

MEDIAWEEK

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CABLE TV

Discovery Finds a Kids Slate

Cable channel will jump into busy daypart in August with Sat. a.m. block

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NETWORK TV

The WB: Take Us To the Pilots

Network to start development of 6 new dramas for possible slotting on Fridays in 1999

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WASHINGTON

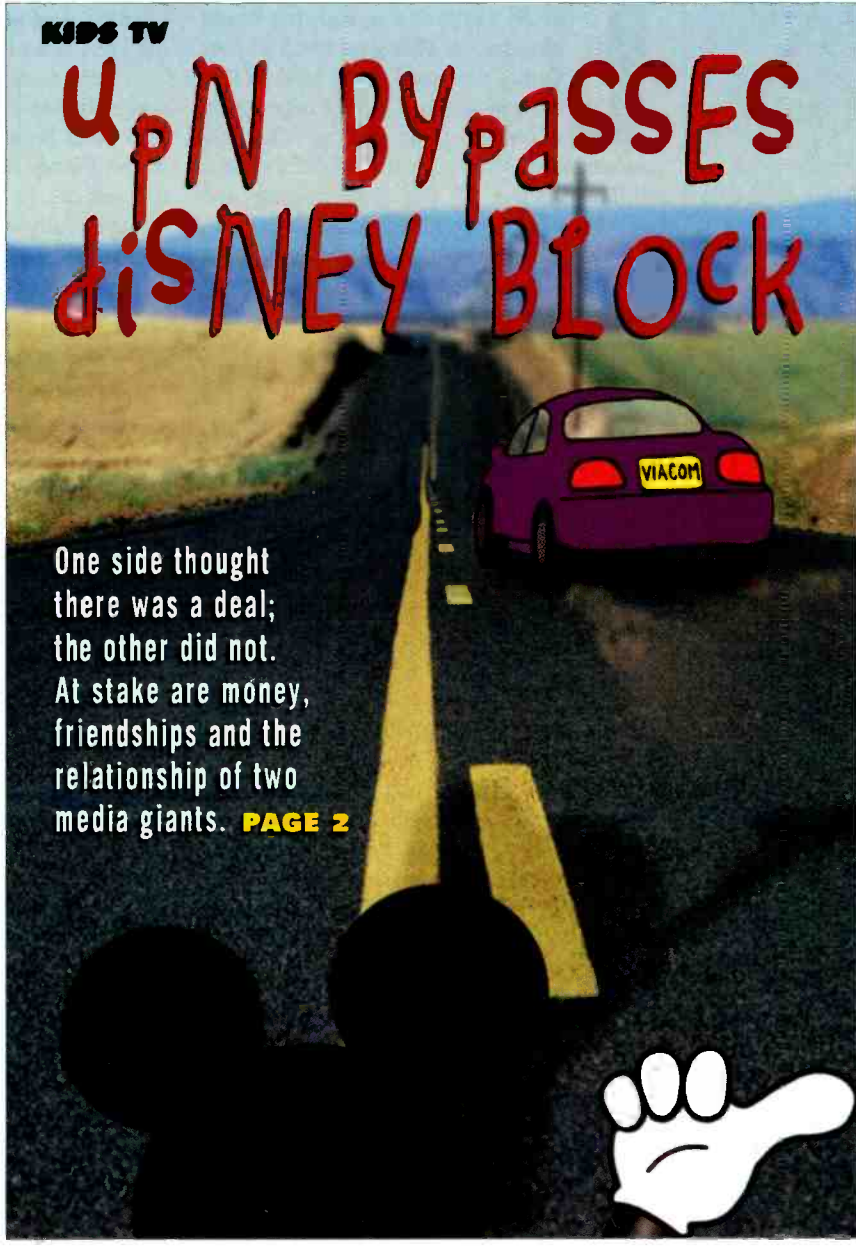
Kennard Maps Out FCC's Agenda

New chairman says rising cable rates, free airtime for pols are high on his list for '98

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KIDS TV

UPN BYPASSES DISNEY BLOCK



One side thought there was a deal; the other did not. At stake are money, friendships and the relationship of two media giants. **PAGE 2**

Kids Market Stuck

Buyers wait to commit to upfront deals **PAGE 3**

MARKET INDICATORS

National TV: Slow
First quarter is still soft, as unsold inventory on nets running opposite CBS' coverage of the Olympics lingers. CBS is moving what little Olympics inventory remains. Second-quarter inventory is available.

Net Cable: Slow
Kids market moves at a trickle as buyers deal with large Fox Family inventory. Market expected to pick up as Toy Fair, which starts Feb. 9, approaches.

Spot TV: Steady
Markets like California and Florida are starting to see "political ads raising their ugly heads," according to one buyer. Automotive and pharmaceuticals are hot.

Newspapers: Strong
Telecom gained 46 percent in December, a sign, say buyers, of more to come in 1998 as deregulation continues. Computers continue surge. Retail in usual first-quarter slump.

Magazines: Steady
TV tune-in ads remain hot despite a typically slow quarter. High-tech category is reliable but not showing huge bumps.



Laura K. Jones FEB 05 1998

MEDIA WIRE

PaxNet Eyes More Stations After \$120Mil Chicago Buy

Paxson Communications is expected to acquire TV stations in five states after last week's \$120 million purchase of a Chicago station. In its quest to become a family-friendly, seventh broadcast network called PaxNet, Paxson is actively pursuing deals for stations in Seattle-Tacoma, Wash.; Portland, Ore.; Birmingham, Ala.; Des Moines, Iowa; and Portland, Maine.

A source close to the proposed deals declined to identify which stations were under study for acquisition or affiliation. Still, the source said, PaxNet is "on schedule, maybe even a little ahead of schedule" for its August launch.

Last week, Paxson paid \$120 million for Chicago's WCFC-TV, owned by Christian Communications of Chicagoland Inc. As part of the deal, Paxson transfers to Christian an option to acquire a station serving the San Francisco market. Christian Communications executive vp Dave Scott said that his company will provide afternoon programming to PaxNet.

"He's probably airing it as a condition for the sale," said Howard Nass, director of local broadcast operations at New York's TN Media. "It's very difficult to sell commercials in religious-type programming. Your standard advertisers do not want to be in that type of stuff."

Paxson's business model rests on local sales (Paxson has said at least 60 percent) with the balance from spot and network sales. —Claude Brodesser

Emmis Buys *Texas Monthly* For \$37Mil; Levy to Remain

Indianapolis-based Emmis Broadcasting has agreed to buy *Texas Monthly* and all divisions of the regional's parent, Mediatex, for \$37 million. Founding publisher Michael Levy, who will stay with the book as publisher, announced several months ago his search for a new "partner." Dow Jones & Co., which had an unspecified minority interest in the company, decided to end its relationship with the Austin, Texas-based title.

Editor Gregory Curtis, who also will stay on, had been a (continued on page 5)

Death of a 'Do

Disney thought it had an agreement with UPN

NETWORK TV / By Betsy Sharkey

Like Kurosawa's *Rashomon*, the view of how and why a deal that would have put an afternoon block of four Disney animated shows on the UPN network died on Jan. 24 depends on who's doing the viewing. The only consensus was that the deal was indeed dead.

The demise of this wide-ranging and ambitious deal has strained the relationship—one that is both professional and personal—between Dean Valentine, president/CEO of UPN and the former president of Walt Disney Television and Television Animation, and Mort Marcus, president of Buena Vista Television. The deal's undoing also illustrates how complicated business can be when giant, vertically integrated media companies become, at different turns, competitors and partners.

For now, both Marcus and Valentine are going on. "We're all big boys," said an executive close to the situation who would not speak for attribution.

Valentine has begun conversations with a sister Viacom company, Nickelodeon, to supply the network with an afternoon block of shows. "I've had a couple of very brief conversations with [Nick president] Herb Scannell, but we are in very early stages of negotiation," said Valentine, who wants UPN to be in the kids business, a sentiment not shared by Viacom's partner in UPN, Chris-Craft Television (each owns 50 percent).

A series of complicated issues would have to be ironed out to make such a deal with Nickelodeon, including the availability of original shows. "One of the frustrating things about the Disney thing," Valentine continued, "is that it leaked to the press before a concluded negotiation. It would be a mistake to do the same thing [with Nickelodeon]."

Meanwhile, Marcus and his team—after pulling their product off the floor of the recent National Association of Television Program Executives because they believed the UPN deal was in place—have begun stringing together a syndicated station lineup for the afternoon strip, essentially an extension of the current Disney-Kellogg alliance that is set to run until the fall of '99. There are no plans at

this time to take the animated block of shows to either another network or to cable, including The Disney Channel.

Valentine categorically denied widespread speculation in the kids TV business that Viacom chief Sumner Redstone, upon learning of the Disney deal, squashed it for competitive reasons. In fact, executives on both sides say they fully expect to be in business with each other in the future.

"Without getting into the specifics of my



UPN's Valentine (right) wanted a kids block; Disney's Marcus thought he had sold him one.

conversations with corporate, I have the full, total authority and backing of this company to make these decisions for the network," Valentine said. "No one else can make it for me. It was a hard decision. We did not have a deal. There were substantive points that after days of negotiation we weren't getting closer on. I came to the conclusion on Saturday [Jan. 24] that we were not going to be able to get to a point of agreement and thought it best to part ways. I'm sorry they feel hurt; I don't like causing anybody pain, particularly my ex-colleagues."

It is fair to say that hurt is only one of many painful emotions affecting the Disney ranks. The deal, over time, would have yielded millions of dollars in revenue for all parties. Instead, the deal temporarily short-circuited station relationships that Buena Vista must now work to repair.

"In my 22 years in the business, I've never experienced anything like this," said Mike Shaw, Buena Vista executive vp of ad sales. "We had gone through negotiations for days

ne' Deal

UPN thought otherwise

on end and were at a point where the deal points were set. We're obviously disappointed, and confused. These guys had agreed."

Central to Buena Vista's perspective is a meeting held at the Windsor Court Hotel in New Orleans on Jan. 19, on the eve of NATPE. Marcus and Shaw were there, as was Valentine, Paramount TV chief Kerry McCluggage and several other high-ranking TV station group executives. Within earshot was Paramount chairman Jonathan Dolgen. According to Disney sources, the critical deal points—including Chris-Craft's approval—had been settled. There was a handshake, these sources said. "We made a deal. Both sides even called their business affairs people [during that meeting] to go over the few remaining things—we're talking little things," said one Disney executive who would not speak for attribution.

UPN went into the week believing there were key points that had yet to be resolved. "Mort was overanxious; he wanted this deal to happen," said another executive with Viacom.

Still, what made the deal unravel remains unclear. Valentine would not specify what he saw as the deal-breaking points. On the Disney side, the deal was seen as a winning proposition for all. "There were substantial revenues that UPN would get, and the affiliates were guaranteed an advertiser pool," said Shaw. Disney also was troubled by the lack of an offer from UPN to go back to the table. But, as one source involved in the negotiations put it: "There may be some bruised egos this week, but no one is going to put those larger relationships at risk." ■

Buyers Balk at Upfront

Market, expected to break last week, can't get to first base

KIDS TELEVISION / By Eric Schmuckler

All's quiet on the Western front, as buyers and sellers say no action is imminent in the kids marketplace. A few "penny-ante" accounts, as one buyer put it, have closed deals in broadcast and cable, but the big spenders in toys and fast foods haven't offered budgets yet. No one can say when the main event, originally penciled in for the week or two after NATPE, will begin; many predict it will be after Toy Fair and the Winter Olympics.

"I'm not doing anything until March," proclaimed Jon Mandel of Grey Advertising. Even buyers who prefer not to base their strategy on Mandel's public pronouncements see nothing that will crack open the market. "There's no groundswell. It's not bubbling," said one major kids buyer, who, like others interviewed for this story, would not speak for attribution.

Sellers stressed that the lack of activity doesn't prove this is a buyer's market. "What's all this noise about when's the market going to break?" complained one vendor. "That doesn't make it any stronger or weaker."

Said Jon Nesvig, president of sales at Fox Broadcast Co.: "It doesn't make any sense for us to do it now. We've got schedule changes coming in February we expect will be positive. I'd rather wait until everyone's got their budgets straight."

Buyers say spending will be hurt by weakness in the bellwether toy category. "Hasbro had a bad year and will be down \$20 million or more. Mattel is absorbing Tyco and I know they've dropped some products. And Galoob is not participating," said a kids buyer who is an expert in the toy business. On the other hand, Tiger Electronics has grown to a \$70 million

account, and one seller reassures that "entertainment, videogames and fast food will be there to take up the slack."

The cable nets are out in full force, with Cartoon Net said to be pushing hard for business, supposedly starting at a 20 percent CPM increase. But with Toon's huge rating gains, noted a buyer, "they've got no sellout. We can say, 'I'll see you in scatter.'" Nick is said to be looking primarily for new money to put in its new prime-time shows, though these are so expensive that unit prices can reach \$30,000. The kids leader is supposedly looking for another year of renewals at double-digit revenue and CPM increases but is not pressing that hard.

Fox Family, selling separately from the broadcast side, is clinging to its 1.0 rating estimate and a commensurate CPM. Buyers aren't biting. "No one ever hits the ground running like that," one argued. This new inventory is widely seen as depressing prices. Said a buyer, "Haim [Saban, president of Saban Entertainment, which co-owns Fox Family] is out there with 1,500 units a week, and whether he gets a 0.5 or a 0.2, it takes a nibble out of everyone else."

Kids broadcasters don't even have plans out, though they're ready to go if necessary. ABC and Kids' WB have the best growth stories and buyers expect ABC to be aggressive. Fox Kids is coming off three years of ratings loss. "We're not pretending we're in a plus-20 marketplace, but we've still got a lot of strength; we're still a major player," said Nesvig.

Buyers expect to pay single-digit CPM increases overall. They said the Disney syndication block, with an uncertain distribution future (see opposite page), may be flat at best. ■

Discovery Joins Saturday Kids Fray

CABLE TV / By Jim Cooper

Discovery Channel will enter the hyper-competitive Saturday-morning kids programming fray with a new block of shows set to premiere in late August.

The 9-to-noon block, dubbed Discovery Kids' Weekends, will be predominantly live-action, reality-based programming. An extension of Discovery's existing three hours of kids programming on Sundays, the new block

aims to expand the network's kids 6-11 audience, whom the network claims are hungry for real-world based programming. "In order to compete with all the other kids players out there, we know we need to have a bigger presence on weekends," said a source familiar with the development of the new block.

Discovery has started developing programming for the three new hours and has at least three original shows ready to go. Discovery ex-

ecutives declined to comment, but sources said the concept is being shopped to agencies.

"They are going to do it. The kids programming they have now is nice but it gets small ratings and, in a crowded field, it won't steal too much from the big players right away," said one major kids media buyer who declined to speak for attribution. Season-to-date Nielsen national ratings on Saturday morning for kids 2-11 through Jan. 28 has Nickelodeon leading the pack with a 4.3 rating. Fox follows with a 3.6; ABC gets a 3.3; WB a 2.1; Cartoon a 1.3 and CBS a 0.6. ■

AT DEADLINE

Odd Men Out Seek League of Their Own

Having lost NFL television rights, NBC and Turner Broadcasting are discussing the possibility of launching a new professional football league. According to a statement from NBC Sports: "NBC and Turner Broadcasting are in detailed, ongoing discussions about the feasibility of starting a new professional football league. Both parties are in the midst of intense research and developmental analysis which will continue for at least the next eight weeks. After passing on the rights to the National Football League, NBC has and will continue to explore a variety of sports programming options." Sources said that talks are taking place at the highest levels of the two companies. The idea, the sources added, would be to create a league whose teams would play in the fall on Sunday afternoons and nights, in direct competition with the NFL. At the earliest, the league, which would be owned and run by NBC and Turner, would start in 1999.

SAG Urges Saban Boycott

The Screen Actors Guild of America has taken the unusual step of rebuking Saban Entertainment, calling for its members to cease taking work on Saban-produced TV shows. Saban is a kids program supplier and half-owner of Fox Kids Network and Fox Family Channel on cable. The Guild's action against the Hollywood production company was spurred by complaints from former Saban employees and parents of child performers. SAG alleges that Saban has failed to meet industry-recognized wage levels, has substandard working conditions and has failed to become a signatory in the children's business. Negotiations between SAG and Saban halted in June. Saban still has separate agreements for its telefilm and voice-over divisions, but SAG is urging its members not to work for Saban after June 28. Citing lower license fees and the lack of a back-end market for kids programming, Mel Woods, Saban CFO, said: "We would prefer to be signatories [to all the Guild's standards], but not at the cost of turning over the keys."

NBC Pulls Promo After Nike Pressure

NBC agreed last week to stop running an on-air promotional spot that lampooned Nike's new "I Can" ad campaign. The NBC spot, which touted its *Working* series, aired during the Super Bowl telecast but will no longer be used, out of "courtesy" to Nike, said an NBC representative. Executives at the Beaverton, Ore.-based athletic shoe and apparel company had called NBC to complain about the parody and asked the network to stop running it, Nike confirmed.

CN, *New Yorker* May Combine Some Units

Condé Nast and *The New Yorker* offices were abuzz last Friday after published reports said that CN president and CEO Steven Florio and Advance Publications chairman S. I. Newhouse this week will discuss merging some of the magazine's departments into its sister company. Both CN and *The New Yorker* are owned by Advance Publications. Florio recently has taken a more direct role in *The New Yorker's* budgets, sources at the magazine said. "No one has had any illusions about the right of [the Newhouse family, which controls Advance] to do anything they want," said a *New Yorker* staffer. And a Condé Nast exec noted: "It's clear that [*New Yorker* editor-in-chief] Tina Brown is not backing [*New Yorker* president] Tom Florio. She thinks someone else can better run the business." Senior executives of Condé Nast and *The New Yorker* could not be reached for comment.

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Feds Probe Sinclair in Columbus

The Justice Department has launched an antitrust investigation into a local marketing agreement between Sinclair Broadcasting's Fox affiliate WTTE-TV and River City Broadcasting's ABC affiliate WSYX-TV in Columbus, Ohio. The investigation centers on whether Baltimore-based Sinclair has been able to exert undue influence on ad rates in the market, media buying sources said. Both WTTE and WSYX provide advertisers with the younger demographics to which Fox and ABC cater. At press time, Sinclair executives had not returned phone calls. Justice Department officials declined to comment, citing a policy on pending investigations.

Addenda: CBS has generated more than \$560 million in ad sales for its broadcasts of the 1998 Winter Olympics, sources said. The network, which paid \$350 million in rights fees for the Games, begins its Olympics coverage from Nagano, Japan, on Feb. 6. Virtually all of the ad time has been sold... The National Newspaper Network reported an increase of 41 percent in ad revenue for 1997, with total billings reaching nearly \$84 million. The network is a marketing initiative funded by 47 major U.S. newspapers.

Clarification: In the Jan. 19 *Mediaweek*, a list of new programs offered at the National Association of Television Program Executives convention should have noted that ad sales for MGM TV's *The Lionhearts*, distributed by Cluster TV, is handled by Marcy Abelow, MGM TV Advertiser Sales, 212-708-0348.

The WB Plots Friday Lineup

Development slate includes Warner Bros., Disney, Spelling pilots

NETWORK TV / By Michael Freeman

Warner Bros. Television Network plans to announce this week a development slate of six new dramas, some of which may comprise a fifth night of prime-time programming in 1999, possibly Friday.

Topping the development slate is a pair of Aaron Spelling Productions dramas, explained Garth Ancier, the WB's entertainment president. The first is a "Witches of Eastwick meets Sisters" sorcery series from Connie Burge, creator/executive producer of the canceled *Savannah* series. The other Spelling project: a "location emergency response drama," said Ancier. Added Jordan Levin, WB senior vp of program development: "It's a cross between *Emergency* and *M*A*S*H*."

Two new projects come from sibling Warner Bros. TV. The first is *Hyperion*, a "twenty-something sibling-rivalry drama" set in a poor seaside community, said Levin. The other drama is *Bloomington*, centering around the new coach of a college basketball program.

From Imagine Entertainment and Disney TV comes *Felicity*, an hour-long coming-of-age drama. Ancier said the show has "an *Ally McBeal* sort of flavor" to it. And Paramount

Network TV is developing a Las Vegas undercover-police drama from Dan Petrie Jr., who penned *The Big Easy* and *Beverly Hills Cop*.

Ancier said the WB's success with the Tuesday-night lineup (*Buffy the Vampire Slayer* and *Dawson's Creek*) where it counterprograms NBC and ABC comedies may be replicated against ABC's and CBS' youth-oriented sitcom lineups on Fridays: "I think the fifth night we'll be expanding to is Friday, but we're still going to have to take a hard look at our overall schedule. What we may do is again take an established show like *Buffy* to use as a platform to build the new evening."

The two-week-old Tuesday lineup scored record ratings out of the gate. On Jan. 27, *Dawson's Creek* scored a WB record 5.9 rating/9 share in households, up 23 percent from week one's 4.8/7. *Dawson's* scored an impressive 13.5/41 among female teens and a 10.3/31 overall average with teens. Steve Grubbs, senior vp/national broadcast at BBDO, said the WB benefited from running against the State of the Union. The night came in 108 percent ahead of rival UPN's made-for, *The Warlord*, which got a 2.6/4. Media buyers said the WB commanded about \$130,000 per unit in *Dawson's Creek*, double the net's average price. ■

Kennard Sets '98 FCC Agenda

Cable rate increases, airtime for candidates, TV ratings high on list

WASHINGTON / By Alicia Mundy

FCC chairman Bill Kennard announced his 1998 agenda last Friday, the second anniversary of the Telecommunications Act. From the inflammatory topic of cable rate increases to the controversy over free airtime for political candidates, Kennard made it clear that he will be an activist chairman. And unlike his predecessor Reed Hundt, who was hamstrung by a divided commission, Kennard has Democrats Gloria Tristani and Susan Ness in his camp.

One of the FCC's first missions this year, Kennard said,

will be a review of cable rate increases and consideration of policy options to address the matter. The chairman said he hopes that in March the commission will be able to address cable's horizontal ownership rules and the number of subscribers one provider can maintain.



