Week of Oct. 6-12, 1997

Rank	Brand	Class	Spots
1	MCDONALD'S	V234	71
2	BURGER KING	V234	53
3	VISA--PLATINUM CREDIT CARD	B150	35
	WENDY'S	V234	35
5	FORD TRUCKS--EXPLORER	T117	22
	HOME DEPOT	V345	22
7	DOMINO'S PIZZA	V234	20
	RADIO SHACK	V341	20
9	MAZDA AUTOS & TRUCKS	T115	19
	NEW LINE--MOST WANTED MOVIE	V233	19
11	OLIVE GARDEN	V234	18
	RED LOBSTER	V234	18
13	SPRINT LONG DISTANCE--RESIDENTIAL	B142	17
14	KFC	V234	16
	MGM/UA--GANG RELATED MOVIE	V233	16
16	DURACELL--ALKALINE BATTERIES	H220	15
17	IBM--BUSINESS SERVICES	B314	14
18	BUENA VISTA--PLAYING GOD MOVIE	V233	13
	CHRYSLER CORP.--VARIOUS AUTOS & TRUCKS	T114	13
	GENERAL MILLS+CINNAMON GRAHAMS CRL	F122	13
	TOYOTA AUTOS--COROLLA	T112	13
22	AETNA LIFE & CASUALTY--RETIREMENT	B220	12
	GLADE--CANDLE SCENTS	H243	12
	MILLER LITE--BEER	F310	12
	NIKE--MEN'S SNEAKERS	A131	12
	SNACKWELL'S--COOKIES	F163	12
	TYLENOL--EXTRA-STRENGTH GELTAB	D211	12
	WARNER BROS.--DEVIL'S ADVOCATE MOVIE	V233	12
29	1-800-COLLECT	B142	11
	ADVIL--PAIN RELIEVER TABLETS	D211	11
	AMERICAN DAIRY ASS'N--MILK	F131	11
	BUENA VISTA--ROCKET MAN MOVIE	V233	11
	EVEREADY--ENERGIZER BATTERIES	H220	11
	FANNIE MAE FOUNDATION	B189	11
	FORD TRUCKS--RANGER	T117	11
	HONDA AUTOS--ACCORD	T112	11
	HYUNDAI AUTOS	T112	11
	MCI LONG DISTANCE--RESIDENTIAL	B142	11
	PRIMESTAR--SATELLITE SYSTEM	H320	11
	SEARS--AUTOMOTIVE	V321	11
	TACO BELL	V234	11
42	AMERICAN EXPRESS--CREDIT CARD	B150	10
	FLORIDA CITRUS ORANGE JUICE	F172	10
	LEVER 2000--DEODORANT SOAP	D122	10
	MOTRIN IB PAIN RELIEVER TABLETS	D211	10
	PAYLESS SHOE SOURCE--FAMILY	V313	10
	SEARS--MULTI-PDTS	V321	10
	SUBWAY	V234	10
49	AQUA FRESH--WHITENING TOOTHPASTE	D121	9
	BURLINGTON COAT FACTORY--FAMILY	V311	9

Ranked in order of total spots. Includes ABC, CBS, NBC, FOX, UPN and WB. Regional feeds are counted as who e spots.  
Source: Competitive Media Reporting

slice-of-life creative theme.

"We're now focusing on family members talking about how important [the user] is to them," said Mike Cunningham, product manager on Poise. "If you look at women in our category, they're at the stage in life when family members are most important. Focusing on that is powerful."

In the year ended Sept. 28, Kimberly-Clark dominated the \$480 million adult incontinence category with sales of \$250 million, according to Information Resources Inc. The company's flagship Depend product had \$173.2 million in sales, while Poise registered \$76.8 million. Private label had \$131 million in sales, followed by Johnson & Johnson and its Serenity brand, which registered \$62.8 million in sales. Procter & Gamble, which markets Attends, will be discontinuing several pad products this fall, instead focusing on briefs and undergarments designed for older consumers. The company spent \$4 million on Poise through the first half of 1997, per Competitive Media Reporting. —Sean Mehegan

## COUPLES RESORT

**Advertiser:** Couples

**Agency:** Adverba, Miami

**Begins:** January

**Budget:** \$1 million

**Media:** Print

Couples resort will make a rare foray into mainstream media, launching a \$1 million image campaign early next year as it looks to revive its brand in an increasingly crowded all-inclusive package resort vacation category.

The print campaign, which will run in *Bride*, *New Woman*, *Self*, *Travel and Leisure* and *The New York Times*, uses inanimate objects, rather than people, to sell Couples as the couples resort of choice. Tagline: "Couples. It takes two." The 20-year-old resort, which offers one-price all-amenities-included vacation packages, is trying to better engrain its brand in a crowded market as it expands its inventory, planning to open its second Jamaican resort in next summer.

The Couples account is the first "major" client for Adverba, a split-off of a Frankfurt, Germany-based shop. —Shannon Stevens with Katy Eckmann

# Media Person

BY LEWIS GROSSBERGER



## Christy Almighty

CHRISTY TURLINGTON. LET MEDIA PERSON SAY IT again, this time with slightly increased hysteria: *Christy*

*Turlington*. Okay, once more, now shouting it to the rooftops: CHRISTY TURLINGTON!! Did you fully comprehend the ephemeral yet enduring Christyturlingtonicity of that exquisite phrase? If not, Media Person is prepared to keep it up, much as *Esquire* does in its current issue. Because, frankly, MP feels *Esquire* did not go far enough. Did not give America's thinking man as much Christy Turlington as he requires. Not by far. Three measly articles? Six photos, only four of them (counting

the cover) full pages? Merely 43,681 mentions of the name Christy Turlington? This you call adequate coverage? This you call an appropriate homage to the phenomenally fabulous Turlington called Christy? For shame, *Esquire*.

Here we have a 28-year-old model who is not only pretty and can both walk and talk but actually attends college, just like your nephew in Ohio, and this magazine which professes to represent "Man at His Best" thinks it can satisfy us with a skimpy nine-page package that does not begin to plumb the hidden depths of Christyanity and her significance to Western culture.

Well, at least it tried. At least it unleashed three dauntless writers revved up to their full mystico-poetic metaphysical limits on this deeply meaningful subject. First, Adrienne Miller meditates on the essential paradox of Christy: *She is like us...and yet she is different*. Of course not everyone is capable of grasping such a subtle equation, so Miller repeats it frequently, tom-tomming out a staccato beat of short, declarative, sentences that tantalizingly hint at great import. "Christy Turlington is mystery and smoke and poetry," she tells us in one paragraph, and in another: "Because she is immortal, she is not one of us. She is a silent, deathless,

immutable, mutating image." And yet, "She watches TV, like one of us." Powerful stuff and sometimes alarming, too: "Christy Turlington's emotions pour from her eyes." Quick! Somebody get some paper towels.

Sometimes we are even privileged to hear selected wisdom from the mouth of She Herself. For instance: "Older guys have always been, like, *yuck!*" Or: "I like to watch movies but I don't like that many I watch." So much

**There is no way MP can get across the full impact of Junod's poem, in which he fuses with, joins, ultimately becomes Christy Turlington.**

for the cliché that models are shallow and uninteresting.

Next in *Esquire's* unspooling hagiography comes a piece by Scott Raab exploring the spiritual dimension of Christy and her face. "That face makes demands beyond the imagination," he worships. "Each plane of it—even the philtrum, the rectangular cleft above her upper lip—perfectly formed and entirely symmetrical, each a separate, swelling voice in a choir of pure praise." Media Person began wondering at this point if Raab was trying to tell us that Christy is God—now *that* would be a demand beyond the imagination—but no, thankfully, she is merely blessed. "Christy Turlington, returning the favor, believes in God," writes Raab.