Activist chief: Kennard

RON EDWARDS/AP WIDE WORLD

"The pace of video competition" is not moving fast enough to keep cable rates down, Kennard said. He added that competition is unlikely to increase substantially by March 1999, when the cable regulation rules are due to expire. However, Kennard

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part-owner as well. Levy had shopped Mediatex, which includes a custom-publishing unit and new media operation, to publishing companies including PrimeMedia (formerly K-III) and Time Inc.'s Alabama-based Southern Progress unit, according to insiders at both companies. Sources close to Levy said he would consider selling his company outright only if he could continue overseeing its day-to-day operations. The February issue of *Texas Monthly*, on newsstands now, marks the book's 25th anniversary.

Emmis owns and operates 13 radio stations and publishes three other regional magazines—*Indianapolis Monthly*, *Atlanta* and *Cincinnati Magazine*. —Jeff Gremillion

General Motors May Wheel For ESPN's SportsCentury

General Motors is in discussions with ESPN about becoming the presenting sponsor of the network's *SportsCentury* project, sources said last week. *SportsCentury*, an 18-month series of programs on sports in the 20th century, is set to launch in September.

Nike also is said to be close to a deal that would make the athletic shoe marketer an associate sponsor of the series. Anheuser-Busch and Burger King have already signed on as associate sponsors. —Langdon Brockinton

Klingensmith Takes *SI* Helm; Elliman Turns to Ad Strategy

Michael Klingensmith last week was named president of *Sports Illustrated*. Klingensmith, 45, has been at *Entertainment Weekly* since its inception in 1990, first as publisher and later as president. His 21-year tenure at Time Inc. also included a stint at *SI* from 1977 to 1980.

Time Inc. said that current *SI* president Don Elliman, 53, requested the change to address personal matters. Elliman will shift his focus to advertising strategy and sales at Time Inc. New Media and will also help develop the recently launched CNN/*SI* cable sports network.

SI's three associate publishers, Fabio Freyre, John Jay and Michael Davey, will report to Klingensmith. One of Klingensmith's new tasks will (continued on page 6)

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be to replace *SI* publisher Dave Long, who left last September to become Time Inc.'s president of media sales and marketing. Klingensmith's replacement at *Entertainment Weekly* is expected to be announced "fairly shortly," a Time Inc. spokesman said. —Lisa Granatstein

National Black Paper Delays Launch; Dreyfuss Leaves

Our World News, the planned weekly national newspaper targeted to African Americans, has about 60 percent of the financing it needs to launch, Donald E. Miller, publisher and CEO, said last week. The project was due to launch last month. A new target date hasn't been established.

"We don't want to launch until we have the proper financing in place," said Miller, a former Dow Jones vp of employee relations who left in 1995 to start the publication. Miller said he expects a decision within the next few weeks on the last phase of financing. Investors in the project include the Freedom Forum—run by *USA Today* founder Al Neuharth—which contributed \$1 million. *Our World News* is moving from Baltimore to the New York area, Miller said.

Miller reportedly has a deal with Gannett Co. to print the weekly and distribute it through its national network. But editor-in-chief Joel Dreyfuss has left. Dreyfuss, former editor of *Information Week* and Tokyo bureau chief of *Fortune*, was "impatient" after 18 months of struggling to secure financial backing. —Dori Perrucci

March Blows Ill Wind For *Spy*'s 2nd Demise

Spy magazine has folded. Again. The March issue will be the satiric monthly's last. Founded by *Vanity Fair*'s current editor-in-chief, Graydon Carter, and *New Yorker* columnist Kurt Andersen in 1986, the book poked fun at celebs like Donald Trump and Steven Seagal. Jean Pigozzi and Charles Saatchi bought *Spy* in 1991, but closed the operation in March 1994 after failing to find any buyers. Three months later, *Spy* returned when Sussex Publishers' president and CEO Jo Colman bought in. *Spy* continued to struggle with weak ad revenue and a lagging 125,000 circ. —LG

added, "I am not prepared at this time" to ask Congress to permit the FCC extend its control. Program access for direct broadcast satellite will also be taken up at an upcoming commission meeting, Kennard said.

On the matter of TV time for political candidates, Kennard reiterated that he believes the FCC can go ahead and mandate free airtime by networks and stations for federal and state candidates. That idea, which also was floated by President Clinton in his State of the Union address last week, has been discussed by Kennard and Vice President Al Gore, who chairs a commission on the public-interest obligations of broadcasters.

Two issues of major interest to the TV industry are content ratings and public-interest provisions, which the FCC is reviewing. There will be proceedings in March, Kennard said, addressing public-interest duties/must carry and free political airtime. In addition, since the Telecom Act mandates a review of TV content ratings by the FCC, broadcasters will be looking at what the FCC says about the current system, which NBC is refusing to use on its programming.

One issue that appears to be on the back burner, for now at least, is alcohol advertising

on TV. In response to a reporter's question, Kennard said the issue was not "at the top" of the commission's agenda.

Kennard said that he is committed to opening up media ownership to more minorities and women and plans to introduce some ideas this spring to achieve that goal. While he did not talk in detail about broadcast duopolies, LMAs or cross-ownership issues, the chairman said that these issues will be looked at and possibly become the subject of new rulings, after the FCC completes its lengthy study of all broadcast ownership rules and their effects in the next two months. That review, an FCC representative said, will also include a look at radio merger mania, which Kennard has recently acknowledged is a concern.

Sen. John McCain (R-Ariz.), chairman of the Commerce Committee, is concerned that the new FCC will look to "regulatory answers" for some of the issues it faces, including rising cable rates and the increasing number of radio mergers. "Although chairman Kennard talks about competition as the way to keep prices low and choices high," McCain said last week, "it appears that he is very willing to step in where he doesn't think competition is moving fast enough." ■

HF Picks Flicks Book Topper

Steuer to lead May launch of 'Indie', title on small-budget films

MAGAZINES / By Lisa Granatstein

Hachette Filipacchi late last week hired Joseph Steuer as editor and publisher of *Indie*, a book devoted to the growth of the independent film industry that the company will launch in May. Steuer was East Coast film editor of *The Hollywood Reporter*, published by BPI Communications, parent of *Mediaweek*.

David Pecker, HF president and CEO, formally announced the launch of *Indie* last week. "This magazine will be more for the independent filmgoer enthusiast," Pecker said. "It's not going to be 100 percent trade."

Hachette is going after a niche that also has been targeted by Time Inc.'s *Entertainment Weekly*.

For two years, *EW* has distributed 800,000 free copies of its bimonthly indie film book, *Independence*, through movie theaters. The magazine also is a sponsor of Sundance, the annual

independent film festival.

Indie, which will have a controlled circulation, is expected to publish 10 times a year. Hachette built its 250,000-reader list from indie

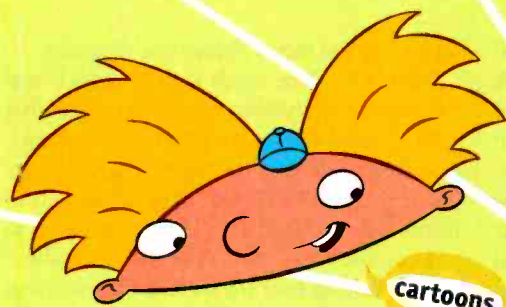
film festival lists and museums. It will complement Hachette's mainstream movie title, *Premiere*, Pecker said. *Indie* will focus on actors, directors, producers and distributors of films with budgets ranging from \$50,000 to \$10 million. "I want to make [*Indie*] edgy and have it parallel the industry itself," Pecker said. "I thought *Spin* was a brilliant launch [in terms of] what it's done for alternative music. That's what I'm driving at here."



Small is good: Robert Duvall led the prototype.

Pecker added that he is confident that *Indie* can attract "seven or eight" movie studios to advertise consistently, complemented by "significant" nonendemic advertising. ■

Kids want it all.



cartoons



comedy



NICKELODEON

game shows



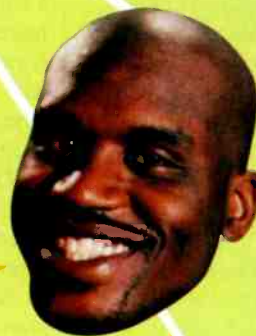
news



adventure



sports



Who are we to say no?

Kids love cartoons—everyone knows that. But they want more. They want comedy, adventure, game shows, sports and news too.

How do we know? Because that's what we give them—and in turn they give us **56% of all kids GRPs**. Nick brings kids **9 of the top 10** kids shows in all of TV. And **35 of the top 50**.*

Nick gives kids the variety they want—and that's why Nick is the network they want.

NICKELODEON

Source: Nielsen: NHI, NTI 9/1/97-12/7/97, NSS 9/1/97-11/30/97. Note: Based on K2-11, Nickelodeon Total Day and competitive kids' programming only. Subject to qualifications which will be supplied upon request.

*Some programs were counted more than once—strips/weekend programs and airings at different times are considered separate programs. Ranked on impressions.

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Of Kids. By Kids. For Kids.

CABLE TV

Steven Heyer last week was named president/COO of Turner Broadcasting System Inc. after only four years with the company. The newly created position gives Heyer oversight of all Turner's program purchasing and revenue generation. Heyer will also work with network heads



G. SPECTOR

Meet the new boss: TBS' Steven Heyer

Bill Burke, Betty Cohen and Brad Siegel to create a new integrated model for buying programming and its advertising potential. "We'll get to more thoughtful interdisciplinary decision making so that the overall P&L of the company can be enhanced," said Heyer of his new job. Heyer—who was president of Young & Rubicam before joining Turner in 1994 and spent several years at Booz Allen & Hamilton—reports to Terry McGuirk, chairman/CEO, TBS Inc. The network heads will continue to report to McGuirk, except CNN's Tom Johnson, who continues to report to company founder Ted Turner. Heyer's role with Turner Broadcasting Sales as president, worldwide sales, marketing, distribution and international networks, will basically remain unchanged. "I will continue to stay very close to the ad sales community. We've spent a lot of time building strong relationships with those folks, and it is our largest revenue stream and is a place where I can add a lot of value," said Heyer. His promotion signals McGuirk's first move to share the management load at Turner 18 months after the Time Warner-Turner merger. "Steve is the best guy to bring this company to the next level," said McGuirk.

Comedy Central last week brought *The Daily Show* back from a temporary hiatus because the grist from the Clinton/Lewinsky scandal was too succulent to miss. The sex scandal has been a juicy opportunity for comedy writers to tee up on the Clinton White House and its cast of characters, journalists included. As part of its blow-by-blow coverage, *Daily Show* correspondent Brian Unger has been sent to D.C. to report on the media frenzy. —Jim Cooper

New 'Party' Place: Lifetime

Women's net tries to lure younger demos with ColTriStar hit

CABLE TV / By Jim Cooper

Lifetime Television last week paid about \$500,000 an episode to pick up off-net rights to *Party of Five* in a move to broaden its audience to include more young women. The Disney/Hearst-owned network's acquisition from *Party* distributor Columbia TriStar drew good marks from media buyers, who said the show should succeed in attracting young women. The network has had limited success courting young women through recent acquisitions and original efforts like the year-old *The Place* programming block.

"The programming [Lifetime] has picked up has skewed to older females and they've had a hard time getting their pricing higher with that target because it is a relatively easy target to reach with broadcast," said a media buyer who declined to speak for attribution.

Doug McCormick, Lifetime president/CEO, countered that *The Place* has been repositioned out of prime time to Saturday morning and has started to get better ratings, delivering about a 1.8 universe Nielsen rating. McCormick added that *Ellen* and *Chicago Hope* skew younger on Lifetime than on their broadcast nets, ABC and CBS, scoring high viewers per viewing homes in the 18-49 demo category. "We can definitely bring them in," said McCormick, pointing to the recent 5.2 rating

for its original movie *Fifteen and Pregnant*.

Still, *The Place* needs to be tweaked, said the buyer: "Everything was wrong about that effort. Young women are very tough to attract, especially without the right programming, which [Lifetime] didn't have. What appeals to them—a lot of stuff on Fox—is expensive to produce and doesn't pay off very well on cable."

The bidding for *Party* included several players, said a source familiar with the negotiations who cited FX, PaxNet and MTV as possible destinations for the Columbia TriStar Television show. All three "were quite aggressive about it but couldn't step up to it," said the source. FX would not comment, PaxNet said it passed for content reasons and an MTV representative said the network was never in active negotiations. Under terms of the deal, Lifetime will strip the show in prime time Monday through Friday, but ColTriStar will also



COLUMBIA PICTURES

Columbia's Party joins Lifetime's lineup this fall.

sell a two-year weekend window to TV stations. Fox will continue to air original episodes of the 4-year-old series, which is having its highest-rated season. "The combination of having it on Lifetime, having it on broadcast and having it still run on Fox will make it even more popular," said Barry Thurston, president of ColTriStar Television Distribution. ■

Springer Shakes 'Em Down

In lieu of ad revenue gains, Uni looks to hike station license fees

SYNDICATION / By Michael Freeman

As a result of Jerry Springer's impressive ascension in the ratings since October, Universal Television Enterprises is trying to get some commensurate license-fee increases from TV stations in lieu of advertising revenue increases.

"Jerry's ratings have gone up 80 percent and the license fees we are getting are reflective of

that increase," said Steve Rosenberg, president, domestic distribution, USA Networks Inc. (Universal TV's new name). Perhaps the most noteworthy license-fee boost within the top 10 markets has come in Washington, D.C., the nation's seventh largest DMA. According to several competing D.C. station sources, Paramount Stations Group-owned WDCA-TV has agreed to pay up to \$25,000 per week for

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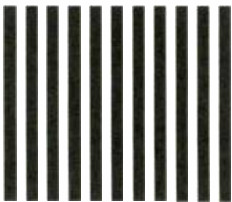
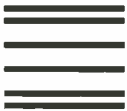
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Springer beginning in February 1999. That figure is a 300 percent increase from the \$8,000-per-week figure Tribune-managed WBDC-TV had paid for *Springer* over the last three years. WDC gm Helen Feinbloom said the \$25,000 figure was "not that high." In 13th-ranked DMA Cleveland, where Gannett's NBC affiliate, WKYC-TV, generated an 11.0 rating/28 share average at 4-5 p.m. during the November 1997 sweeps, the incumbent is said by market sources to have "let the show go" to Fox-owned WJW-TV. WJW is said to have held the show to a more modest 43 percent increase to roughly \$10,000 per week.

The centerpiece of Universal's sales pitch on renewals and time-period upgrades of *Springer* is the show's strong early-fringe ratings

(a 7.8/21 household average nationally) and its power as a lead-in to local newscasts or other talk shows. But *Springer* aired in early fringe (2-6 p.m.) in just 18 markets during the November sweeps. That number has grown since then. In Detroit, WDIV-TV, the NBC affiliate, upgraded *Springer* last week to its coveted 4-5 p.m. slot, where the show surged to a 12.4/26 average, beating out King World's top-rated *Oprah Winfrey Show* (10.1/21) on WXYZ-TV. WDIV's 5-6 p.m. newscast also rose 24 percent in share to a 13.8/26 average, knocking out news leader WXYZ (at a 10.5/20).

Uni may have its hands tied elsewhere. Sources at KCAL in L.A., KTVU in San Francisco and WAGA in Atlanta confirmed they signed renewals before last fall's rating spike. ■

FSN Unveils Its Holy Grail

Rebranded Rainbow regionals are now known as Fox Sports Net

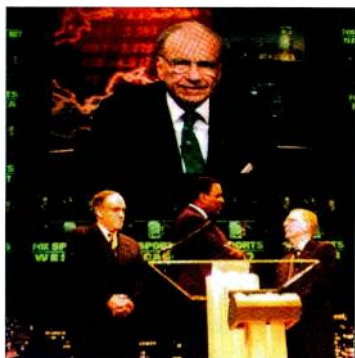
TV SPORTS / By Jim Cooper

Cablevision Systems Corp., and the News Corp./Liberty Media partnership last week reconfigured their existing regional sports networks into one national and regional umbrella, in a bid to bite into sports rival ESPN's revenue.

Fox Sports Net, which is equally owned by Cablevision's Rainbow Media and Fox/Liberty, will smith together regional sports networks that reach about 58 million viewers via 21 affiliates across the country. The rebranding of the service will erase the name SportsChannel from five of Rainbow's regionals, replacing it with the FSN name. MSG Network, which Rainbow also owns, will retain its name.

At a party held at Madison Square Garden last week, Chuck Dolan, Cablevision's chairman introduced the new brand along with News Corp. CEO Rupert Murdoch (via satellite) and New York mayor Rudy Giuliani.

Long one of cable's holiest grails, the regional/national network, which took Liberty, Fox and Cablevision two years to pull together, will in its new form not only link local networks but also provide a national programming frame, a model similar to the national broadcast networks, said Dob Bennett, president/CEO of Liberty, which linked with Fox in 1996.



Murdoch eyes (l. to r.) Giuliani, host James Brown and Dolan.

The new venture includes the creation of a national ad sales company, FOX/National Cable, which the dealmakers said will provide "one-stop shopping" for national as well as regional advertising. "When an advertiser looks at each market, they will find a common look, a common feel and a common brand for the regional sports teams and the sports programming around it," said Chase Carey, president/CEO of Fox Television. Local ad sales will continue to be handled out of the local networks.

Buyers agreed that having easier access to regional programming, where the fan base is more concentrated and rabid, was attractive. "It makes it much easier to reach those local fans who are watching more regularly and intensely than the national audience," said one media buyer who declined to speak for attribution.

David Hill, president/CEO, Fox Broadcasting, said the regional network's programming philosophy will be to tap into the popularity of local teams. "We're pushing that 'sports is tribal' mantra," said Hill, who predicted that the net will eat into ESPN's revenue. ESPN, which has 73 million subs, declined comment. ■

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TV SPORTS

By Langdon Brockinton

ESPN Eyes MLB Switch

Baseball balking at plan to flip Sunday games to ESPN2 in Sept.

Now that ESPN has agreed to spend \$600 million per year for the entire NFL Sunday-night cable package, the network has a small scheduling glitch to resolve. That's because ESPN is committed to air



advertisers as corporate partners for the next season of Arena Football. Through such marketing deals, the sponsors would secure "substantial media involvement and on-site presence," said Charles Besser, president and CEO of Intersport, which will work in conjunction with

Major League Baseball games on Sunday evenings in September, when the NFL season kicks off. To make room for the NFL telecasts in September, ESPN is looking to shift the last four Sunday-night games on its MLB schedule over to sister network ESPN2.

MLB's initial reaction to the idea of being switched to a net that reaches 18 million fewer viewers is not favorable. "We have not approved that," Richard Levin, an MLB rep, said last week. "It's an issue that has to be dealt with. [ESPN] needs our permission [to shift]. We view it as a serious matter. We're not going to cavalierly allow our games to be put on ESPN2."

ESPN currently reaches 73 million TV homes, while ESPN2 is available in 55 million. With its image and TV-viewership difficulties over the past few seasons, MLB would prefer to hold on to ESPN's additional eyeballs on Sunday nights.

Talks are ongoing between ESPN and the league. "We have had several discussions with Major League Baseball about the opportunities presented by the distribution of baseball on ESPN2," said Ronni Faust, an ESPN representative. "MLB is a valued partner, and we continue to work with them to reach a satisfactory resolution."

The NFL is in talks with HBO regarding a multi-year extension for *Inside the NFL*, the pay-cable network's hour-long show that features highlights and analysis of each week's games. "We are very optimistic, and within the next two weeks or so we hope to finalize a deal," said Ross Greenburg, senior vp and executive producer of HBO Sports. HBO has aired *Inside the NFL* since 1977.

Intersport, the Chicago-based sports marketing company, is looking to sign six to eight

Arena Football League Properties.

The league is expected to announce soon a contract extension with ESPN for regular-season and playoffs coverage. For the first time, the Arena Bowl, the league's championship matchup, will be televised this year by a broadcast network—ABC will air the game live on Aug. 23.

Intersport, which also is the league's new TV-production arm, will create a variety of Arena Football-related specials and videos. "And we hope to produce the games themselves, pending ESPN's approval," said Besser. For advertisers, "[Arena Football] is a viable way to reach young men," he added.

USA Track & Field is in talks with two undisclosed networks about TV rights to the new U.S. Collegiate Track & Field series, which will run from March 21 through May 10. A representative of USA Track & Field declined to elaborate on the negotiations. USAT&F is seeking national and regional coverage of the series, developed with the U.S. Track Coaches Association and the U.S. Olympic Committee. At each of the series' meets, several collegiate teams will compete.

Sports Illustrated is seeking a sponsor for a proposed series of advertorials about golf. Each installment would offer tips from prominent instructors, said Don Mahoney, publishing director of *SI's* "Golf Plus" section. The series could run for 30 weeks. Included in the sponsorship package would be commercial time on NBC's *High Performance Golf*, two one-hour instruction-based programs hosted by Roger Maltbie. One special will be broadcast Feb. 21; the other should air in the fall. The sponsor would get time on several related golf specials airing in syndication this summer. ■

"We're not going to cavalierly allow our games to be put on ESPN2"—an MLB rep

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ASHEVILLE, N.C. ALASKA

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RADIO
Rachel Fischer

NEWSPAPERS/NEW MEDIA
Dori Perrucci

GREENVILLE-SPARTANBURG-ASHEVILLE-ANDERSON/TV STATIONS 'Stepchild' Seeks to Marry Region

• WITH A \$2 MILLION BANKROLL, FOX AFFILIATE WHNS-TV is launching its own local news—heralding a new age of competition for upstate South Carolina, buyers predict. WHNS vp and general manager Linda Sherman is leading the charge, and building a news operation with new hires and equipment tops her list. Next priority for the June 1999 launch is to harness entertainment-oriented Fox viewers and bring them into her news fold. A Meredith Broadcasting vet, Sherman came aboard two weeks ago from a similar gm post at WSMV-TV in Nashville, Tenn., an NBC affiliate.

If successful, WHNS will “definitely steal some share” from other stations, predicted Shane Densmore, senior media negotiator for Western International Media in Atlanta. “It will pull viewers from everyone’s prime time...With their own team coming on, it might be a horse race.”

Thus, WHNS news would be shed its “stepchild” status, as one media buyer called it. Aimed to serve Greenville, WHNS’ 10 p.m. newscast is produced by Spartanburg’s WSPA-TV and has a decidedly Spartanburg focus. That won’t work in a market where geographic biases rule, buyers said. Along the 75-mile strip separating the four cities—Greenville, Spartanburg and Anderson in South Carolina and Asheville, N.C.—the three local affils within the DMA primarily focus on local news from their respective counties.