Ah, noblesse oblige.

Having received permission to follow Christy and her philtrum to classes at NYU, this insightful scribe misses nothing: "Christy takes notes in a neat rounded script," he discloses. "The fingers curled around the pen are like good legs: creamy, tapered, supple. Each ends in a squared, shortish nail, buffed with pale pink." Wow. This is fascinating. Media Person has heard of leg men and breast men, but never before a finger man. But Raab isn't there just to slaver over Christy's appendages; he is there to gauge her soul. And so he informs us of her quest to be a writer some day and her fearless search for truth and knowledge, culminating in the choosing of a philosophy course even though "I heard it was really hard."

Saving the best for last, *Esquire* closes with a searing journey into the very mind of Christy Turlington by its heavy hitter, Tom Junod, the writer who last month revealed the news that his mother thinks actor Kevin Spacey is gay. There is no way Media Person can get across the full impact of this avant-garde tone poem, in which Junod fuses with, joins, ultimately *becomes* Christy Turlington. "I am Christy Turlington," he roars. "I have something to say," and we are off and running on an anguished *cri de coeur* direct from the heart of Christy, except that it's labeled "a fiction" and written by Junod, so Media Person

is never quite sure who the hell is venting their *coeur*, he, she or both, but anyway, there it stands in all its impassioned glory, a monument to something, though MP is not sure what.

"I am not who you think I am. I am not unscathed. I dream at night of the slumping refugee hordes. They smell like a barn. They wear no makeup."

That's what it says, people. Media Person is not making this up. And that's only the beginning. There is also "The only worthy music is the music of beasts" and "I am Christy Turlington. I can make you eat off my knees." And yet more.

It is glorious. It is divine. It is loony beyond belief. Media Person falls silent in awe. ■

# Read. Not Everyone Can.

## That's why the Newspaper Association of America launched a campaign to promote literacy.

Every day, millions of people find out what's going on in the world around them by reading their favorite newspaper. But there are too many others who are denied this source of information because they can't read.

That's where an organization called the Newspaper Association of America comes in. NAA is the newspaper industry's largest trade organization, representing more than 1,600 newspapers in the United States and Canada, accounting for approximately 87 percent of US daily circulation. The Association has launched the first advertising campaign in its history. This public-service-style campaign targeted to adults 18-49, promotes newspapers as an essential learning tool.

The campaign developed by Jerry & Ketchum features well known and well respected leaders in politics, media, entertainment and sports. Former Presidents George Bush and Jimmy Carter and Former First Lady Barbara Bush and other celebrities including John Elway, H. Norman Schwarzkopf, LL Cool J and Tabitha Soren will make an eloquent, heartfelt appeal to parents and others to encourage reading with the help of newspapers.

In the words of John F. Sturm, President and CEO of NAA, "Our aim is to promote reading, education and literacy and, thereby, showcase newspapers as a vital, vigorous and valued medium. Over

time, this effort should support advertising sales, encourage readership and help build circulation. We believe this will remind both readers and media decision-makers what an energetic, powerful, and current medium newspapers are. We want to remind our audience of the abilities and possibilities of newspapers."

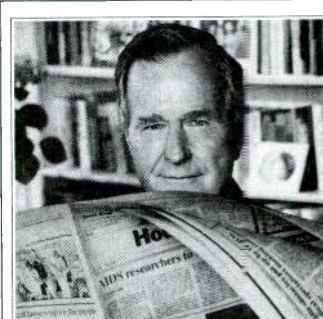


John F. Sturm, NAA President and CEO

In addition, the campaign should also increase readership by educating the readers of today and the next century. The benefits of this are two-fold: An intelligent, aware consumer is essential to the strength of the nation and a boon to the advertiser. Intelligent consumers want the kind of opinions, attitudes and in-depth approach we've all learned to expect from newspapers.