Buyers said that Asheville residents loyally watch Sinclair Broadcasting’s ABC affiliate, WLOS. Likewise, Spartanburg primarily views its homegrown CBS affiliate, WSPA, owned by Spartan Broadcasting. In Greenville, Pulitzer’s NBC affiliate, WYFF,

has the bulk of the city’s news viewers. (Anderson’s viewers have Sinclair’s WFBC, but the independent doesn’t broadcast news.)

Once it is operational, WHNS, which is Asheville-licensed, may have an advantage “because of the way they marketed themselves initially, and because they lack a strong [Greenville-focused] local news,” said Steve Green, director of media services at Leslie Advertising in Greenville. “They’re perceived as a station with market-wide appeal.” —CB



Carolinas reel in new industry, solid demos.

GREENVILLE/NEWSPAPERS

German Automaker Fuels A Turn for the Better

• PROSPERITY IS ADDING TO THE CHALLENGE OF print advertising buying and selling in Greenville-Spartanburg. For ad buyers, there’s the often-daunting question of how to effectively cover a market that covers hundreds of square miles and radiates more than 50 miles south from Greenville to the Georgia border and north to western North Carolina. And for newspapers, there’s the happy challenge of an economic boon perhaps unrivaled

anywhere in the U.S. “It’s a hyphenated market,” said media buyer Jack Welch at Phillips & Goot in Greenville. “To get the whole market, you have to go to them all.”

The traditional answer, Welch said, was to buy the three major dailies (*Greenville News*, *Spartanburg Herald-Journal* and the *Anderson Independent*) and some 20 weeklies. Now there are more-specialized vehicles to help him satisfy his clients. “You have to pay attention to where your customer base is,” he said.

It’s a customer base that is expanding—and getting more prosperous. Along I-85 between Greenville and Spartanburg, BMW, the German automaker, has built its North American headquarters to produce its Z3 roadster. Other major employers, such as Michelin, have followed suit, fueling the economy with thousands more new jobs.

That fact is not lost on the area’s biggest daily, Gannett’s *Greenville News* (97,399 daily, 135,703 Sunday). “Our economy is growing like crazy,” said Mark Johnston, the *News’* advertising vp. “Greenville-Spartanburg is attracting upscale residents, and we do a real good job of delivering that audience.”

The paper has revamped its popular “Sunday Business” section—a weekly tabloid launched in mid-1997—by offering small and medium-sized advertisers flexible rate plans and frequency packages, Johnston said. “They told us they wanted to be in the paper 365 days a year,” he said.

The strategy is clearly successful. According to Competitive Media Reporting, retail advertising jumped more than 16 percent for the 12-month period ended November 1997, as compared with the same period a year earlier.

Meanwhile, at the New York Times Co.-owned *Spartanburg Herald-Journal* (59,668 daily, 67,984 Sunday), ad revenue was flat last year. But the paper is fighting to catch up, said its new vp of advertising, Ruth Campbell. The *Herald-Journal* recently hired an employment specialist and published the first edition

of a new employment quarterly in late 1997. When three auto dealers consolidated last year, the paper lost revenue, but it has since recouped that loss by offering new incentives, Campbell said. —DP

GREENVILLE/RADIO

'A Little More Drama' Seen With Consolidation

• IN GREENVILLE-SPARTANBURG, A QUIET radio market where the Super Bowl and World Series only recently was heard, newly arrived big guns have observers bracing for a change that could shake the serenity. "The story here is the story everywhere—changing ownerships," said Catherine D'Azevedo, media director at Greenville-based Leslie Advertising. "It's a small market. There's not a lot there."

For now. The nation's 59th-ranked radio market is undergoing considerable change as the economy's traditional bulwark, textiles, is supplemented by a burgeoning auto industry. With those industries comes a growing diversity in ages and nationalities—a combination that has propelled national radio concerns like Sinclair Broadcasting and Capstar Broadcasting to enter the fray.

Pending regulatory approval, Austin, Texas-based Capstar is poised to own six FM and two AM stations in the market with its proposed merger of SFX Broadcasting. Buyers predicted that the company may unload one or more of those properties within a year, which ones remain to be seen.

For now, two highly rated country stations (SFX's WSSL-FM and Capstar's WESC-FM) continue to hold sway. But Baltimore-based Sinclair is looking for some respect as well.

If Sinclair can overcome potential regulatory hurdles, it will proceed with its October 1997 agreement to purchase three outlets from Keymarket of SC Inc. Sinclair has already purchased WSPA-AM and FM from Spartan Radiocasting, of Spartanburg. It also has a joint sales agreement with St. Louis-based Palm Broadcasting's two FM stations. Especially strong in that string of purchases is the adult-contemporary WSPA-FM. The rock category duel is percolating with the recent strong showing of underdog WTPT-FM. The active rock/alternative rock mix station has a growing listener base and has seen monthly advertising billings go from \$30,000 to \$100,000 in just two years, according to program director and morning deejay Zakk Tyler. In spite of only a handful of employees and little promotional funding from owner Capstar, media buyers praised WTPT for giving SFX's strong classic

rock station, WROQ-FM, a run.

Amidst this consolidation in a market where, in the words of one media buyer, "we're all kind of fat and happy," a lone independent outlet hangs on. Still, David Alpert, co-owner of WPEK-FM, a talk/news/sports station owned by Alpeak Broadcasting of Greenville, said it's only a matter of time before radio-industry consolidation makes for a little more local drama. "A year from now, we'll probably see a lot of things changing," Alpert said. "The market is a chess board and everyone's setting up their players." —RF

ALASKA/TV STATIONS

Klondike Fever It Isn't, But TVB Joins Gold Rush

• CALL THEM YAPIES: YOUNG ARCTIC Professionals. Alaska has plenty of them, say its TV broadcasters. But for all its decidedly young, affluent demographics, the state's TV stations have not gotten what they believe is their fair share of national spot TV dollars. Consequently, TV stations in Alaska's largest city, Anchorage, and elsewhere in the state have banded to try to boost those sales—with an assist from the New York-based Television Bureau of Advertising. In fact, the market's average household income exceeds by \$11,000 the average U.S. household income of \$41,000.

Alaskans also spent about \$7,000 a year more on retail goods than their continental U.S. brethren. Part of that figure stems from goods costing more in Alaska, but another contributing factor is the young, professional and highly paid denizens of the oil industry and ancillary legal, technical and accounting industries. "They do have some surprising demographic numbers," said TVB president Ave Butensky.

"The number one problem has been getting a lot of people to accept that we're even in the United States," lamented Nancy Johnson, national sales manager at KTUU-TV, Zaser & Longston's Inc.'s NBC affiliate in Anchorage.

Some buyers say that Alaska's problem is that it lacks retail outlets that would justify spending spot dollars. "That might have been true five years ago," said Carter Crawford, general sales manager at Fireweed Communications' KYES-TV, UPN's Anchorage affiliate, "when there was no Home Depot, no Barnes & Noble, and no Wal-Mart or Kmart."

Alaskan broadcasters' ad revenue last year was \$20 million. A station sales director said that 15 percent of that came from spot TV sales. As for a target, sales execs declined to identify a specific figure, saying that growth would be nice after years of flat statistics. "It's growing," said Krishna Berkes, broadcast supervisor at BBDO West in L.A. "It is showing up on more and more of our buy lists, but only maybe one or two more a year." —CB

SCARBOROUGH MEDIA PROFILE: GREENVILLE-SPARTANBURG-ASHEVILLE-ANDERSON

How Greenville adult consumers compare to those in the country's top 50 markets

	Top 50 Markets %	Greenville Market %	Greenville Market Index (100=average)
MEDIA USAGE			
Read any daily newspaper (average issue)	58.8	56.7	96
Read any Sunday newspaper (average issue)	68.5	62.3	91
Total radio average morning drive M-F	25.5	22.0	86
Total radio average evening drive M-F	18.2	14.7	81
Watched A&E past 30 days	40.6	33.2	82
Watched BET past 30 days	8.0	6.0	75
Watched CNN past 30 days	44.3	44.7	101
Watched ESPN past 30 days	38.4	43.5	113
Watched MTV past 30 days	23.6	13.8	58
Watched TNN past 30 days	25.0	44.2	177
Watched The Weather Channel past 30 days	42.5	55.3	130
DEMOGRAPHICS			
Age 18-34	34.1	30.4	89
Age 35-54	38.9	38.7	99
Age 55+	27.0	30.9	114
Blue-collar	23.8	32.9	138
HOME TECHNOLOGY			
Connected to cable	75.4	75.3	100
Connected to satellite/microwave dish	3.7	11.9	320

Source: 1996 Scarborough Research—Top 50 Market Report

Students Talk Back

(ENTHUSIASTICALLY)



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| <input type="checkbox"/> CLEVELAND, MARCH 12, 13 | <input type="checkbox"/> PITTSBURGH, MAY 28, 29 |
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| <input type="checkbox"/> WASH. DC, MARCH 25, 26, 27* | <input type="checkbox"/> NEW YORK, JUNE 17, 18, 19* |
| <input type="checkbox"/> LOS ANGELES, MARCH, 31 & APR. 1 | <input type="checkbox"/> LOS ANGELES, JUNE 23, 24, 25* |
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Magazines

By Jeff Gremillion and Lisa Granatstein

'National Geographic' will explore the implications of the millennium in a major seven-part series over the next 2 years

2000: A Space Odyssey

National Geographic is going boldly where it has not gone before. Not only is the magazine expanding its worldwide reach with a concerted effort on branding, but the 109-year-old book also has caught the Millennium Madness bug. Beginning with the February issue, seven themed editorial packages, spread out over the next two years, will focus on the planet's changes and challenges. "We thought about doing a special [millennium] issue, or even a double issue," says William Allen, *NG* editor. "Finally, we decided on [highlighting several] major issues that are

going to be confronting humankind."

The first supplement, which runs 70 pages, looks at exploration and adventure and includes a report on a

for December 1999, will wrap up the millennium package with an update on all the featured subjects.

How do you finance such a project? Healthy advertising helps—*NG* in 1997 had its third straight record year with 419 ad pages, up 12 percent, supported by upticks in automotive, business and tech ads. For the millennium sections, the magazine has recruited four major sponsors—Subaru of America, Eastman Kodak, American Plastics Council and State Farm Insurance. "This is a real cross-divisional opportunity as we expand our brand," says Scott Crystal, the Society's vp and director of advertising.

In a first for *NG*, Allen's editor's note in the February issue mentions the "millennium partner" sponsors and their role in the editorial project. "[The advertisers'] participation is going to make possible genuine exploration of the planet," Allen says. "They will be supporting our new Committee for Exploration [which will weigh grant applications] but will have no editorial input and will not be consulted on what we do with the money."

John Fahey, who is set to become president and CEO of the Society on March 1, has big plans to extend the magazine's reach well beyond its English-language circulation of 9 million. *National Geographic* already has a Japanese-language edition, and last fall it began publishing

Spanish versions for Spain and Latin America. "We started by printing 450,000 magazines in Spain and hoped to sell 70 percent—they were sold off in three days," says Fahey, who is moving up from executive vp and COO. The launch generated 125,000 new subscribers in Spain. An Italian-language book is due out in the spring; Hebrew and South Korean versions are in the works.

The Society also hopes to launch a magazine targeted at adventure enthusiasts, "a niche audience who wants to actively enjoy and explore the world around them," Fahey says. This new title, due in the next year or two, would join another *NG* spinoff, *National Geographic Traveler*. *NGT*'s March/April issue will have a record 118 ad pages, up 47.2 percent from last year. The 14-year-old title will boost its frequency from six to eight times per year in 1999.

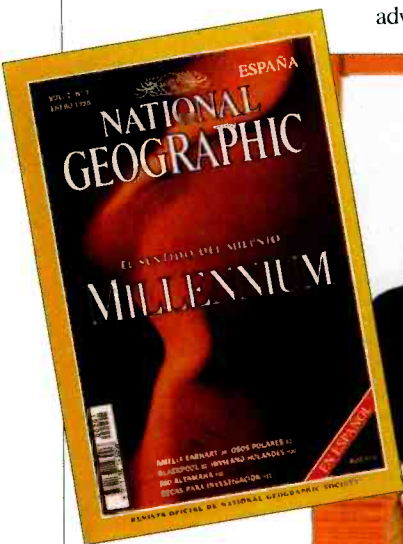
"We have a very clear mission, and a very strong franchise and foundation to build on," Fahey says. "This provides the opportunity to develop more products that support our mission to target different audience groups than we may have gone after before." —LG

'Travel & Leisure Golf' Jim Gaines Tees Up A New AmEx Title

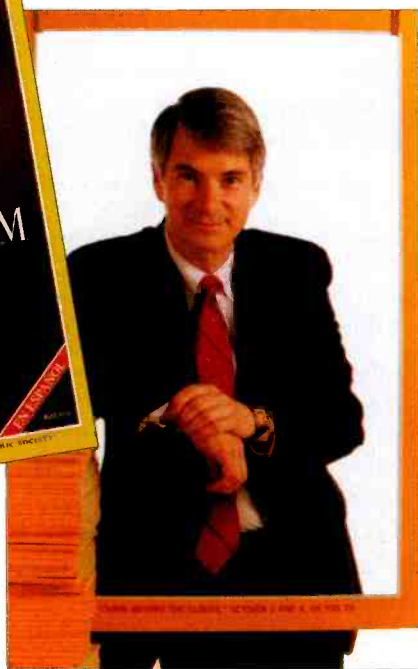
American Express Publishing this month will launch its fourth upscale lifestyle magazine, *Travel & Leisure Golf*. The book, edited by former Time Inc. corporate editor (and *People* and *Time* managing editor) Jim Gaines, will publish quarterly at first before going bimonthly in '99.

The title will fill a "glaring void" in the golf category, says Daniel Brewster, president and CEO of the AmEx publishing arm. "I looked around the category," says Brewster, "and all I saw were instructional books—'99 Ways to Get Out of the Sand Trap' and that sort of stuff. We're trying to create a lifestyle magazine seen through the prism of golf."

T&L Golf's initial rate base will be



Universal appeal: Editor Allen says the supplements will examine global issues.



recent climb of "the Razor" in Antarctica led by Jon "I Survived Mt. Everest" Krakauer. The next millennium section, due in May, will explore the physical world, with topics such as "Earth's landforms and the air we breathe," Allen says. Future supplements will focus on population, bio-diversity, culture and science. The final special section, set



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Magazines

Writers' Block

A sample of great writing from a recent issue:

"Get hit, get stomped, get broken, get gored, bleed. What other means of redemption had there ever been from the most terrible sins? These men had killed, they had raped, at best they had put guns to other people's heads. Here was original sin, the loss of God's spirit in the garden. Cain's murderous need, his expulsion from the world he knew to the world we now know. And here, as in some vestigial and distorted Passion, these men, sin's representatives, had arrived at the place where they would offer up their bodies for purging. For their own absolution, and every-one else's."

—"God Bless This Rodeo," Daniel Bergner's look at prison inmates in Louisiana, *Harper's*, February

200,000, half of which will be controlled, via AmEx's database. Another 80,000 are paid subscribers, on board since a 3 million-piece direct-mail effort late last year. The magazine has budgeted the remaining 10 percent of its rate base for newsstand sales. Charter advertisers include Alfred Dunhill, Hugo Boss, IBM and several high-end cruise lines.

When it came time to select an editor for the book, whose prototype has been circulating since fall, Brewster had a specific criteria. "I wanted an aging baby boomer who's bad at golf," he says. "I went to Jim Gaines."

Gaines, a Time Inc. veteran who left the company in December '95 and settled in Boulder, Colo., early last year, wasn't so sure he wanted back in the biz. "He said he was writing a book and building a plane," says Brewster. But Gaines eventually signed on, and work on the new magazine began last summer.

"We're trying to use the best writers and photographers to create a magazine of general interest," Gaines says from *T&L Golf's* Boulder headquarters. "This is a book

that will not only appeal to the hard-core golfer but also to the spouse of the hard-core golfer who gets dragged around on long golf trips."

The richly designed and photographed book looks a bit like a cross between *Travel & Leisure* and *Men's Journal*, not surprising since art director Tom Brown honed his skills at the Wenner Media men's book. Stories in the first issue include Roy Blount Jr.'s humor piece on the sleazy underbelly of Augusta, Ga., home of the Masters tournament, and top-flight travel writer Richard Todd's feature on Scottish golf courses, with pictures by Harry Benson.

Gaines also assigned Michael Thomas a profile of Dennis Hopper for the premiere, thinking the two might have a lot to talk about. Thomas and Hopper, who played a round of golf together for the piece, were both formerly married to the same woman, Brooke Hayward.

Even with his new AmEx duties, Gaines still has time to work on his book, *Flying Lessons*, a memoir about learning to fly and reinventing one's life at 50. He is also teaching a

writing class at the University of Colorado. After his rise at—and tumultuous exit from—Time Inc., he says he's happy with his simpler life. "I'm doing more of the work I really love to do, without the administrative headaches and the politics," he says. "At Time Inc. I was removed from the actual, physical making of magazines. I think the higher you go, the less fun your job is." —JG

'Forbes ASAP' Retools More Tech Insights, Less Deep Thought

Forbes ASAP, the technology bimonthly that is polybagged with *Forbes* subscriber copies, has been completely overhauled to focus on "information technology" issues and to appear less like a "think" magazine, says editor Rich Karlgaard.

In the Feb. 23 issue, reaching *Forbes* subscribers early this month, Karlgaard has added a front-of-book section of short items. He has also cut down on lengthy tech essays, although he says he will make room for some longer pieces. *ASAP* contributors have included Tom Wolfe and Benjamin Netanyahu.

The editor says the 5-year-old book will be "quick-paced, laced with photography." The previous design was heavy on conceptual illustrations.

"When we launched, there was no World Wide Web that anybody knew about," Karlgaard notes. "Executives didn't have hands-on knowledge of information technology. Now we know that the Internet can be far more potent than just an efficiency tool. You can do some profound... things with it. It's time to capture that idea in this magazine." —JG ■

60 SECONDS WITH...



Danyel Smith

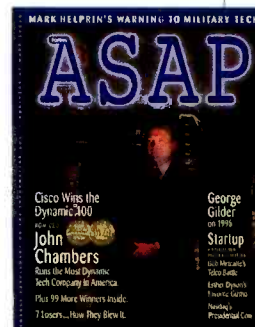
Editor-in-chief, *Vibe*

Q. What's new since you became editor last July?

A. We've hired a new art director [Dwayne Shaw] and music editor [Sacha Jenkins]. There's also a new Latin music column, *El Ritmo*, and a

new column on singles. [This year] we're going to break more news, both in the entertainment world and in culture, much like last November's "God City," an investigative story on [armed Aryans] in the Ozark mountains. **Q.** What did your readers think of that piece?

A. They responded to it so amazingly. They may be young, but they're smart as hell and they want to read that kind of stuff. **Q.** Why did you put gospel singer Kirk Franklin on your October cover? **A.** He was the first gospel artist to have a No. 1 pop album. I thought, since we cover pop music, Kirk should be on the cover. After the deaths of Tupac Shakur and the Notorious B.I.G., it was great to speak to something in urban music that was very positive. **Q.** A few years back, tensions were high at *Vibe* because many top editors were white. How are the vibes now? **A.** We have a real multicultural staff, and we deal with those kind of issues in a forthright manner. I think there is always going to be tension whenever different cultures mix. Workplaces in the future are going to be way more multicultural. I think we are at the forefront of what a magazine has to be eventually.



Faster delivery: Forbes book gets streamlined look

MOVERS

TV STATIONS

Edward Piette has joined Minneapolis/St. Paul ABC affiliate KSTP-TV as vp and general manager. He comes to the Hubbard Broadcasting-owned station from the same post at Kansas City Fox affiliate WDAF.

PRINT

Newspapers First has named **Carol Polski Mintz** vp and western regional manager, in charge of its L.A. office. Mintz had been supervisor of national advertising at the *Los Angeles Daily News*... *The Chicago Tribune* has upped **William Neikirk** from White House correspondent to chief Washington correspondent. And **Roger Simon**, formerly a columnist for the *Chicago Sun-Times* and *The Baltimore Sun*, has joined as White House correspondent...*Newsday* (New York) reporters **Deborah Barfield** and **Ellen Yan** will move to the paper's Washington, D.C., bureau. Barfield will cover money and politics, while Yan will report on Congress and the New York delegation. Prior to joining *Newsday* in 1995, Barfield was a Washington correspondent for Knight-Ridder Newspapers. Yan, who joined *Newsday* in 1990, won the 1995 Publisher's Award for deadline reporting...At the *Peoria Journal-Star*, **David Auer**, formerly retail ad manager, replaces recently retired Carl Arrenius as ad director. **Gene Hayden**, previously general advertising supervisor, takes Auer's old job...**Jeff Whitmore** has joined Bloomberg L.P. to handle sales in Texas for *Bloomberg Magazine* and *Bloomberg Personal*. His prior post was print category manager for *Adweek Magazines*.

The Media Elite

Edited by Anne Torpey-Kemph



KLSX-FM's Brandmeier: Happy to be air-borne again.

The Slow Way to L.A.

Transplanted Chicago radio personality Jonathon Brandmeier has been on the air in Los Angeles for scarcely two weeks, but the move to the West Coast is already ancient history for Brandmeier's family.

The fast-talking, 41-year-old show host—whose comedic a.m. antics gained him a big following and top ratings on Chicago's CBS Radio-owned WLUP-FM—can now be heard on KLSX-FM, also a CBS O&O. But he's been trying to settle down in L.A. for so long that it's almost comedy enough to put on the air. In fact, his wife and children moved from Chicago to Los Angeles and back again while Brandmeier went through drawn-out contract negotiations (finally settled last fall).

The guy who now has Brandmeier under contract, KLSX general manager Bob Moore, sees the newly syndicated (in Chicago and L.A.) *The Jonathon Brandmeier Radio Showgram* as "a national draw,

à la Rush [Limbaugh] or Dr. Laura [Schlesinger]."

Sure, Brandmeier's excited about the new location and going into syndication, but he's even more excited about being back on the air after several months at home.

"My kids were saying, 'Do you have to read out loud to us?' I like talking." —*Rachel Fischer*



Sunrise through Burke's eyes: Terry Burke, a media supervisor at Leo Burnett Chicago, shot this grand prize-winning entry in *National Geographic Traveler's Ad Industry Travel Photo Contest*. Her "South African Sunrise," along with two other African-themed prize winners and nine honorable mentions, are featured in a four-color 1998 wall calendar that *Traveler* has sent to 2,000 members of the ad and travel community. Burke received an all-expenses-paid, four-day trip for two to London.

TV Execs Swallow Spinoff Spoo

It says a lot about the current state of television programming that the audience didn't get the joke.

Speaking to a crowd of thousands at the recent National Association of Television Program Executives show in New Orleans, CBS Entertainment chairman Leslie Moonves decried "Me Too" TV, then offered an alternative. In May, he said, CBS would do a spinoff of the network's big November '97 ratings winners, *Bella Mafia* and *What the Deaf Man Heard*. The title: *What the Deaf Mafia Girl Heard*.

For a split second there was dead silence—as the audience pondered the plotline, the cast, the closed-captioning?—then a wave of laughter as they realized Moonves was kidding.

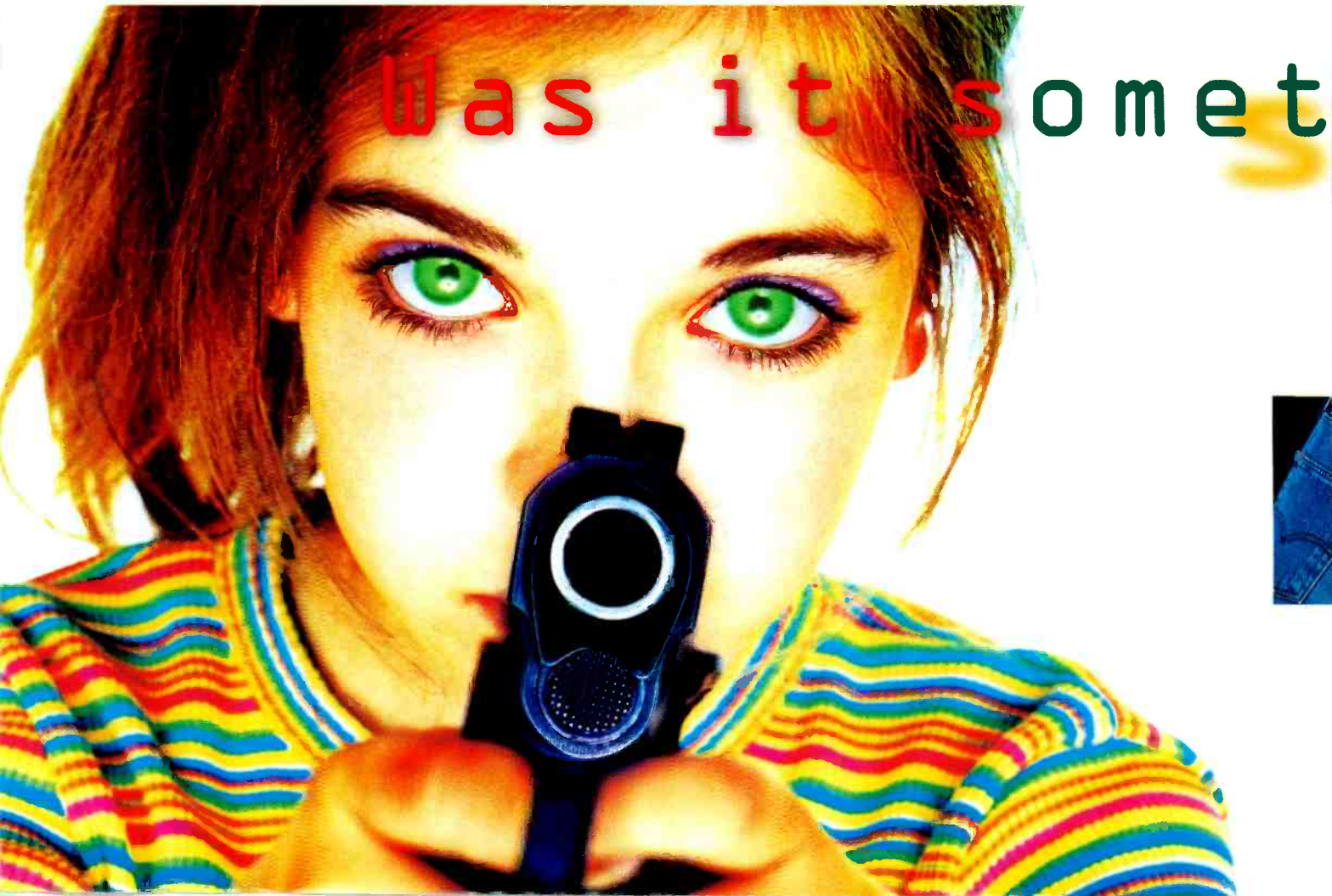
Hmmmm...If real-life TV execs actually thought such a project was under way, we're afraid to imagine what they might have in store for us. —*Betsy Sharkey*

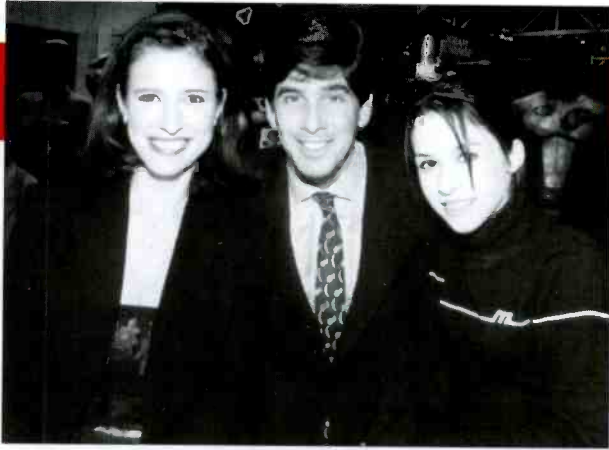
MEDIA DISH



▲ Kirshenbaum, Bond & Partners beat out other ad agencies in a *Gourmet*-hosted scavenger hunt through New York hotels to promote the title's annual Hotel Issue. *Gourmet* publisher Gina Sanders (l.) and consumer products manager Will Schenck (c.) posed with KB&P's (l. to r.), Jessica Pell, media planner; Cori Altshuler, ass't media planner; Corrie Pikul, ass't media planner; Zoe Adlersburg, media supervisor; and Manali Wagle, ass't media planner.

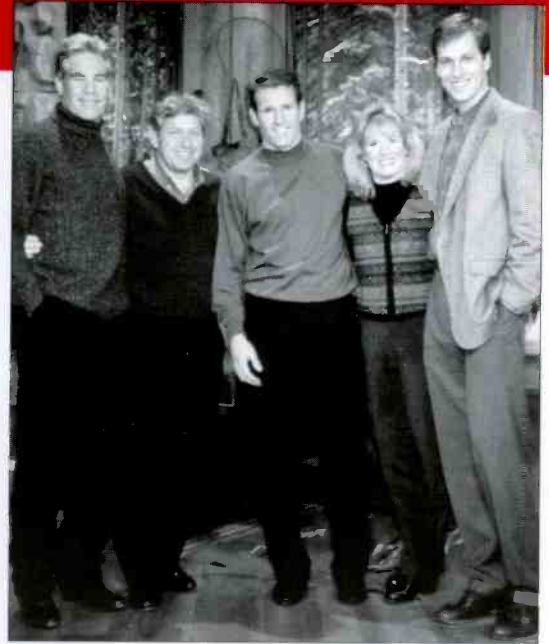
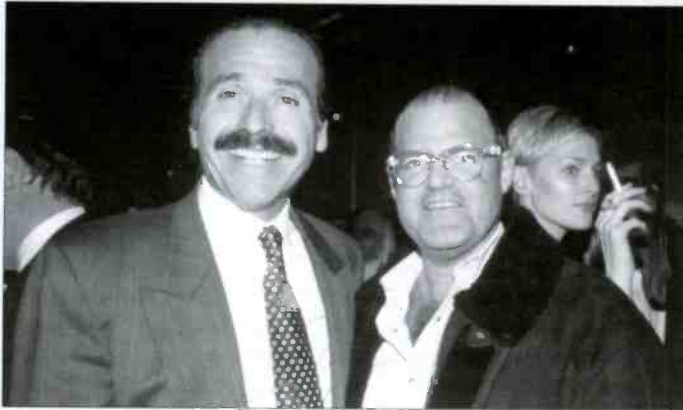
► Golf Channel chairman Arnold Palmer served up a sweet shot to kick off a month-long, third-anniversary celebration for the cable network at its Orlando, Fla., studio.





▼ Hachette Filipacchi Magazines president David Pecker (l.) with Scott Greenstein, co-president, October Films, at a party last week at New York's 2 Seven 7 Church, where HFM announced the launch of *Indie* magazine, devoted to the spirit of the independent film.

▲ Bob Friedman (c.), president, New Line Television, met up with stars of the upcoming movie *Lost in Space* Mimi Rogers (l.) and Lacey Chabert at the recent NATPE conference in New Orleans. Friedman was there to promote NLT's animated and live-action series based on the movie.



▲ Olympian Dan Jansen (c.) recently did a stint on Outdoor Life network as a contributing correspondent covering the Olympic trials' long-track speed-skating event. With him in the net's Stamford, Conn., studio are (l. to r.) on-air talent Greg Lewis; Rick LaCivita, vp, production; Pam Fletcher, on-air talent; and Peter Young, on-air talent.

ning we said?

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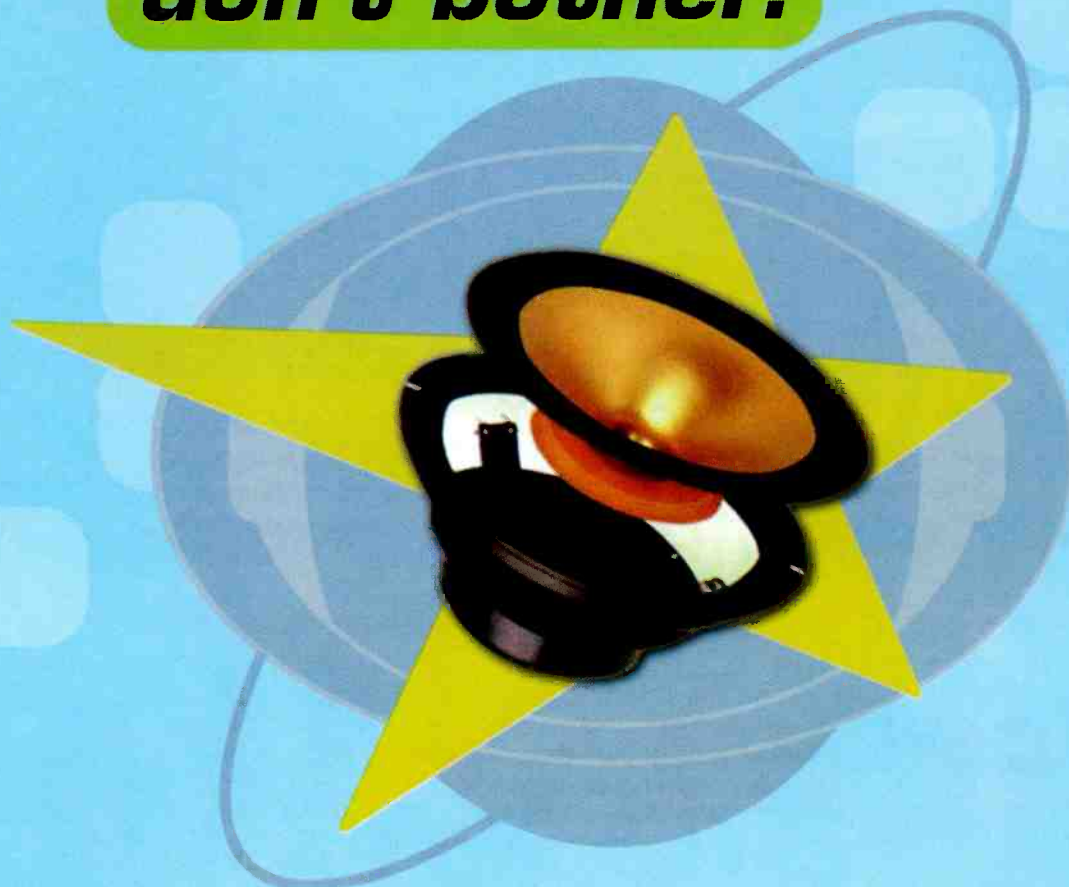
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a word of advice

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The simple days of .com are over. Just as consumers were getting an intuitive feel for guessing a company's most important interactive brand—its Web address—seven new top-level domains will be launched, including .shop, .web and .firm. They'll be offered next month by a strange new band of regulator/entrepreneurs, apparently inspired by the \$54 million IPO of Network Solutions, which somehow ended up owning registration rights for .com. You see? You *can* make money on the Internet. —Kevin Pearce

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Unraveling at Wired?

Sources said the next departure at **HotWired** will be Andrew Anker, publisher of the technology-centric Web site owned by **Wired Ventures**, San Francisco. A company representative denied any possible management changes, though sources said most day-to-day duties have been assumed by Beth Vanderslice, president of **Wired Digital**, the division that houses **HotWired**. Anker's would be the most high-profile departure since David Weir, managing director, was laid off in November's 20 percent reduction of **Wired Digital's** staff.

Olympian Effort

AT&T, a sponsor of the XVIII Olympic Winter Games, will launch a banner campaign and online sweepstakes this week on more than two dozen sports sites. The **AT&T Olympic Trading Card Program** requires participants to collect virtual trading cards of past and present Olympic athletes for a chance to win a trip to Sydney, Australia for the 2000 Summer Games.

Male Dominance

RelevantKnowledge has reported that 24 percent more users are online than were in August, the last time the Atlanta-based firm conducted a study of the total Web audience. Its December and January polling also showed that of the now 55.4 million users online, 57 percent of them are male.

Times Mirror Buys Into Exclusive Sports Club

By Bernhard Warner

Times Mirror, the \$3.4 billion Los Angeles-based media company, has agreed to acquire **InterZine Productions** for approximately \$8 million, sources said.

The Norwalk, Conn.-based **InterZine**, publisher of sports sites, declined to comment on the acquisition at press time. The announcement was expected to be made as soon as this week.

For **Times Mirror**, which has a relatively modest online publishing operation, the acquisition is a move to make up ground in the competitive field of online sports publications, currently dominated by **Disney**, **CBS**, **Microsoft/NBC** and **Time Warner**. **InterZine**, a closely held publishing company that launched in 1994, has incubated 13 online sports-related properties including **iGOLF**, **iRACE** and **iSKI** along with **The Sports Business Daily**.

Times Mirror is expected to retain the majority, if not all of **InterZine's** staff of 64. However, the exact future of many of **InterZine's** online publications remains uncertain. **Times Mirror** maintains online versions of **Golf Magazine** and **Ski Magazine**, which essentially compete with **InterZine** for the same ad revenue. **InterZine** publications could be consolidated into the better known **Times**



InterZine president Tom Hagopian has new clout in the big-money online sports arena.

Mirror brands following the buy-out.

But **InterZine** has done well in the online world, amassing 10 million monthly page views across its sites and assembling a roster of blue chip advertisers that includes **AT&T**, **Cadillac**, **Marriott** and **American Express**.

For **Times Mirror**, acquiring an established online media publisher is a relatively cheap investment compared to growing its own Web brands organically.

InterZine gains considerable clout. "The smaller guys are having a harder and harder time of playing on that battlefield unless they have a well-defined niche and, more importantly, a means to promote themselves," said **Derek Reisfield**, vice president of business development at **CBS** and a major architect behind the **CBS/SportsLine USA** merger.

In the third quarter of 1997, the category of sports sites ranked fourth in ad revenue, according to the **Internet Advertising Bureau**. ■



iRACE will help accelerate **Times Mirror's** expansion onto the Web

bits

Imagine Media this week will launch ChickClick, a commercial network of 20 independent, female-focused sites, which will split ad revenues with site creators. The Web sites will include Riotgrrl, GrrlGamer, Fresh and others that target young women with topics ranging from snowboarding to high school trauma, bad dates, women in music and health.

Sportsline USA last week sold its tenth and final Olympic sponsorship on www.sportsline.com to Sony's digital camera division. Sony joins Xerox, Preview Travel, Bugle Boy, Anheuser-Busch and others.

Macy's Department Stores reported last week that 1997 Christmas sales on www.macys.com amounted to a more than 400% increase over the previous year. The company refused to disclose overall Web sales. It did say an equal number of men and women purchased merchandise on its site.

Starwave Corp. plans to commercialize its Web site production tools, which are now the building blocks for ESPN SportsZone and ABCNews.com. Five tools for Web publishing, e-commerce, ad management, Web traffic analysis and database management will be included in one package.

AOL Studios launched Digital City New York last week. The site on the Web (newyork.digitalcity.com) and on AOL is the 32nd local site in the Digital City network. Content partners include NY1 and Playbill; advertisers include American Express, Acura and Sony Pictures.

As part of a recent sponsorship deal on the **ADSmart Network**, American Honda Motor Company, Torrance, Calif., will get its brand icon converted into an Internet radio tuner. The deal marks the introduction of a new ADSmart service called "advertising sponsored applications." The first sponsorship will stream audio from bands featured on the **Internet Underground Music Archive**, www.iuma.com.

New York-based **Think New Ideas**, a member of Omnicom's Communicade unit, reported profitability and doubled revenues for the second half of 1997. Net income for that period reached \$534,000.

Adrienne Mand has joined *IQ News* as reporter, covering new media agencies. She can be reached by email at amand@adweek.com. Her phone number is (212) 536-1422.

Disney-B&N Deal Signals Shift in Online Sales Business

BY ANYA SACHAROW—Disney Online last week announced a hybrid advertising-commerce deal with BarnesandNoble.com that could well be a blueprint for the entertainment giant's future online. The company will shift its sales strategy from a one-dimensional advertising buying model—where a company is paying cash for banner placement—to a multi-tiered approach, where, for example, an online travel, music or credit card company is integrated into Disney's site.

"We are certainly focusing to handle more of these integrated strategic alliances," said Chuck Davis, senior vice president of Disney Online.

Also, though no cohesive sales program has been announced, sources said Disney Online would offer more synergy between ESPN Internet Ventures and ABCNews.com. Though these online ventures are operated out of the Disney empire, each controls its own sales and marketing programs; no packages have been created for advertisers.

The Barnes & Noble deal allows the company to be the exclusive bookseller of Disney books on Disney.com, with the cre-

ation of a Disney book boutique both on the Disney site and on Barnes & Noble's site. Disney will have its own button on the Barnes & Noble home page and both sites are extensively linked. Offline, Disney gets

the added value of retail promotion in Barnes & Noble brick-and-mortar stores.

BarnesandNoble.com paid an advertising fee to Disney; both companies share in transaction revenue.

That arrangement is an extension of BarnesandNoble.com's Affiliate Network, where the book retailer creates

co-branded marketing and bookselling initiatives for companies such as CondeNet, SportsZone and Time Inc. New Media. The Disney Online deal is the first time BarnesandNoble.com has extended an online relationship to offline.

"So far we've seen cash-up-front deals for people paying for an audience," said Melissa Bane, senior analyst at the Boston-based Yankee Group. "The Disney-BarnesandNoble.com deal shows emerging ways companies are finding to do exchanges and take things to a different level." ■



New plans call for Mickey to appear in some new places—both on the Web and off.

Firefly Burns Out on Web Programming

BY ANYA SACHAROW—Concrete Media, New York, has purchased Filmfinder.com, a Web site for "intelligent" recommendations of movies, from the Cambridge, Mass.-based Firefly Network. Concrete will maintain a stand-alone Filmfinder; but will also fold the service into its Girls on Film site (www.girlsonfilm.com), with plans to build an entire network for women, also using Firefly's software.

Firefly first launched its Filmfinder.com service in March, 1996. The site was Firefly's second to showcase its well-publicized personalization and community-building software. The first, a music site called Firefly.com (later renamed Bignote.com) launched in January, 1996, and was bought last fall by 2 Way Media, a Santa Monica, Calif.-based music publisher. 2 Way Media later teamed its CD-ROM *Launch* with Firefly's site to create a music destination

called MyLaunch (www.mylaunch.com).

With the close of the Concrete Media deal, said to involve money in the low six-figures, Firefly has shed all its content properties and will now focus on licensing. Yahoo, BarnesandNoble.com, ZDNet and Virtual Emporium are some of the companies that already license the company's software, Firefly Passport and Firefly Catalog Navigator.

"The roots of the company are in software," said Nick Grouf, CEO of Firefly Network. "The founders come out of MIT." Advertising, Grouf said, "is a different business model. Because of our expertise, we thought the best use was to focus on software licensing."

In the future, Concrete plans to launch the GO (Girls On) Network to expand beyond culture to other topics, possibly including food, travel or money. ■

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Web Crusader Leaves CNET

Kate Everett-Thorp, a prominent new media executive at CNET has resigned to start a new media advertising agency, leaving the online publisher to reorganize its marketing department.

Everett-Thorp, who joined CNET, San Francisco, three years ago as vice president, crusader and advertiser programs, left the company last month to launch Lot 21, of which she is president and chief executive officer.

"I left to take it a step further in the interactive advertising arena," said Everett-Thorp, whose position at CNET centered on helping agencies create online campaigns for their clients.

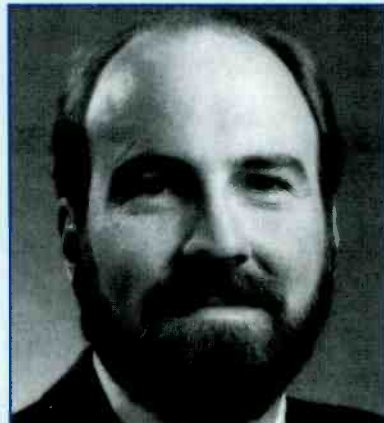
Everett-Thorp described Lot 21 as an "interactive advertising agency," but declined to offer details about the size of the shop. She hopes to sign its first clients by the end of this week.

Ellen Atkinson, CNET's executive vice president of marketing, said that staff members previously reporting to Everett-Thorp have been shifted to one of two places: marketing development or ad sales. "[Everett-Thorp] played a lot of different roles," said Atkinson, who added that those roles may have "outlived their usefulness." In general, agencies now have more highly developed new media departments.