If the new NAA campaign is indeed able to promote literacy and reinvigorate newspaper circulation and advertising revenues, they will have achieved the objective of any concerned, conscientious industry trade group. They will have created advertising that is as good for the consumer as it is for business.

Visit NAA at their Web site. <http://www.naa.org>



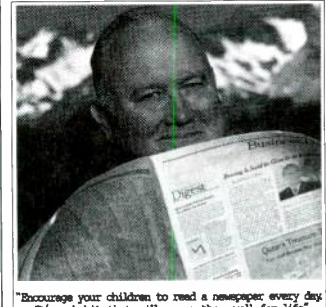
**"Encourage your children to read every day. One day they may take the world by storm."**

As my life has been complicated — in sports, in combat and in public life. In order for children to effectively learn to compete in this society, they must be able to read. Read to your children. Show them how much fun reading can be. Encourage them to keep up with the world by reading newspapers, magazines and books every day of their lives. One day they may take the world by storm.



**"Encourage your children to read every day. They'll love you for it."**

Helping people experience the joy and fulfillment of reading is very important to me. Start early. Get your children interested in reading through newspapers, magazines and books. Read to your children. Encourage them to read every day. Reading is the most precious gift you can give them. They'll love you for it.



**"Encourage your children to read a newspaper every day. It's a habit that will serve them well for life."**

No one appreciates the youth of the nation more than I do. I've had the honor of leading them onto the field of battle and they've performed heroically. Personally believe there is no better way to prepare children for the future than by reading to them. Start when they're young. Begin with children's books, and when they're eight or nine bring the news of the day into their lives. Read a newspaper to your children every day. Encourage them to read a newspaper for themselves. It's a habit that will serve them well for the rest of their lives.

It all starts with newspapers.



**"Read a newspaper every day because you need more than television to get you through the world."**

Make a habit of reading a newspaper every day. Encourage your kids to read a newspaper daily with you. After all, television is never. One of the things we learned as a reporter is that what you don't know can hurt you and a lot of what you don't know is in the paper. So read it. Because if you read a lot of worthwhile information, you can tell us what to watch.

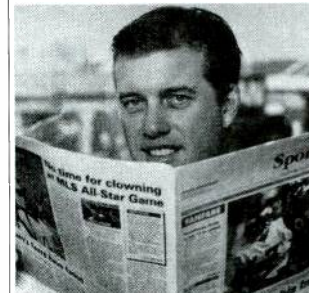
It all starts with newspapers.



**"Encourage your children to read a newspaper every day. They may grow up to make this a more peaceful world."**

When I was growing up, my parents wanted each of their children to learn about the world outside of their Georgia. And that meant reading to us. I was then encouraged to do the same. Newspapers and magazines will do the same. Read and I learned to do the same with our children and now they're reading to us. Encourage them to read every day. Start with your own child and when they can read for themselves, encourage them to read a newspaper every day. They'll be glad to do it. You'll be glad to have them in a more peaceful world.

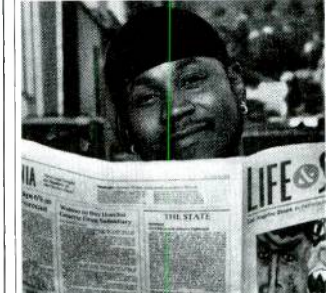
It all starts with newspapers.



**"Encourage your children to read a newspaper every day. It will make them stars in the most important game of all — the game of life."**

Every day of our lives we're with a child. I've read everything I could for news, information and entertainment. So I've used to get my children a good newspaper to read from the very first months. That's why my parents did for me. After your children get older, encourage them to read books, magazines and complete a newspaper each and every day. Tell your kids they can win from each in the most important game of all — the game of life.

It all starts with newspapers.



**"Read a newspaper with your kids every day, and just watch them get rapped up in their future."**

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