Everett-Thorp has also been an active member of the new media advertising industry and is a founding member of the Internet Advertising Bureau. Greg Osberg, president of sales and marketing, will take Everett-Thorp's place as CNET's representative on the Board of Directors of the IAB. —*Laura Rich*

IQ movers

OgilvyOne Worldwide, New York, named **George Pace** associate director of interactive services. He had been director of online research and business development at PoppeTyson's DecisionTree, New York. . . At Cox Interactive Media, Atlanta: **Stephen Becker**, vice president of commercial broadband services at Cox Communications, **David Scott**, vp of site development at CIM, and **Gary Mills**, senior business manager, CIM, were all promoted to vice presidents of a newly formed studio management group. . . NetGrocer Inc., New York, has named **Gerald Katz**, the former vp and general manager of Pharmhouse Corp., New York, to the position of vice president of merchandising.



INSIDER

STREET PERFORMER

By Anya Sacharow

Neil Budde, one of the publishing industry's earlier Internet proponents, realized years ago how to create an online success story. Perhaps just as important, he figured out what to do. As editor of the Wall Street Journal Interactive Edition, the 41-year-old Budde

has translated Dow Jones' rock-solid print franchise into one of the Web's most promising pay services—one that he says will soon be profitable. The Interactive Edition has now registered some 175,000 paid subscribers, about one-third of whom are paying the \$29 fee for a supplementary subscription to the print newspaper. Two-thirds are buying just the online edition at \$49. "From the beginning, we wanted to create something people would pay for," Budde says. "It's always been part of our vision. We set out to create an independent product that would stand on its own."



With 175,000 paid subscribers, The Wall Street Journal Interactive Edition is headed for the black.

But the story of the *Journal's* online edition could have had a very different ending. Back in 1993, when Budde moved over to the WSJIE from Dow Jones News/Retrieval, he thought he'd be building proprietary software. America Online's method of delivering its disks to millions seemed to be the model of distributing online information. The Interactive Edition was heading in that direction.

Just learning the technical side of the business, Budde began to have other ideas. He taught himself computer programming and learned HTML on

his laptop while sitting at Boston's Logan Airport. When Dow Jones programmers working on the software asked for Budde's prototype, he wasn't exactly hailed as a technological savant. "They laughed at me," Budde says.

Still, Budde had some important insights. Investigating the universe of online delivery methods, he spoke with

MSN and Ziff-Davis. Ziff had developed a technology called the Interchange Online Network that *The Washington Post* and several other papers had used to develop proprietary, subscriber-based sites.

Not long after, AT&T bought the platform from Ziff and ended up folding it. By not rushing into any programming alliances, Budde was already ahead of those papers that bought into a closed architecture.

Finally, after spending a year developing their own software to deliver the WSJIE, Budde's team took a deep breath, threw the software away and switched to the Internet. The first version of the Netscape browser had been released. "It did less than we wanted, but you could read the tea leaves and say, 'There will be people developing software to do what we want,'" Budde says. "So why do we have to develop software?" ■



Can you interact with your audience?

Television changed direct marketing. It brought powerful and memorable product imagery to a mass audience. But with all its advancements, there are still things television cannot do.

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Banner Biorhythms

To every medium, there is a season. Or is there? **By Laura Rich**

Fourth quarter is a bear in the media business. It's when advertisers make their final end-run to lure consumers into stores to meet year-end sales goals. When buyers and sellers of media dig in to hash out deals over the last

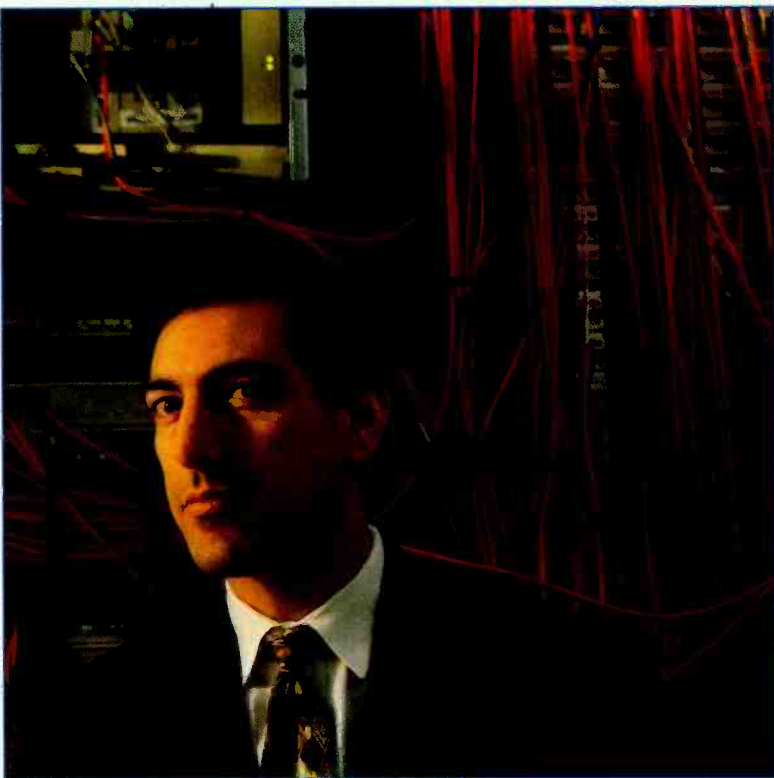
"Always" is a big word for new media, which for advertisers primarily means the World Wide Web, a five-year-old phenomenon. In more established media, where such ebbs and flows of marketing money are commonly referred to as 'seasonality,' cycles can generally be counted on, year in and year out. Now, in new media circles, 'seasonality' has become a favorite explanation for executives looking for a way to make sense of recent dips in advertiser spending online.

At latest count by Big Six accounting firm Coopers & Lybrand (which has been auditing Web publishers at the behest of the Internet Advertising Bureau for a little more than a year), advertisers spent some \$227 million online in the third quarter of last year. Though a smallish figure compared to other media, it was a 67 percent increase over the previous year. What troubled new media executives was the fact that, for the first time, the increase over the previous quarter was in the single digits—a mere 6 percent—by far the lowest increase in the Web's "adult" life.

Until then, quarterly reports had shown nothing but a continual upturn. From 1995 to 1996, online spending by advertisers increased a whopping 388 percent, according to industry analysts Jupiter Communications. The Coopers reports show high double-digits dotting the flowering new media landscape: 73 percent more spending in the second quarter of 1996 than the first quarter; 46 percent more spent in the third quarter than in the second.

But the first quarter of 1997 sparked a near panic. To the eyes of jaded new media sellers, who had grown accustomed to expanding budgets, an 18 percent improvement over fourth quarter 1996 seemed like no growth at all. Was the party over?

Not according to Craig Gugel, vice president, chief research and media services officer at Organic Online, and a former media research executive at Bates USA. The Internet is "follow-



CHRIS CASABIAN

Modem Media's John Nardone sees a rough pattern to online spending, but this quarter's year's rush of business has been "insane".

eyeballs and the last dollars. When work days get longer and longer.

At Modem Media, one of the busiest centers of online media buying, staffers were frantically churning out orders for online schedules for clients such as AT&T and Delta as 1997 came to a close.

"I'd been promising my folks all during November and December: 'Don't worry, you're going to catch your breath come January. Things are going to slow down; they always do,'" says John Nardone, media director at Modem.

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The screenshot shows the Mediaweek Online website layout. At the top left is the 'MEDIaweek Online' logo. Below it are navigation tabs for 'On The Cover', 'Headlines', and 'Creative'. The 'On The Cover' section features a thumbnail of a magazine cover with the text 'Click to View also' and links to 'ADWEEK', 'BRANDWEEK', and 'MC'. The 'Headlines' section includes 'IQ Daily News Updates' with links to 'AT&T WorldNet Launches Golf Page', 'Microsoft Debuts Boston Sidewalk', and 'The Times@Toyota Site Re-Released'. Below this is 'IQ News' with a headline about the gaming industry and 'More' link. Further down are 'Mediaweek Feature' (The Age Of Discrimination: Broadcast News - Vertical Hold ... More), 'Brandweek Feature' (Co-branding: Card Issuers Eye Insurance Partners ... More), and 'Adweek Feature' (MBMS to Break National Print Campaign for Evian Spring Water ... More). The 'Creative' section has 'Best Spots' (Today: LIPTON BRISK ICED TEA) and 'Portfolio' (Today: PFALTZGRAFF CASUAL DINNERWARE). On the right side, there are links for 'member login' and 'about membership', and a 'Special Report: Upfront 2' link. At the bottom right, there are links for 'Help Wanted', 'Culture Trends', 'Events', and 'Store'. A footer at the bottom of the screenshot reads: 'Welcome to the new Adweek Online Web site! Comments? Questions? Contact Bryan Gottlieb at info@adweek.com or 1-800-641-2030 / 212-536-5319.'

<http://www.mediaweek.com>



ing traditional patterns of retailing," he says. According to his thinking, advertisers pushing products around the holidays increase their budgets, as they do across the board in the traditional media.

Furthermore, Gugel argues that online spending should naturally follow traditional media if the same media planner is laying out plans based on a client's objectives for the year. "It has to dovetail and coincide with other media," he says.

Web advertising isn't necessarily being bought and sold like other media, however, and clients' objectives for online initiatives sometimes don't follow their offline endeavors.

"It's a bit too early to tell whether there's seasonality or not," observes Rex Briggs, who, as vice president of San Francisco-based Millward Brown Interactive, brings a heavy research perspective. "It probably has more to do with the fact that we're still talking about a relatively small pool of advertisers not spending a whole lot." In Briggs' view, the slight shifts in the budget of an advertiser like Microsoft, whose banners represented a majority of online marketing early on, might throw the entire industry.

According to the latest Coopers report, the interactive advertising field is diversifying, which may help boost the numbers into more predictable patterns. For the first

time, consumer goods ads made up the biggest category of online spending at 32 percent, followed by technology advertisers, the biggest spenders until now.

Many of the online advertisers also prove to be those selling space to other advertisers, creating an incestuous environment that's difficult to accurately track. Since ad-supported Web sites use advertising to drive traffic to their sites (so they can then sell ads to others), momentum is created—but is anyone making money? And, as more advertisers build electronic commerce into their sites, this blur of advertising activity will only increase.

It's been suggested that seasonality's impact can be felt at the other end of the wire, as well.

"We're still talking about a relatively small pool of advertisers not spending a whole lot," says Briggs.

In a controversial study released two years ago, America Online claimed that during summer months, when television viewing typically dwindles, online usage spikes. Other publishers have reported traffic increases after the holidays, when consumers get new computers and modems and go online for the first time.

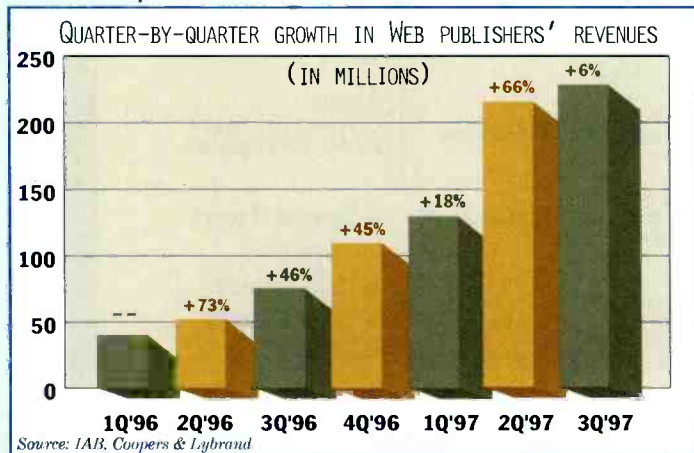
Modem's Nardone admits there may be some predictability to advertisers' online spending from one year to the next, but his vision of the cycle

is more like this: a burst in the early part of January to catch the computer newcomers, followed by significant spending on Web site enhancements with funds that weren't available at the end of the previous year. Next, online media dollars get their due, and increase over each quarter, until they "hit fever pitch" in third quarter. Holiday spending is a given.

"That being said, we're having an unusually insane first quarter of the year," he says.

Modem staffers just can't get a break. And neither, it seems, can Web-spending theorists, who will continue to seek some explanation for the peaks and valleys that sometimes parallel traditional media—and sometimes don't. Either way, it's likely time will bring about a more predictable marketplace and with it, more spending across the board. ■

Web analysts have tracked robust ad growth for the last couple of years. But what caused the "slowdowns" of '97's first and third quarters?



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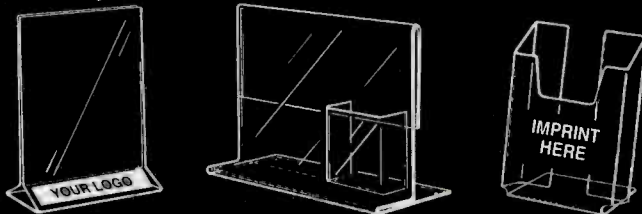
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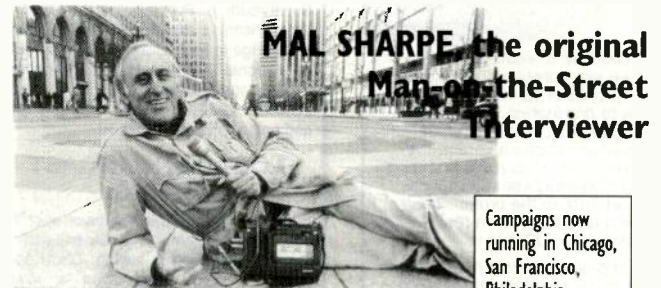
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RADIO PRODUCTION

AMAZING NEW TECHNOLOGY!

Press this ad to your ear to hear our latest Radio Ranch Demo reel.

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Dick Orkin's Radio Ranch

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Video producers with 2 Avid editing systems seek 2-room office space in Manhattan PR or ad agency as barter for in-house production services. Call John at (212) 595-5517

EMPLOYMENT

ASSISTANT PRODUCTION MANAGER

Major weekly magazine seeks experienced person--department about to launch direct-to-plate system. Responsibilities include edit and ad trafficking and tracking, general clerical duties. MAC and PC knowledge a must. Immediate hire.

Fax resume to 212-536-6550

Classified Advertising Call M. Morris at 1-800-7-ADWEEK

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

Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$164.00, 1/2 inch increments: \$82.00 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

Marketing Manager

As we continue to explore new ventures, we see ourselves being more than a long-distance leader. We're on our way to dominating local service markets, Internet access arenas, wireless communications and more. As consumers turn to us more and more for their integrated communications needs, we turn to the professionals who will make our goals a reality with our Washington, DC, team.

In this position, you will play a hands-on role in the development and execution of national marketing programs. You will be responsible for identifying, developing and managing relevant sponsorships, events and promotions for various market segments. Applicants must possess a BS/BA (MBA preferred), 5+ years' related experience, including program management experience, and excellent communications skills. Ethnic and soft drink or fast-food marketing experience is a plus.

As a well-established company, MCI offers excellent compensation and benefits. If you are a motivated team player, please submit your resume, along with salary requirements, to: MCI Telecommunications Corp., Dept. EPAW202BL, PO Box 10130, Gaithersburg, MD 20898; FAX: (800) 691-6982; e-mail: mci@alexus.com. (Dept. EPAW202BL must appear on all correspondence for consideration and faxing in fine mode greatly improves images for our resumix system). MCI is proud to be an equal opportunity employer, M/F/D/V.



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Sr. Marketing Manager Herbs & OTC Nutritionals

This is a rapid growth, high visibility, small company in the Denver/Boulder area with a great career path. Reports to VP-Marketing. Very informal, people are empowered not restricted. Want aggressive, can-do types who are knowledgeable in the herb/OTC category and want to make a difference. This category will be one of the primary growth engines for the next decade. If you're good, have 8-10 years experience and are looking to break out of the mold - come and join us.

FAX 561-489-5301

INT'L MEDIA PLANNING & SALES

Fast growing, International Media Sales Representation firm located in Fairfield County seeking Spanish-fluent AE to manage and develop Latin Amer./Carib region. Must have media sales/ad agency exp. Strong communications and presentation skills, computer literate. Good benefits.

Fax: 203-319-1004

MEDIA OPPORTUNITIES

MEDIA PLANNING:

Supervisors & Planners with at least 3 years Planning experience. Strong media knowledge in Print and Broadcast, as well as national and local media required. Good communicator and strategic thinker. Prior client contact. Strong writing and presentation skills a must.

LOCAL BROADCAST BUYING:

Supervisor responsible for major spot TV accounts. Minimum 10 years experience in spot TV and radio buying. Client contact and client presentation a must. Enthusiastic, bright, good negotiator to motivate subordinates.

SENIOR BUYER:

You will be responsible for spot TV, cable and radio buying for national & local retail accounts in major markets. Minimum 6 years experience. Experienced in purchasing sponsorships, special event programming & promotional opportunities. Analytical, good communicator. Major market experience in national & local retail. Ability to fill in for Supervisor when necessary.

Good salary and benefits. Friendly and Dynamic work environment. Come and be a part of the "other Creative Department" at DDB Needham Worldwide Communications Group Inc.

Please fax resumes to:
Human Resources
(212) 415-3549

MEDIA COORDINATOR

Campbell-Ewald Advertising, one of the world's largest ad agencies, has an immediate opening for an entry level media coordinator in its NEW YORK media buying office. Responsibilities will include assisting and coordinating with the media buying of Northeast markets for a variety of major accounts. The ideal candidate will have a Bachelor's degree, (advertising major a plus), and a high degree of computer proficiency in Microsoft Office. If you are looking to join a fast-paced, dynamic team, please send or FAX (810) 558-5891 your resume to:

Campbell-Ewald Advertising
Detroit Headquarters

ATTN: HC-NY
30400 Van Dyke
Warren, MI 48093
EOE

LONG ISLAND AE Opportunity

Long Island's fastest growing agency seeks b-to-b AE to service existing hi-tech national accounts. Computer literacy and 5 years experience a must. You'll work in a stable, friendly environment.

Fax resume and letter to:
KZS in Hauppauge
516-348-1449



▲ If you don't want to go there, you should come here. ▼

Unlike your typical direct response agency, we're looking for creatives who are actually creative. Right now we need:

- ▶ A junior writer with 1-2 years exp.
- ▶ A writer & art director with 3-5 years exp.
- ▶ An art director with 5+ years exp.

Send resume and 5 non-returnable samples to: Rapp Collins Worldwide, HR Dept/TL, 488 Madison Avenue, New York, NY 10022. EOE.

Have more fun at work. (Really.)

Young, creative-dominated agency seeks three new Friends to service recently won business. Fax, mail, email or Pony Express resume, 3 to 5 non-returnable samples, and grade-school photo. No phone calls, please. (But you already knew that.)

Art Director. You execute hot concepts beautifully and have direct mail production requirements down cold. 5 or more years.

Copywriter. Knowledge of mail is helpful—though killer concepts, polish and taste count more. Again, 5 plus years.

Account Manager/Planner. You're a senior AE or seasoned planner ready to run your own show. Direct & database exp. req'd. Once again, 5 or more years. (And yes, we expect account types to send samples.)



855 Sixth Ave, Suite 317, NY, NY 10001
fax: 212-564-4183 / www.jsaf.com

COPY EDITOR/ REPORTER

Ad Pub
Part Time/Full Time
Send resume & salary requirements to:
212-421-0921

INTEGRATED MARKETING MANAGER

Manhattan Location

Global athletic retail company seeks strong candidate within their fast-paced marketing team. Responsibilities include development and execution of marketing programs according to divisional goals and objectives. The position will utilize marketing resources and divisional assets in executing consumer programs that include advertising, promotions, vendor co-op and event marketing.

Ideal candidate will have a minimum of 3-5 years' advertising experience, preferably with a working knowledge of the retail marketplace. Kids marketing background and an understanding of the integration of promotions and event marketing are a plus. Some travel is required.

Please mail or fax your resume (only resumes with salary requirements will be considered) to: **BHA Box D-140, 534 Broadhollow Road, Suite 460, Melville, NY 11747; FAX: (516) 753-1914.** An Equal opportunity Employer

DIRECT RESPONSE ART DIRECTOR

Rapidly growing national agency has an immediate need for a Direct Response Art Director. Only candidates with at least 3 years direct response experience, strong conceptual abilities, and a no-schlock attitude need apply. Financial/brokerage experience is a major plus. We offer an Inner Harbor location, a great working environment, and a competitive salary and benefit package. Send resume, salary requirements and samples to:

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

NO PHONE CALLS.

E.O.E.

AD SALES MANAGER

Broadcasting Co. is looking for ad sales manager. Russian is a must. Excellent interpersonal and organizational skills are required. Sales and collections experience a plus.

Please fax your resume to:
201-461-2861/Ms. S. Ivanova

WANTED: FRUSTRATED BRAND GENETICISTS

We think it's high time for New Brand Think. Old Brand Think is fast losing a game of catch-up with the real world, actual consumers and how brands really work. So we're on a mission to hire the New Brand Thinkers. Trouble is, you're disguised: as marketing managers, as advertising planners, or management consultants, academics, creatives, even newly-graduated international relations students...so called 'branding experience' is not necessarily a plus.

If you're boxed-in by the way things are done right now, we'd love to hear from you.

Send the following 3 things to us:

- 1) 50 words on your definition of New Brand Think
- 2) A mood board summing up yourself as a brand
- 3) One word or thought describing the DNA of your favorite brand (Don't do Nike - everyone does that one.)

HELP WANTED



you draw well.
 you play with mice.
 you eat cereal.
 cartoons fascinate you.
 you surf digitally.
 you understand color.
 children inspire you.
 you send your resumé.
 you send your samples.
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MagnetInteractive
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Major trade magazine publisher seeks dynamic, energetic self starter with proven sales record to sell in the NY metro area. Good presenter, quick thinker who thrives in a team environment. 3 yrs experience required, publishing or marketing services experience a plus. Salary, commission, benefits.
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CALL 1-800-7-ADWEEK

PRINT PRODUCTION/TRAFFIC COORDINATOR 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/TRAFFIC COORDINATOR with 2-3 years' experience in Traffic/Print Production.

The Coordinator will be responsible for coordinating and overseeing packaging and production of materials mailed to all media across the United States. This includes maintaining ad slick files and record books and monitoring the status of print projects.

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. Mac and PhotoShop experience required. A background in direct mail and knowledge of postal regulations is a plus. Concern for and interest in social issues is a must.

Please send resume & cover letter to:

Michelle Grossman, Human Resources Consultant

The Advertising Council, Inc.

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

Fax (212) 922-1676

E-mail Mgrossman@adcouncil.org

No Calls, Please



GRAPHIC ARTIST/DESIGNER

European Stars & Stripes, a 45,000 circulation newspaper based just outside Frankfurt, Germany, has an immediate opening for a Graphic Artist/Designer in the Advertising department. Candidate must have 2 years experience with a daily newspaper and familiarity with digital newspaper transmission. Creation and production of assorted advertising materials and collateral pieces; skill in QuarkXPress, Photoshop, and Illustrator; ability to manage multiple deadlines in an intense production environment; and ability to work well within a team necessary. Position will include moving expenses, and housing allowance, a total compensation package of \$50-60,000.

Interested candidates should contact:

Nick D'Amario at tel: 011-49-6155-601252

Fax: 011-49-6155-601412 Email: damarion@mail.estripes.osd.mil

SALES & MARKETING COORDINATOR

needed for fast-paced ad/marketing trade magazines. Collateral, sales support, media kits, staff supervision, support Publisher, GM & VP Marketing. Must have strong computer skills. High 20's.

Fax to:

Michelle 212-536-5353

DIRECT RESPONSE BROADCAST BUYER

Growing Direct Response Group within major company. 2-3 yrs exp. in DRTV Buying. Blue chip client roster, planning exp. a plus, strong negotiator, detail oriented, Excel, PowerPoint, & MS Word. Please send resume to:

TN Media Inc. Personnel Dept.

101 Park Avenue, 3rd Floor
 NY, NY 10178

or Fax to: 212-907-7253

E.O.E.

ASSISTANT MEDIA PLANNERS

Fast-paced, New York based advertising agency is seeking bright, enthusiastic go-getters for entry level Assistant Media Planner positions. College degree required.

Fax resumes to:

Annemarie Panettieri
 at (212) 337-6129

SENIOR (COPY) WRITER

Industry-leading interactive agency looking for talented writer with strong conceptual and hands-on writing experience. Experience with interactive communications, advertising/copywriting, and industry-specific experience (telecommunications, banking, automotive, small-business) helpful. Send resume and non-returnable samples of your best work through US Mail to

3255 Grace Street, NW
 Washington, DC 20007

Attn: C

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

MARKETING DIRECTOR

Leading upscale publication seeks creative minded team player to lead department. Candidates must have a minimum of 5 yrs of media marketing background with management experience preferred. Experience should include sales promotion, event marketing, added value and interacting with sales force to develop and implement sales opportunities. Please send your resume with salary history to:

Dept 252

902 Broadway/10th fl
 New York, NY 10010

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Creative Passion

We need a creative director that loves the agency business and knows how to work with top notch creative teams to produce powerful ads, direct mail, video and electronic media. Passionate, interactive, team focused environment in one of Chicago's fastest growing agencies. Minimum 10 yrs experience -- and a great attitude. Send resume and salary history to ADWEEK Classified Box 3624, 936 Merchandise Mart, Chicago, IL 60654

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HR Dept.
 Kang & Lee Advertising Inc.
 315 5th Ave,
 NY, NY 10016
 (212) 889-4509, ext. 103

HELP WANTED

ARNOLD COMMUNICATIONS

Drivers wanted.

If you are a seasoned account person (AE, AS, MS) who has a drive for life, a passion for great creative, and an affinity for integrated marketing - we need you.

(By the way, if you can really drive the ball, we have a golf client who'd love your expertise.)

Let us tell you how you can have a great life and a great career in New England.

Arnold has excellent benefits and is a company that is committed to diversity in the workplace.

For consideration, forward your resume to:

Anita Lamoureux, AW
 Arnold Communications, Inc.
 101 Arch Street
 Boston, MA 02110
 Facsimile (617) 737-6424

No telephone calls, please.

CIRCUIT CITY

Join the Media team of the 8th largest advertiser in the U.S.!

Not only are we the 8th largest advertiser in the U.S., and the 8th largest in spot TV spending, Circuit City is also one of the largest in-house buying groups in the country. Our Media Buyers negotiate and place all broadcast media for Circuit City, CarMax and DIVX in a variety of markets nationwide.

We have the following positions available:

Media Manager - Participate in marketing strategies, supervise teams, network and local buying and media planning. 8-10 years agency or in-house media planning and buying and at least 1 year of supervisory experience a must.

Media Buyer - 2 years broadcast media buying experience, superior negotiating skills, and previous experience buying spot TV in major markets is required.

Media Buyer Trainee - We want to teach you how to buy our commercial TV and radio airtime. Must have experience in marketing, mass communications, advertising, or a related field (5 years preferred); a degree in these fields is highly desired.

All positions to be based in Richmond, Virginia.
Interested candidates should forward resume to:

Circuit City Stores, Inc. / Staffing & Planning - Attn: AD8502M
9954 Mayland Drive / Richmond, VA 23233 / Fax: 804-527-4086
E-mail: cc-jobs@ccnotes.city.com

We promote a drug-free workplace. EOE.

INTERN for ADWEEK/MEDIAWEEK/BRANDWEEK ONLINE

We need an intern in the New York office. Duties include: assisting in daily editing and spot checking, assisting in ad campaigns and mailers, maintaining customer support, assisting in various web site development projects.

If you are into Adweek, Mediaweek or Brandweek Magazine, the internet, and if you're eligible for college credit for the internship, then give us a call. We want college interns who are energetic, willing to learn, and ready to have a good time.

Call Sarah at (212) 536-5215
 or e-mail: sburke@bpicomm.com

Classified Advertising Call M. Morris at 1-800-7-ADWEEK

Regional Marketing Associate

Leverage your creative and market analysis talents at a progressive industry leader—Schieffelin & Somerset Co., a joint venture of Louis Vuitton/Moet Hennessey and Guinness/United Distillers and Vintners. Our dynamic, market driven organization, distinguished as the importer/marketer of premier brands such as Dom Perignon, Tanqueray, and Johnnie Walker, is seeking a professional to shape further market success.

The self motivated individual we are searching for will plan, implement and evaluate strategies/programs which optimize customer satisfaction and profitability within the geographic territory. Duties include: identifying marketing strategies which target brand/company objectives; tracking budgets; preparing communication materials, reports, and presentations; and performing quantitative analyses of marketing effectiveness.

To qualify for this opportunity, you must have keen project management, analytical and communication skills, along with a Bachelor's degree in Business or Marketing. 2-4 years of experience in a related Marketing capacity and knowledge of PC applications for charts, graphs and data analysis are also essential.

We offer an excellent salary, comprehensive benefits package and career development potential. Please send your resume with salary history to: **Jana Smith, Human Resources Department-RMAWK, Schieffelin & Somerset Co., Two Park Avenue, New York, NY 10016.** Equal Opportunity Employer M/F/D/V.

W I N E & S P I R I T S



Schieffelin & Somerset Co.

HELP WANTED

In a world of strategy, AutoNation USA proudly presents speed.

AutoNation USA, the nation's largest automotive retailer, is revolutionizing the way people buy and sell cars from coast to coast. And the career opportunities for professionals are exceptional. So if you have the talent, acumen and drive, consider our Ft. Lauderdale, Florida-based corporate headquarters. With AutoNation USA you're going to go places... and fast.

MEDIA MANAGER

As a creative, forward-thinking media specialist, you will contribute your significant expertise in strategic planning to media buying for our megastores and new car dealerships, as well as negotiate and manage corporate newspaper contracts and broadcast/out-of-home media buys. You'll need outstanding communication and interpersonal skills along with previous retail media planning/buying experience, preferably in the automotive industry. Above all, our fast-paced environment requires an independent thinker with an entrepreneurial spirit and the desire to identify win-win solutions to challenging marketing scenarios.

Along with unlimited personal and professional growth, AutoNation USA offers competitive compensation and full-featured benefits. For immediate consideration, forward your resume to: **AutoNation USA, Attn: Human Resources/MM22, 110 Southeast 6th Street, Suite 2300, Ft. Lauderdale, FL 33301. Fax: (954) 769-6423.**



AutoNation USA is an equal opportunity revolution and maintains a drug-free environment.

SENIOR ART DIRECTOR

You're up on the trends, but not trendy. You think typography is a lost art. You won't concept without a strategy, and you want to be in on the strategizing. You see TV on a budget as a challenge, not a shame. You believe there's beauty in a brochure. You don't take yourself too seriously, but you're deadly earnest about work. You sound just great to us, so send your resume, salary requirements and at least five print samples to:

Creative Director

AbramsonEhrlichManes

1275 K St. N.W., Washington DC 20005

No phone calls, please.

Designer/Art Director Hilton Head Island, SC

Talent Wanted: Creative, dedicated, inspired person needed to help a fast growing design studio keep up the pace. Mac, illustrative and 3 yrs. exp required to secure a position on this semi-tropical island paradise. Clients range from local retail to national corps.

Send resume and non-returnable samples to Attn: Cathy McDevitt, or call 803-785-5137.

Meissner Illustration & Design Inc.
P.O. Box 6114
Hilton Head Island, SC 29938
mlddes@hargray.com

PRODUCTION MANAGER

Fast paced Manhattan ad agency/ Design Studio seeks manager to track expenses, estimates, and interface with printers and suppliers. Must be incredibly organized with production background and Mac/Excel oriented.

Fax resume ONLY to:
212-675-4763

SALES PROMOTION Acct. Exec/Acct. Supv

Upstate N.Y. agency continues to grow its national retail and consumer promotion capabilities. We need a minimum of two professionals in strategy development, conceptual and execution. Should have key account experience and working knowledge of the various tactical promotional program solutions.

For consideration, please fax resume and salary requirements.

Attn: Human Resources
Wolf Group (716) 853-1214
E.O.E.

ACCOUNT EXECUTIVE

If you've got lots of talent-client contact, writing, marketing, sales--we've got a great position. We're an established, fast growing B-to-B agency with diversified blue-chip accounts. Fashion/textile experience a plus!

Krome Communications
307 4th Avenue
Pittsburgh, PA, 15222
FAX: 412-471-0246

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

ASSISTANT ACCOUNT EXECUTIVE

Excellent growth opportunity for an Assistant Account Executive to work on national OTC package goods account at a growing mid-size, 4A's advertising agency. Ideal candidate should possess at least one year agency experience. Previous package goods or media experience a plus.

If you're looking for a dynamic position where you can learn and grow, we're looking for you!

Send resume and cover letter to:

ADWEEK Classified, Box 3844

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

SENIOR SALES EXECUTIVE

Fast growing, cutting edge Trade Publisher is searching for a SENIOR SALES EXECUTIVE who can help us leap frog the competition. We have a high quality well respected publication in the Consumer Electronics Industry. If you have a solid track record of success, can "Think out of the Box" and love the selling process, let's talk. Please forward your resume and cover letter telling us what it is about you that separates you from the selling crowd. Send to:

Publisher

WIDEBAND MAGAZINE INC.

210 East 52nd Street, New York, NY 10022

MODE MAGAZINE

seeks two **Administrative Assistants**. One to assist Publication Directors. Second to assist Advertising Dept. Ideal candidates must be enthusiastic, articulate and possess exceptional organizational, phone and interpersonal skills. Both positions involve heavy phone work, follow-up, appointment scheduling and client contact. Must be detail oriented, well-organized and able to multitask in a fast-paced environment. Proficiency in MS Word is a must, knowledge of ACT1, QuarkXPress, Excel and Powerpoint a plus.

We offer competitive salaries with excellent benefits. For immediate consideration, forward your cover, indicating position preference, and resume with salary requirements to:

Wendy Sipple, HR Manager, MODE Magazine

22 E. 49th Street, 5th Floor, New York, NY 10017

FAX: 212-328-4041 e-mail: wlsmodemag@earthlink.net

Advertising Sales

Weider Publications, Inc.

is looking for a top outside advertising sales performer in our New York office. The magazines you will proudly represent are category leaders...

Muscle & Fitness and **FLEX**.

If you excel in sales, are team oriented, passionate about the Fitness and Health field, send your resume to:

One Park Ave., 10th Floor

Attn: C. Scardino

New York, NY 10016

ACCOUNT MANAGER

Small, fast paced Manhattan agency seeks extremely organized strategic thinker w/excl. presentation skills to manage maj. acct., incl. daily reporting, research and client liaison. 3 yrs. asst./jr. and 1 yr acct. mgmt. exp. required.

Fax resume ONLY to:

212.675.4763

FILM & TV JOBS

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

USE
ADWEEK MAGAZINES
TO GET NATIONAL
EXPOSURE

CALL 1-800-7-ADWEEK

HELP WANTED

DIRECTOR OF MIS

Growing Pharmaceutical Ad Agency offers a unique opportunity for a computer specialist with minimum of 5-7 years experience to head up the MIS department. The right individual will be trained in hardware and software maintenance for both PC's and MAC's and have a detailed knowledge of systems designed specifically for the advertising field. Must be a motivated people person with the ability to organize, flexibility to change direction quickly and the skills to manage both time and people.

Terrific benefits, 3 weeks vacation, 401(K) Plan. Salary commensurate with experience. Please send your resume with a cover letter discussing your experience and stating your current compensation package to:

**ADWEEK Classified, Box 4055
1515 Broadway, 12th fl.
New York, NY 10036**

ACCOUNT EXECUTIVE

Central CT based ad agency is looking for an enthusiastic detail oriented account executive with excellent project management and communication skills. You must have 2 to 3 years of agency experience that includes a foundation in media and working knowledge of the creative process. Current or past experience with health care or auto aftermarket is desired. Send or Fax resume to:

**Melissa Watts
The BCB Group, Inc.
1 Research Parkway
Meriden, CT 06450
Fax: 203-630-7805**

**TRAFFIC MANAGER
JR. COPYWRITER**

Intl. Cruise operator seeks full time Traffic Manager to coordinate heavy brochure production. Also seeks Full-Time Jr. copywriter for fact checking, editing and some writing.

Fax resume to:

**Director of Sales & Marketing
(212) 774-1545**

MANAGER
Promotions & Event Marketing

When you think of Nestlé, you probably think of chocolate, but there's a lot more to Nestlé than candy bars and chocolate milk. With brands like Stouffer's, Ortega, Taster's Choice and Friskies, just to name a few, we are The World's Largest Food Company - the only company that is truly dedicated to providing a complete range of food products to meet the needs and tastes of people from around the world, each hour of their day, throughout their entire lives.

When we enter the promotional arena, we pull out all the stops. That's why we are looking for an expert to manage the development and execution of cross-divisional plans for spectacular consumer promotions and event marketing. Our programs are well funded, and the score includes television, radio, print, relationship marketing, public relations, the Internet, segment marketing and account-specific co-marketing. Not to mention in-store and on-premise sampling and signage.

For at least 6 years you have dreamt of a chance like this. The opportunity to orchestrate a multi-dimensional team of world class players. You have a terrific track record in strategic planning and program execution; the know-how to motivate and manage resources effectively; and wisdom to understand that your peers and supplier partners can contribute to your success.

Reporting to the Director, Promotions & Event Marketing, Nestlé USA, your performance can earn worldwide renown. For confidential consideration, please submit your resume with salary history to: **Nestlé USA, Inc., Strategic Staffing Dept., 800 North Brand Blvd., Glendale, CA 91203.** Principals only. No phone calls please. Nestlé USA, Inc. is proud to be an equal opportunity employer.



Nestlé

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Reach your ad community in
ADWEEK CLASSIFIED

ADVERTISING MANAGER

Time Out New York seeks high-energy, assertive individual to manage the day to day operations of its exceptional Advertising Sales team. Manager will have heavy interaction with all the departments in the magazine. As such, the manager will be responsible for the team's performance; meeting monthly targets; promoting superior client relations and reporting on the team's successes. Successful candidate will have at least 3-5 years sales and management experience in a magazine environment. Must be a clear and effective communicator; have strong negotiation skills and be able to work in a fast-paced environment. Excellent opportunity for anyone looking to grow with a successful and energetic company.

Please fax cover letter, resume, salary history and requirements to:

**M. Aleman
212 673-8382**

ACCOUNT EXECUTIVE

Simon Marketing, a global sales promotion and marketing agency in suburban Chicago, is looking for experienced account executives to join our Client Services Department. Our agency develops superior value-added promotional concepts and products for several industry leading companies. Due to rapid expansion of our U.S. business these account executive positions are available NOW.

Specifically, we need full-time account people who meet the following:

- Bachelors degree required, MBA preferred
- 3-5 years marketing/sales promotion agency experience
- Knowledge of/experience with licensed properties, toy manufacturing, brand management
- Excellent communication and project management skills

All positions will require travel and will require someone good at building relationships.

For immediate consideration please send resume and cover letter to:

**Simon Marketing, Human Resources Dept.
1 TransAm Plaza Drive, Ste. 120
Oakbrook Terrace, IL 60181**

HELP WANTED

Does your ulcer have a country view?

You live and breathe great advertising. Why not do it breathing pure country air? Our pastoral setting may help you unwind. But our supercharged team and high-profile client list will get your juices flowing. (Not your gastric juices, either!)

ACCOUNT MANAGERS & COORDINATORS Three positions open: 7 - 10 years in retail/management; 5 - 7 years in business-to-business; or B.A. with 2 - 3 years of communications experience, plus strong organizational and computer skills.

BROADCAST MEDIA BUYER Broadcast Media Buyer: 5+ years of multi-market experience. Great position for creative thinker.

Don't work hard because you have to. Work hard because you love it. Send resume to Dawn Hassan, Mintz & Hoke, 40 Tower Lane, Avon, CT 06001. Or fax to 860-679-9750. EOE. No phone calls please.

The position is in media, but the mission is creative.

Saatchi & Saatchi
is looking for innovative
individuals ready to join the
hottest Ideas shop on the planet
as Assistant Media Planners,
Media Planners and Supervisors.
Are you passionate about what you do?
Do you have a strong desire
to create ideas that would give
our clients a competitive edge?
If so, we want you as part
of our winning team.

SAATCHI & SAATCHI

Fax cover letter and resume to:
(212) 463-3303
Attention: Human Resources



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STAR MEDIA
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MORE STARS.

We're on the lake. We're on the
Mag Mile. We're experiencing
explosive growth. As an agency.
As a department. As a matter of
fact, we've grown so much in
the last year, we have openings
for **FIVE** media planners and
supervisors. Could we
use you?
Let's
find out. Fax
your resume and salary
requirements to Pat Banaszak,
Euro RSCG Tatham,
312.337.3898, or snail mail
to 980 N. Michigan Avenue,
Chicago, IL 60611.

**WE GREW 50% LAST YEAR.
HOW'D YOUR PLACE DO?**

Enjoy the
benefits
of Utah
without
actually
having to
live there.

EURO RSCG/DSW Partners, a Salt Lake City-based,
high-tech ad agency is looking for production staff
for our San Francisco office.

PRINT PRODUCTION DESIGNER Someone who's been
in the advertising or graphic arts industry for four
years and who can effortlessly hop the fence between
RGB and CMYK. The right person will be very sharp
in Quark, Photoshop, and Illustrator and if you know
Marathon, that's not going to hurt either. And although
it's not a necessary skill, we think people who can
sketch are swell. This position is structured for salary
or contract, so non-flexible people need not apply.

INTERACTIVE DESIGNER If you've been designing for
2 years and are hungry to see how a leading agency
does interactive, WE WANT YOU. We want someone
who knows Photoshop and Illustrator, and someone
whose design skills are topped only by their enthusiasm
and energy. This is a salaried position and if you think
you can hang with us, read on.

EURO RSCG/DSW Partners is the benchmark for
fast-paced environments, so fasten your seat belt and
send your resume and samples of your work to:

PRODUCTION SERVICES
(specify Print or Interactive)

EURO RSCG/DSW Partners
4 Triad Center, Suite 400
Salt Lake City, Utah 84180

Print Designer position also available in Salt Lake City.

**REACH YOUR AD COMMUNITY
WITH ADWEEK MAGAZINES**

HELP WANTED

“For Marketing Professionals, It’s Like Heaven On Earth.”

Why CA? Just ask any of our 10,000 employees in more than 40 countries and they’ll tell you why. We’re the world’s leading independent business software company, offering more than 500 software products from systems management to database and application development to all kinds of business applications like manufacturing and financials. We make more kinds of software for more kinds of computers than any other company in the world. Immediate opportunities exist in our **ISLANDIA, NY** office.

Writers We are looking for talented writers for our corporate marketing department. Must have experience writing compelling copy for all types of marketing collateral -- annual reports, brochures, product literature, direct mail, etc. Ability to turn assignments around quickly and a good eye for design are advantages. A minimum of 3 years experience writing promotional copy and a bachelor's degree are required.

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



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Or visit our Web site at: www.cai.com

Equal Opportunity Employer M/F/D/V. All product names referenced herein are the trademarks of their respective companies. © Computer Associates International, Inc., Islandia, NY 11788-7000.

PRINT PRODUCTION/GRAPHIC DESIGN 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/GRAPHIC DESIGN MANAGER with 4+ 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. This job entails extensive print production and light design work.

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. A background in direct mail is a plus. Concern for and interest in social issues is a must.

Please send resume & cover letter to:
Michelle Grossman, Human Resources Consultant
The Advertising Council, Inc.
261 Madison Avenue - 11th Floor
New York, NY 10016-2303
Fax (212) 922-1676
E-mail Mgrossman@adcouncil.org
No Calls, Please



We're looking for everybody.

We've got jobs. All shapes. All sizes. Every year, we fill thousands of short and long-term assignments for hundreds of companies and agencies nationwide. We place all types of experienced marketing, advertising, communications and creative professionals. And some of the jobs do turn permanent. If you're available to work now and live in the tri-state area, send us your resume. Chances are, we've got a job to fit you.

Paladin Resource Department
270 Madison Avenue
New York, NY 10016
Fax: 212/689-0881
E mail: newyork@paladinstaff.com
www.paladinstaff.com
EOE/M/F/D/V

PALADIN
INTERIM STAFFING
New York • Chicago
Los Angeles



ICON

THOUGHTSTYLE
Magazine for Men

Account Manager

ICON is a rapidly growing national consumer men's magazine. We are currently seeking an experienced, independent, creative advertising sales professional to manage and expand our market share in the following categories:

- Corporate/Financial
- Consumer Electronics
- Domestic/Import Auto

Relevant sales experience will be *strongly considered*. Excellent writing and communication skills are required. Send or fax resume to:

Jessica Godfrey
ICON Thoughtstyle Magazine
595 Broadway, 4th Floor
New York, NY 10012
fax: 212.219.4045

COPYWRITERS WANTED: WRITE WELL, WORK FAST--YOU'RE HIRED!

This is soooooo embarrassing. We really wanted to write a hip, clever ad, but we haven't got the time, so this will just have to do. If you can write the kind of ad we would have written if the work wasn't pouring in, New York's fastest-growing high tech agency is looking for you. Required: Buckets (or oodles or whatever) of energy, enthusiasm, creativeness. Also required: Team attitude, fun orientation, and positive feelings for technology. (No Unabombers need apply.) Experience working with New Media and/or on computer or telecom accounts a big plus.

Fax resume, salary history/requirements, and letter to:
M. Welch @ (516) 741-3966 Or e-mail to mwelch@wngadv.com

For Classified Advertising Rates

Call M. Morris at 212-536-6493
or 1-800-7-ADWEEK

HELP WANTED

ADVERTISING

ACCOUNT EXECUTIVE

Anticipate, prioritize, deliver!

This is an exciting, fast-paced opportunity to handle a multi-dimensional role for Minolta's Corporate Communications Department.

Duties involve analyzing clients' business needs; creating business recommendation/plans; developing production estimates and tracking budgets; liaising with sales promotion, local advertising, direct marketing, public relations, trade shows and special events on all projects. Duties also include measuring and reporting project successes.

The position requires a BA in a related field and at least 3 years of experience, including a background in advertising. Must have strong oral/written communication skills. PC proficiency in Windows software (Word/Excel) and Microsoft Project a plus.

We offer a competitive salary and comprehensive benefits. For consideration, send/fax resume with salary requirements to: **Minolta Corporation, Attn: Linda Loveland, 101 Williams Drive, Ramsey, NJ 07446; FAX (201) 825-7567.**



Equal Opportunity
Employer M/F/D/V.

CAN'T KEEP A SECRET?

If you are looking to go above and beyond the ordinary and join a top performing organization, then you need to talk about our client!

We have been retained by one of the nation's best kept secrets and fastest growing software companies. They are currently looking for the following professionals to join their cutting-edge Media Relations department, whose main purpose is not to keep quiet, but to spread the word:

Media Relations Specialist - Business Press

Three+ year's business press experience, preferably with high-tech clients.

Media Relations Specialist - Trade Press

Three+ years' of high-tech public relations experience, agency side a plus, as well as knowledge of hardware and/or software technology markets and terminology.

Media Relations Specialist - Industry Analyst

Three+ years of direct industry analyst experience, preferably with software or hardware analysts.

Media Relations Coordinator

One+ years' high-tech public relations experience, agency side a plus.

Please apply Online At:
<http://www.resjobs.com/q44>

If unable to apply online, please call our toll-free number TODAY MONDAY or 24/hours a day, 7 days/week.

1-800-221-3333, Ext. Q44

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Our client is an Equal Opportunity Employer

WE DECIDED TO PUT ALL OF THE REASONS FOR YOU TO JOIN US DOWN ON PAPER.

We're one of New Jersey's oldest, largest, most successful financial planning firms and we are currently looking for motivated, success-minded individuals looking to make a REAL move in their career. If you've got the DRIVE, we'll clear the ROAD:

WE OFFER:

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NO ONE COMPANY HAS MORE TO OFFER Change Your Career for the better Today. CALL: Rich Figurelli at (973) 575-7663. Or Fax your resume to: (973) 575-7996

NEW ENGLAND FINANCIAL OF NORTH JERSEY

ACCOUNT SUPERVISOR ATLANTA

Full service Atlanta office of strategic and creatively driven New York ad agency is looking for a superstar account supervisor. Candidate must have a passion for great creative and strategy. A proven track record of solid client relationships, outstanding communication skills, strong strategic thinking, and a "can do" attitude are required. Business-to-business and high tech or telecom experience is a plus.

If the above description sounds like you, and you've had at least two years experience as an account supervisor, fax your resume to:

(212) 366-3632

An Equal Opportunity Employer M/F

IT'S EASIER THAN OPENING YOUR OWN AGENCY

Do you control advertising/PR billings that could be really profitable for you in the right environment? We're a well-established Northern NJ agency with national & regional accounts. Our award-winning creative, production, & administrative support & professional atmosphere can help grow your billings & income & support your new business efforts. Great people with diverse marketing backgrounds whose ideas can help you excel. And we offer one of the best commission arrangements you'll ever find. To explore this oppty, fax your letter in confidence, to:

President

Fax: 973-857-4041

MEDIA RESEARCH MANAGER

Major national media buying company seeking an individual who will be responsible for evaluating, recommending, installing and maintaining data systems for media buying and planning functions.

Qualified candidates should have 3-5 years of media research experience as a senior analyst or similar capacity. Extensive knowledge of available sources and systems such as IMS, Donovan, Nielsen, Arbitron, MRI. Through knowledge of all media sources both established and new. Work with team in the development of proprietary systems and databases.

Ad agency experience a +. Salary range of \$50k-60k.

Send resume with writing samples to:

Zenith Media

Director of Human Resources
299 West Houston Street
New York, NY 10014

EOE

M/F/D/V

No calls please.

ACCOUNT/SALES EXECUTIVE

SIX FIGURE OPPORTUNITY

A leading New York City media, marketing and merchandising firm has an opportunity for a focused professional to join its sales team. Must have minimum of five years agency and/or marketing experience. Strong presentation and writing skills are essential. An excellent compensation and benefits package make this a golden opportunity. Please FAX resume and letter describing your strengths and salary requirements to:

(212) 319-6234

STUDIO MANAGER

Busy commercial print & film studio looking for computer literate, organized, motivated manager. Industry experience helpful.

Fax resume: 212-675-5540

HELP WANTED

SALES REPRESENTATIVES

Your sales expertise and our leadership position make a perfect match.

Modern Bride Connection is the market leader for regional wedding magazines. With service to 14 regions nationwide, more and more brides-to-be are looking to us for guidance and expert advice. As a result, we have exceptional opportunities for qualified Sales Representatives across the country.

Positions are currently available in Chicago, Detroit, Connecticut, NYC, Northern California and Southern NJ. Responsibilities will involve extensive telephone and in-person sales activities as well as attendance at bridal events and related industry functions. Qualified candidates will have a successful sales track record, strong organizational abilities and excellent computer skills, preferably MAC.

Competitive salary and commission structure. Comprehensive benefits. To arrange a local interview in your area, please send resume with salary requirements to:

HR DIRECTOR
PRIMEDIA, INC.
 715 Fifth Avenue, 10th Floor
 New York, NY 10022
 FAX: 914-347-3586
 An equal opportunity employer

SENIOR PRINT PRODUCER ATLANTA

Full service Atlanta office of New York ad agency is looking for a Senior Print Producer. Candidate must have at least 8 years of ad agency experience. Production includes high volume color advertising, outdoor and some collateral. Position requires juggling schedules, keeping a close eye on costs, maintaining tight quality control, and close working relationships with creative and account teams.

If you are interested in and have the qualifications for the above position, fax your resume to:

(212) 366-3632
 An Equal Opportunity Employer M/F

CALL 1-800-7-ADWEEK

BROADCAST and CABLE BUYER

Experienced broadcast and cable buyer (4 years plus) to work at small, growing agency & buying service in Flatiron District. Position will be diversified, including planning and buying print (must be willing to learn). Reports directly to VP, Media, with opportunity to help expand department. Friendly co-workers, atmosphere.

Fax resume and salary requirements to:

L.F. @ (212) 505-6899

Help Us Lead the Way



Join Vanguard, the world's largest pure no-load mutual fund company, as our incredible growth continues. Vanguard's Individual Marketing Communications department seeks a **Graphic Designer, Graphic Specialist, and Copywriter** to produce high-end brochures, direct mail pieces, and newsletters.

Graphic Designer

- Macintosh system.
- 7+ yrs. experience.
- Quark, Photoshop & illustration programs.
- Bachelor's degree.
- Superior skill in conceptualizing and organizing information flow with writers on team.

Graphic Specialist

- Macintosh system.
- 2+ yrs. experience.
- Quark, Photoshop & illustration programs.
- Bachelor's degree or equivalent typesetting experience.
- Superior production skills and attention to detail.

Copywriter

- 2+ yrs. of professional experience.
- Bachelor's degree.
- Talent for creating accurate authoritative copy.

Previous mutual fund experience preferred for all positions.

Freelance Graphic Design or Copywriting positions are also available. Vanguard offers flexible project scheduling and opportunities to be a preferred Vanguard vendor.

For more information, visit our website at www.vanguard.com. Qualified applicants should send a resume and work samples to: **The Vanguard Group, Code E98AWIMIM, P.O. Box 876, Valley Forge, PA 19482.** No phone calls please.

THE Vanguard GROUP

LIQUOR FIELD MARKETING

US Concepts Inc., the premier on-premise sampling agency in the US, is looking for several Zone Supervisors to work in their liquor Division in San Francisco and Miami. The ideal candidate will have 3-5 years of consumer marketing or sales background in the liquor industry, excellent communication, writing and leadership skills as well as solid business, computer and organizational skills.

Please forward resume along with salary requirements to:

US Concepts, Inc.

16 West 22nd Street, New York, NY 10010

Attention: Eric Ravett

HELP WANTED

ADVERTISING

Tradewell Inc., the 21 year old premiere media barter company, has the following opportunities available:

- Senior Print Media Negotiator
- Media Buyer/Newspaper
- Junior 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:

Attn: Paul Steinberg
Fax: (212) 319-6234

Call M.Morris
1-800-7-ADWEEK

The Resource
for Freelance
DIRECT Marketing

DMOC
 DIRECT MARKETERS ON CALL, INC.

Heather Frayne
 Tel: 212-691-1942 / Fax: 212-924-1331
 45 Christopher St., New York, NY 10014
 visit our website at www.dmoc-inc.com

ADVERTISING Account Executive

Strategic Adv & PR agency with a multicultural environment seeks high energy professional with a proven understanding of account service from planning to research analysis to writing mktg plans. 3-5 years of ad agency experience required. MBA preferred. Competitive salary and benefits.

Fax resume and salary requirements to
 (212) 512-4010

ADVERTISING SALES

MOUNTAIN BIKE Magazine, the world's best selling mountain bike magazine is seeking a Non-Endemic Sales Representative in our New York Office. The ideal candidate will have a successful background in print advertising sales. Experience with non-endemic (non-cycling related) East Coast accounts a plus! **MOUNTAIN BIKE** offers competitive salaries and excellent benefits including 401K Plan.

Please fax cover letter and resume to: Bill MacLeod (310) 615-0867

NATIONAL AD SALES

The James G. Elliott Company, a leading national media/marketing/sales firm seeks an experienced magazine salesperson for the Eastern territory based out of Manhattan. Ideal candidate will have a college degree, excellent written, verbal and presentation skills. Base + Commission. Solid benefits.

FAX resume to: 212-588-9201
 Attention: Sales Manager

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

THE CONVENIENT CLASSIFIED CONTACT FORM

USE THIS HANDY COUPON TO FAX OR MAIL YOUR AD

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MEDIAWEEK

CLASSIFIED MANAGER: M. MORRIS
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 1515 BROADWAY, NEW YORK, NY 10036

PHONE: 1(800) 7-ADWEEK OR FAX (212) 536-5315

REGION: East ___ New England ___ Southeast ___
 Midwest ___ Southwest ___ West ___ All ___

CATEGORY _____

*FREQUENCY: 1x ___ 2x ___ 4x ___

MORE: (Specify) _____

*Not applicable to Advertising Services Categories

AD COPY (Attached additional sheet if needed) _____

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CATCH A CREATIVE GENIUS WITH ADWEEK CLASSIFIED

NEW PRODUCT NEWS

a Brandweek Publication, covering new product introductions in the packaged goods industry in all channels of distribution.

Did You Know?

- A new product is introduced every 30 minutes?
- Health and Beauty Care products have put out at least twice the amount of new products than any packaged goods/food categories?

New Product News gives you in-depth analysis of new product introductions, industry trends and competitive marketing strategies.

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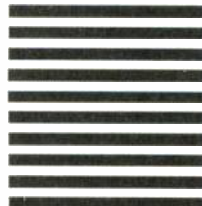
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PO BOX 1974

DANBURY CT 06813-9843

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IN THE
UNITED STATES



CALENDAR

Cosmopolitan will present **Cosmo's Fun Fearless Female of the Year** awards (main honoree to be announced) at a luncheon today at the Waldorf-Astoria in New York. Contact Kate Parente at 212-649-3304.

Third Media Research Council of Los Angeles Vendor Expo will be held Feb. 10 at the Beverly Hills Hotel. Lunch speaker will be noted media researcher Erwin Ephron, of Ephron, Papazian and Ephron, on media optimizations; panel session will be on accountability of interactive media. Contact: (310) 854-8622.

The Graphic Communications Association will present **Primex '98, the Print Media Executive Conference**, Feb. 11-14 at the Biltmore Hotel in Coral Gables, Fla. Opening-session keynote speaker will be Efreim Zimbalist III, president, Times Mirror Magazines. Contact: 703-519-8167.

The American Association of Advertising Agencies will present its **Media Conference and Trade Show** Feb. 11-13 at the Disneyland Hotel in Anaheim, Calif. Speakers include John F. Kennedy Jr., editor of *George*; author Ken Auletta; and Reid Horowitz of the U.S. Department of Justice. Contact: 212-682-2500.

International investment bank **Schroders** and **Variety** present their annual **conference on the media and entertainment industry**, "The Business of Entertainment: The Big Picture," March 31 at the Pierre Hotel in New York. Contact: 212-492-6082.

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

Super Bowl Delivers 133 Mil
NBC's final NFL broadcast, of Super Bowl XXXII on Jan. 25, was the third most-watched TV program in history, delivering some 133.4 million viewers—a 3 percent increase over last year's Bowl. The surprise Denver Broncos win over the Green Bay Packers delivered a 44.5 rating/67 share, according to Nielsen Media Research fast national ratings. Since the Bowl was a nail-biter to the end, ratings rose as the game proceeded. The final 30 minutes of the telecast drew a 50.4/70.

CNBC to Produce Dow Report
CNBC will handle the production responsibilities of Dow Jones' *The Wall Street Journal Report* as NBC and Dow Jones expand their links, both companies said last week. CNBC will start producing the show sometime in the first quarter from its headquarters in Fort Lee, N.J. The weekly half-hour show had been produced in New York from the Wall Street Journal Television studios for the past 16 seasons.

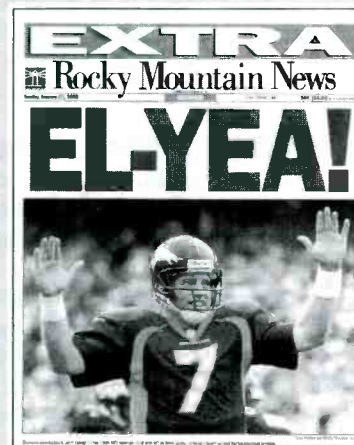
TCI Challenges News Release
Tele-Communications Inc. issued a response last week challenging a release issued by the Consumer Electronics Manufacturing Association regarding the company's position on high-definition television (HDTV). TCI said the release falsely asserted TCI's 14 million customers may never have the chance to see HDTV because the company's new set-top boxes will pass on a lower-resolution version of HDTV than that delivered to TCI by broadcasters. TCI maintains the boxes will be able to handle all forms of HDTV delivered from broadcasters for

consumers as standards are set and become available.

Game Show Net Debuts Jep!
Sony's Game Show Network last week launched *Jep!*, a children's version of *Jeopardy!*. The show's format will mirror the adult version, with three contestants answering questions in the form of a question on topics ranging from pop culture to science. The show, created by game show producers Scott Sternberg (*Love Connection* and *The Dating Game*) and Harry Friedman (*Jeopardy!* and *Wheel of Fortune*), is a Columbia TriStar Television production in associa-

tion with Scott Sternberg Productions for Game Show Network. The network has 22 episodes of the show, which will run Fridays at 8:30 p.m.

SMART Gains Sponsors
Statistical Research Inc.'s SMART project, the Philadelphia-based experimental TV ratings service, has gained four new sponsors. Buena Vista Television, Colgate Palmolive Co., Saatchi & Saatchi and TeleVest signed on last week, the New Jersey-based company announced. SMART is operating a 500-home test in Philadelphia and hopes its findings will



One of the Rocky Mountain News' five post-Bowl specials

The Scripps-Howard-owned tabloid printed five extra editions and eight special advertising sections, starting the weekend before the Bowl; ran daily TV and radio spots; mounted full-size outdoor billboards; printed and distributed 200,000 stickers to fans and 400,000 rack cards for newspaper racks, sports bars and media outlets; and sponsored cross-promotions with McDonald's, US West, King Soopers and media partners KCNC-TV Channel 4. The *News* even put together a special "Salute That! Party Pack" of special editions, stickers and rack cards, which some 500 subscribers bought. Expectations are also high for sales of a 96-page, four-color commemorative book the *News'* editorial department has in the works.

News' Blitz Scores

Call it the Avis syndrome. The *Rocky Mountain News* is still No. 2 to *The Denver Post*, but it tries harder, as evidenced by the blitz the tabloid created to celebrate the Denver Broncos' Super Bowl victory.

Media Notes

CONTINUED

be proven more accurate than rival Nielsen Media Research. All four major networks are already sponsors of the project, plus a variety of TV advertisers and media agencies.

Daily Paper Sales Hit Record

At \$6.2 billion, 1997 sales of daily newspaper properties nearly doubled 1995's record \$3.2 billion, according to a report by Dirks, Van Essen & Associates, a newspaper merger-and-acquisition firm based in Santa Fe, N.M. "Daily newspaper values are as high as they have been since the late 1980s," said the firm's CEO, Lee Dirks, noting that 169 of the nation's 1,600-plus dailies changed hands last year. "We see activity remaining brisk through 1998."

Univision Ups Roskowski

Univision last week promoted Scott Roskowski to director of new business, national spot sales. Based in New York, Roskowski will coordinate the Spanish-language network's new business activities in its 10 regional offices. He will report to Philip Woodie, vp of national spot sales.

Gear Names Ad Director

Marc Weinhouse has been named advertising director for *Gear Magazine*, Bob Guccione Jr.'s first project since selling *Spin* to Vibe Ventures last June for \$42 million. Weinhouse had been with *Spin* for five years, most recently as a senior account manager. *Gear* will be positioned as a young men's lifestyle book with a focus on fashion and pop culture. The magazine is expected to launch in September and publish three bimonthly issues before going monthly in March 1999.

Nagler Moves at CBS News

Harvey Nagler has been named vp of CBS News, Radio. Nagler had been gm of the same group. He will be responsible for all of CBS News' radio operations, including news gathering and programming. He succeeds Scott Herman, who recently took over as gm of CBS Radio's WNEW-FM in New York City while continuing in his longtime post as gm of WINS-AM.

Bud Spots on ESPN in Asia

Anheuser-Busch has reached a deal to advertise its largest brand, Budweiser beer, in Asia on ESPN Star Sports. A joint venture between Rupert Murdoch's Star TV, an Asian television service, and Disney, ESPN Star Sports is carried in 260 million households in Asia.

TWI Plans Olympic Shows

TransWorld International, the New York-based sports marketing and TV distribution company, has joined with the U.S. Olympic Committee to create new events and programming centered around the Olympic movement in America. The first project will be a 26-part syndicated series called *U.S. Olympic Gold*, targeted to affiliates of NBC, which owns the Olympic broadcast rights from 2000-2008. TWI plans to provide biweekly satellite feeds of the half-hour specials, starting this fall, to accommodate NBC affiliates' weekend sports schedules. Each episode of *Olympic Gold* will profile American Olympic athletes in training, highlight major U.S. competitions and the latest news and information on the Olympic preparations. TWI and the USOC also teamed on *Golden Moments of the Winter Games* and *Golden Moments on Ice*, a



Big in Baltimore, but does *Homicide* play in Peoria?

Ratings Hit Home

Most TV shows filmed in readily identifiable cities tend to do particularly well with viewers in those cities, a Nielsen Media Research study reports. NBC's Baltimore-themed *Homicide: Life on the Streets* kills in that market. Nationally, the show averages a 7.8 house-

hold rating; in Baltimore, it clocks a 15.5. Warner Bros.' Cleveland-themed sitcom *The Drew Carey Show*, also delivers significantly higher numbers in its host market, where it gets a 22.5, but a 11.4 national HH rating. The halo effect happens with Paramount's *Frasier*, which earns a 12.9 nationally, but delivers a 21.1 rating in Seattle. New Yorkers seem to readily identify with their surroundings on *NYPD Blue* [Twentieth Television], which earns an 11.5 rating nationally, but receives a 19.5 rating in the Big Apple. Oddly, while Chicago-themed *ER* [Warner Bros.] posts a 22.5 rating nationally and a 29.2 in Chicago, Columbia TriStar's *Chicago Hope* gets lower-than-average ratings on its home turf, falling from a 9.4 national HH rating to a 9.2 in Chicago.

six-part series airing now in 85 percent of the country.

New Leaders at IHT

A new leadership team will take the reins the *International Herald Tribune* when Richard McClean, 60, retires March 1 after five years as publisher and chief executive officer and James McLeod, the paper's ad director for nine years, departs to take a top post at Redwood Publishing in London. Peter C. Goldmark Jr., 57, formerly president of the Rockefeller Foundation and senior vp for eastern newspapers for Times Mirror, will become chairman and CEO; and Richard Wooldridge, 55, formerly director of the Westminster Press regional newspaper group owned by U.K.-based Pearson PLC, will become president and COO. Effective immediately, Ann M. Blinkhom, 38, previously director, development planning at the

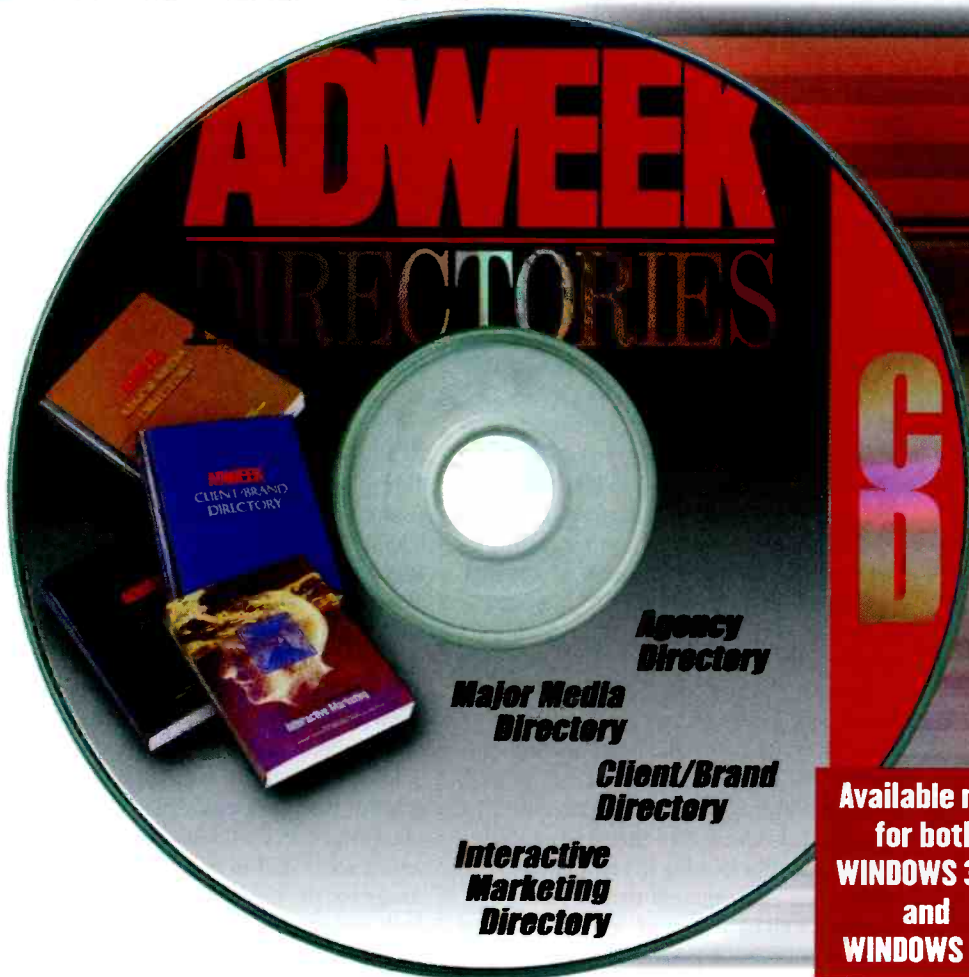
The New York Times Co. (which co-owns the *Tribune* with *The Washington Post*), was named president, IHT North America.

New Mag for Ferry Riders

Pierless, a monthly magazine targeted to the 25,000 daily passengers of commuter ferries in the New York City area, will launch in April. Atlantic Highlands, N.J.-based Pierless Inc., publisher of the new title, notes that median household income for ferry passengers is \$152,500; more than 82 percent are professional/managerial and 59 percent work in the financial markets. The open rate for a four-color ad page in *Pierless* is \$3,000. The book will be edited and published by Ellen Bollinger, most recently vp of marketing for *The Asbury Park* (N.J.) Press and John Bollinger, formerly publisher of *The Westsider* and *Chelsea Clinton News* in New York.

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BIG DEAL

DEGREE and SUAVE DEODORANTS

Advertiser: Unilever Home & Personal Care

Agency: DDB Needham, Chicago

Begins: March

Budget: \$32 million

Media: TV, print

Unilever Home & Personal Care will boost ad spending on its deodorants this year by 25 percent, to \$32 million, as it makes a somewhat belated entry into the "clear" segment with Degree Invisible Solid and Suave Invisible Solid.

TV and print advertising for Degree begins in March, with FSIs dropping in April. Unilever wouldn't discuss creative themes, but the company and agency DDB Needham likely won't deviate much from the current campaign, which has done well in boosting Degree's sales by 8.6 percent, to \$110 million, through 1997, according to Information Resources Inc.

Unilever is also launching Ultra Dry extensions under the Degree and Suave flags, both of which attack the "soft solid" segment at distinct price points. Suave, a value brand, got no advertising push last year, per Competitive Media Reporting.

Unilever will not market its Invisible Solid entries as "clear" products, in part because, strictly speaking, they're not. Both are more white than clear. But they go on invisibly, according to a rep, adding, "We'd term it a non-whitening product."

P&G, meanwhile, will shortly introduce a pair of extensions: Secret Shower Fresh Gel Solid and Sure Powder Gel Solid. While not representing any new technology, the extensions "represent some of our best scents," claim company trade materials. P&G will spend more than \$40 million advertising its deodorants this year.

Given its lateness to market, it remains to be seen whether Degree can cut through the clutter in the \$1.5 billion category. But some buyers are optimistic. "They're a little late getting into it, but as far as the product goes, Degree has been doing very well," said Dan Dailey, HBC buyer at Carr Gotstein Foods, Anchorage, Alaska. —Sean Mehegan

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

SMART START CEREAL

Advertiser: Kellogg

Agency: J. Walter Thompson, N.Y.

Begins: May

Budget: \$30 million

Media: TV, print

Kellogg is hoping to offer baby boomers a reason to return to cereal for breakfast with an estimated \$30 million launch in March of Smart Start, a sweetened multigrain flake with crunchy rice and oat clusters that is meant to provide the nutrition of an adult cereal with an additional indulgent sweetness not traditionally found in Kellogg's adult-targeted lineup. Support for the introduction, including TV and print advertising plus promotions beginning in May, is said to be Kellogg's most aggressive ever on an adult cereal.

The \$7.1 billion cereal category still faces lagging sales overall and Kellogg's adult SKUs such as All-Bran, Healthy Choice and Nutri-Grain are facing particularly hard-hitting double-digit decreases. With the introduction of Smart Start, Kellogg is basically looking to create a new adult sweetened segment that targets boomers who have strayed outside the home for breakfast, hoping to bring them back with something that offers great taste and the 14 essential vitamins and minerals. Packaging, reminiscent of the old taller, slimmer '60s cereal boxes with block lettering, makes clear the positioning for the cereal with an embossed directive: "Carpe diem. Seize the day." TV and print ads in May will likely focus on the "Carpe diem..." tagline, promoting Smart Start's benefits—98 percent fat-free, full of the necessary carbohydrates and 100 percent of the RDA for vitamin E—but also touting its extra sugar and flavor as something that brings excitement to the day. (Likely they won't mention that it also drives the calorie count to 180 per serving, roughly 50 to 70 more than the average cereal.) Kellogg is also planning to drop FSIs for the brand in April and conduct in-store sampling.

It's no surprise that Kellogg is trying something it is deeming "new, different and big" for adults since recent heavily supported launches on the kids cereal side—Razze Dazzle Rice Krispies and

Cocoa Frosted Flakes—have been highly successful. By contrast, its adult SKUs could certainly use a lift. All-Bran was down 11.8 percent to \$40 million for the year ended Dec. 28, according to Information Resources Inc., while Healthy Choice Multi-Grain was down 34.8 percent to \$22.8 million and Nutri-Grain Wheat Flakes were down 40.7 percent to \$4.2 million. —Stephanie Thompson

RADISSON HOTELS

Advertiser: Carlson

Agency: Ingalls Advertising, Boston

Begins: Mid-February

Budget: \$6 million

Media: Print

Radisson is set to roll its 4-month-old, photo-journalistic-style print ad campaign globally and tilting the \$6 million media buy from newspapers to slick magazines.

Candid black-and-white photos of hotel employees interacting with guests have been shot for the European, Asian and Canadian markets, part of a broader effort going back a year and a half to establish a global brand image for the Carlson hotel chain. The ads' look and core message remain "genuine hospitality...whether you're in Seoul, Korea, Chicago or Toronto," said Radisson marketing vp Maureen O'Hanlon.

In the U.S., media will shift from newspaper buys to 14 magazines, including *Life*, *Fortune*, *Time* and *Sports Illustrated*.

Radisson also is readying a pilot program for March to test a service initiative that would anticipate repeat customers' preferences, even for such fine details as a bedboard, or down rather than foam pillows. That could roll out to all 400-plus hotels worldwide in January.

Other loyalty-building initiatives include a 100 percent guest satisfaction guarantee rolling out in June after a successful test and an American Express promo for Business Class that includes direct mail to both companies' customers. O'Hanlon was encouraged when customers didn't take advantage of the pilot guarantee program to "steal" free nights but rather preferred to have things fixed. In fact, 75 percent of refunds were employee-initiated, she said.

—Shannon Stevens

CMR Top 50

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

Week of Jan. 12-18, 1998

Rank	Brand	Class	Spots
1	BURGER KING	V234	32
2	SEARS--MULTI-PDTS	V321	27
3	BOSTON MARKET	V234	25
	COLGATE--TOTAL TOOTHPASTE	D121	25
5	DOMINO'S PIZZA	V234	24
6	SPRINT--RESIDENTIAL	B144	23
7	MIRAMAX--PHANTOMS MOVIE	V233	21
	SATURN CORP--AUTOS CP	T111	21
9	LITTLE CAESAR'S	V234	20
10	OLIVE GARDEN	V234	19
11	BURLINGTON COAT FACTORY--MEN & WOMEN	V311	18
	H&R BLOCK TAX SERVICE--CONSUMER SERVICE	V213	18
	TARGET DISCOUNT STORES--MISC.	V324	18
14	BUDWEISER--BEER	F310	17
15	DIET DR PEPPER	F221	16
	MCDONALD'S	V234	16
17	DR PEPPER	F221	15
	TACO BELL	V234	15
	UNIVERSAL--HALF BAKED MOVIE	V233	15
20	FORD AUTOS--TAURUS	T111	13
	PAYLESS SHOE SOURCE--FAMILY	V313	13
22	COLGATE--WAVE TOOTHBRUSH	D121	12
	COLUMBIA--SPICE WORLD MOVIE	V233	12
24	BLOCKBUSTER--VIDEO RENTALS	V341	11
	CARNIVAL CRUISES	T412	11
	ETHAN ALLEN	V344	11
	FEDERAL EXPRESS AIRFREIGHT--CP	G561	11
	HALLMARK--CP	B321	11
	MAYBELLINE--VOLUME EXPRESS MASCARA	D112	11
	MCI--LONG DISTANCE RESIDENTIAL	B142	11
	RED LOBSTER	V234	11
	SATURN AUTOS--VARIOUS MODELS	T111	11
	TYLENOL--EXTRA-STRENGTH GELTAB	D211	11
34	BUENA VISTA--DEEP RISING MOVIE	V233	10
	CADILLAC AUTOS--CATERA	T111	10
	CHEF BOYARDEE--RAVIOLI	F125	10
	DODGE AUTOS--INTREPID	T111	10
	FLORIDA CITRUS--RTS ORANGE JUICE	F172	10
	JELL-O--FAT FREE PUDDING SNACK	F115	10
	MIRAMAX--GOOD WILL HUNTING MOVIE	V233	10
	PALMOLIVE--ULTRA ANTIBACTERIAL DSH LIQ	H411	10
	PARAMOUNT--HARD RAIN MOVIE	V233	10
43	3 MUSKETEERS	F211	9
	AMERICAN EXPRESS--BUSINESS SERVICES	V213	9
	CHRYSLER AUTOS--CONCORDE	T111	9
	CUREL--SKIN CARE LOTION	D111	9
	FRANCESCO RINALDI--REGIONAL	F117	9
	GLAXO WELLCOME PLC--SMOKING DETERRENT	D218	9
	HEALTHY CHOICE--SOUP	F121	9
	KINKO'S COPY SERVICE	V429	9

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

NBA IN THE ZONE '98 VIDEOGAME

Advertiser: Konami

Agency: Grey Advertising, N.Y.

Begins: Mid-February

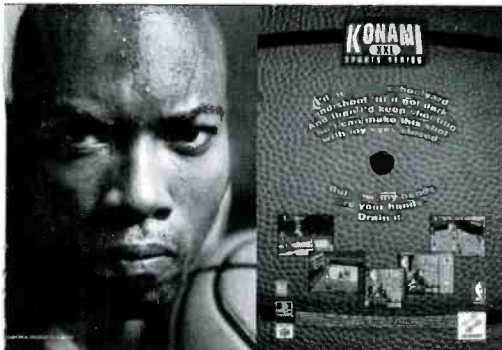
Budget: \$3.5 million

Media: TV, print, new media

Konami, marketer of popular Nintendo 64 and Sony PlayStation videogames, is putting Charlotte Hornets' star Glen Rice at the center of a three-week spot-TV blitz to launch its "NBA in the Zone '98" game, part of a \$3.5 million effort that includes print and Web advertising.

The campaign marks Konami's first TV buy since 1994. The Buffalo Grove, Ill.-based firm signed Rice, last year's All-Star MVP, for a one-year deal last May.

The campaign behind the latest Konami Sport Series title, which targets 12-to-30-year-old males, features Rice at practice to show how he's transferring his talents to videogame players. "It's him telling you to take over and be the player of the game,"



Hornets' Rice pushes Konami's Zone.

said senior product manager Randy Severn. "He says something like, 'But now my hands are your hands, drain it.'"

The spot will debut Feb. 12 in prime-time network, cable and syndicated TV programming such as *The X-Files*, *Saturday Night Live*, *Late Night With Conan O'Brien*, *Baywatch* and ESPN and MTV shows. A two-page print spread also featuring Rice will go into *Sports Illustrated's* swimsuit edition on stands later this month, along with sports publications such as *Inside Sports*, *Sports Illustrated for Kids*, *NBA Inside Stuff* and major gaming books.

—Tobi Elkin

Media Person

BY LEWIS GROSSBERGER



The Nut Case

HERE'S THE THING: THEY'RE ALL NUTS. EVERY last one of them. Media Person has sat here all week, without eating, sleeping or micturating, doing naught but watching The Bill & Monica Show so he could bring you the incisive analysis that puts this whole grotesque carnival sideshow into perspective, as you naturally count on Media Person to do. And so he did, and all of it led to this one conclusion: Nuts.

Clinton, of course, is the looniest of them all. The Mad Groper. Dr. Schmeckle and Mr. Hide. If Reagan was the Gipper, Clinton's the Zipper. He's totally out of control bonkers gaga. When that ole carnal sonar locks in, look out! The chase is on. He lunges madly at anything breathing and with big hair.

Then he straightens his tie, composes his flushed features into a dignified mien and goes forth to brilliantly address the nation. For years, his panicked aides have been telling him: *You gotta cut this out. It'll bring you down.* He can't. He can't even face that it's a problem. This is not stupidity. Bill's not stupid; he's crazy. We elected us a wacko. (And not for the first time, either.) The problem is sometimes crazy people are perfectly rational—except in one area. J.F. Kennedy, Woody, Marv, Clarence Thomas, Bob Packwood—hey, throw in O.J.—all perfectly sane, perfectly nice citizens—except for that one little frayed brain wire that now and then hurls them into a fit of full-tilt berserk psychosis.

And then Monica, poor Monica. The saddest filbert in this jumbo jar of nuts. The suddenly notorious nobody whose life is over before it starts. Let us not dwell upon this desperate-for-attention intern from the broken home with the eccentric mom and hostile dad, lampooned by colleagues behind her back for her tacky hair and too-flashy clothes, cruelly dubbed "The Stalker," betrayed by

her alleged friend, terrorized by a prosecutor, hurled into the maelstrom of full-blown media madness before her time. She's pathetic. Give her a new name, some plastic surgery, 37 shrink sessions, a lifetime supply of Zoloft and airdrop her into Australia for a fresh start.

Instead, let us take a couple of smacks with an inflated pig's bladder (approved mental therapy in most managed-care health

The creepy Starr, the revenge-addled Tripp, the dirty trickster

Lucianne Goldberg—what an unholy trinity.

maintenance organizations today) at The Enabler, stuck in her icy assurance and unshakable public poise, her stance of noble, embattled innocence while behind the scenes, her danger-addicted hubby yanks giggling bimbos into closets as she walks by fuming, trying not to notice. Yes, Hillary too shows evidence of serious wackiness. (Not that the righties aren't out to get you, Hil, but "vast right-wing conspiracy" was overstating it just a tad.) Some day Ms. Rodham may finally crack and put six slugs into her cheatin' man, no doubt inspiring some hillbilly genius to write the greatest country song of all time.

But now we come to the more sinister nuts, the part of the casebook where pathology oozes into obsessive grudge-cuddling, cold

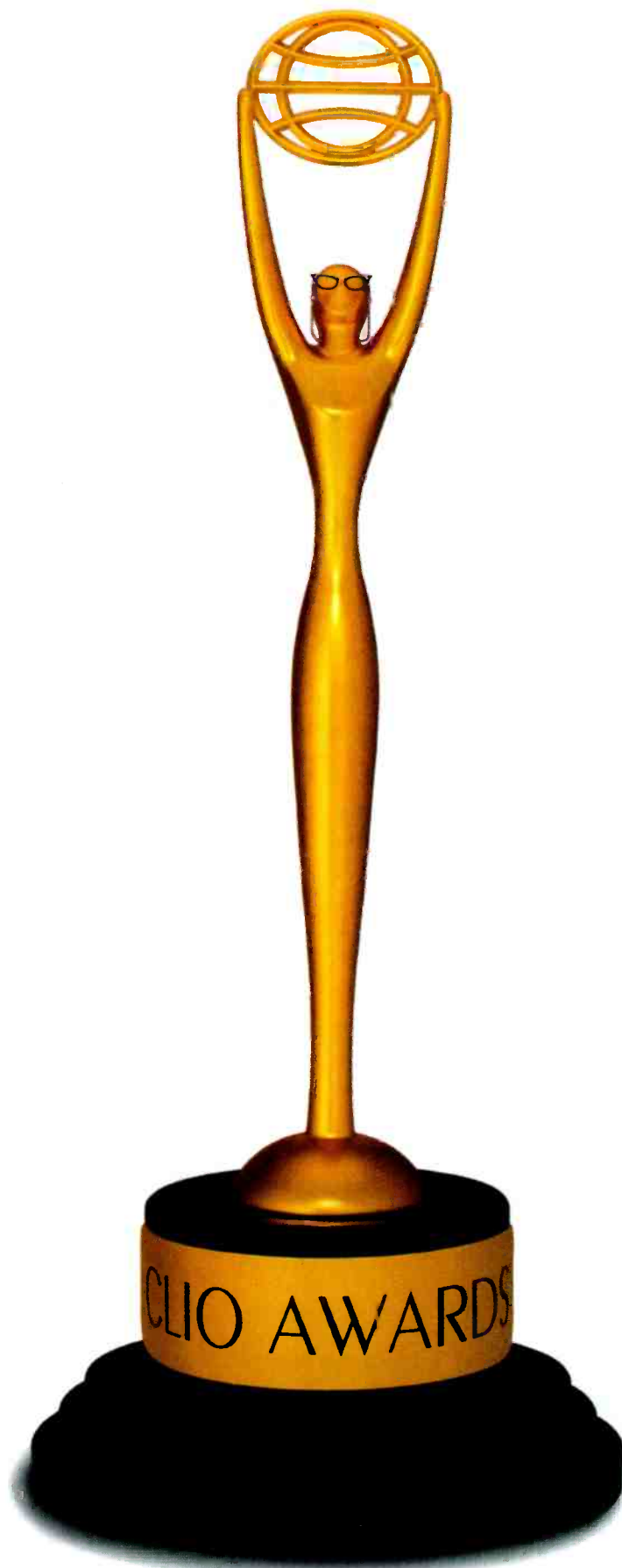
malice and ideological rage. The creepy Starr, the revenge-addled Tripp, the dirty trickster Lucianne Goldberg—what an unholy trinity. Talk about your stalkers! The unhappy-looking Linda Tripp (Chris Farley would've been perfect to play her in the movie version), that presidential unabooby-trapper, armed with her assault tape recorder, throwing her alleged friend Monica to the dogs in her demented quest to bring down the big moose. And Kenneth "Pit Bull" Starr, busily giving electronic eavesdropping and witness-threatening a bad name as year after year he slaps together his teetering tower of flimsy evidence with paper clips and Crazy Glue. But Ken may yet triumph: His achievement could be to so disgust the public that the independent prosecutor laws are overhauled.

Most thoroughly, wickedly deranged of all, however, is of course (you guessed it—who else?) The Media, completely over the edge, far beyond mere rumors and trite charges of (how quaint the term seems) irresponsibility, now running amok with eyeballs spinning, arms waving and mouth at full foam, awash in mass psychosis, hallucinations, diseased fantasies of every description, wildly gibbering like a thousand syphilitic monkeys. *Semen-stained dresses! Hundreds more Bill sex*

partners coming out of the closet! Secret Service man saw them doing it! Monica's ex-boyfriend speaks! And, my God, did you hear what Dick

Morris just said about the First Lady! It seems like just a couple of months ago no one ever heard of cyberquidnunc Matt Drudge (who resembles a living cartoon), and now he takes a seat on the hallowed *Meet the Press* right next to a media god like Safire.

And who is the main victim of all these criminally insane cuckoos? Why, poor, disoriented, media-battered Media Person, that's who! He believes all of them. He believes none of them. What if Monica made up the whole thing and Bill isn't lying? Then MP is too hard on Bill! What if Bill seduced a bewildered young innocent? Then MP is too hard on Monica! What if Monica doesn't even exist? Then Media Person is stark, raving mad! Oh, well, at least he has company. ■



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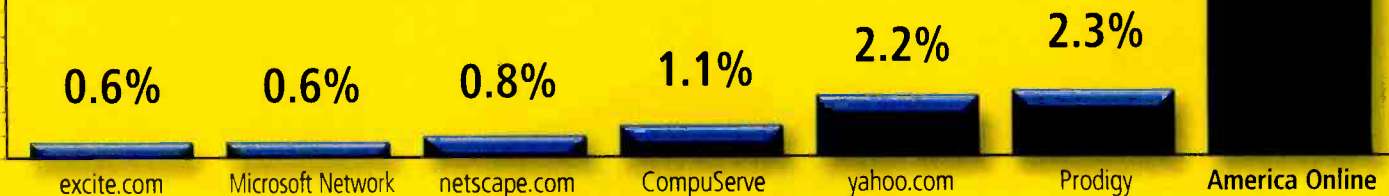
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58.3%

Share of the Online Minutes: (Average Minutes Online)

Source: Media Metrix/The PC Meter Co., WWW/Online Report (at-home data), December 1997.



How Today's Online Leaders Compare: (Number of Subscribers)



Source: Jupiter Communications, January 1998. *Company Estimate

Internet Online ratings show that more people choose America Online than any one else on the Internet. With an audience of over 11 million members who spend an average of more than 40 minutes online daily, America Online is the clear choice to connect with your customers. For more information about our broad range of marketing programs in cyberspace, please call Phil Frank, Eastern Regional Sales at 212-206-4443 or Randy Dean, Western Regional Sales at 650-287-4239.

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