

# MEDIA WEEK

#BXBBHL \*\*\*\*\*ALL FOR ADC 07099  
 #071159037#B 19980622 ed1 ep SADC  
 LAURA K JONES, ASSITANT MGR  
 WALDENBOOKS  
 42 MT PLEASANT AVE  
 HARTON NJ 07885-2120  
 JUL 15 1997 158  
 Newspaper

Vol. 7 No. 28

THE NEWS MAGAZINE OF THE MEDIA

July 14, 1997 \$3.00

## TELEVISION

### CBS Attacks Cable on Its Ratings Spin

*Network goes on offensive against claims of lost broadcast viewers*

PAGE 5

## MAGAZINES

### Times Ticking On Sale of Sports Titles

*Field of bidders said to narrow to 5; deal may happen by early August*

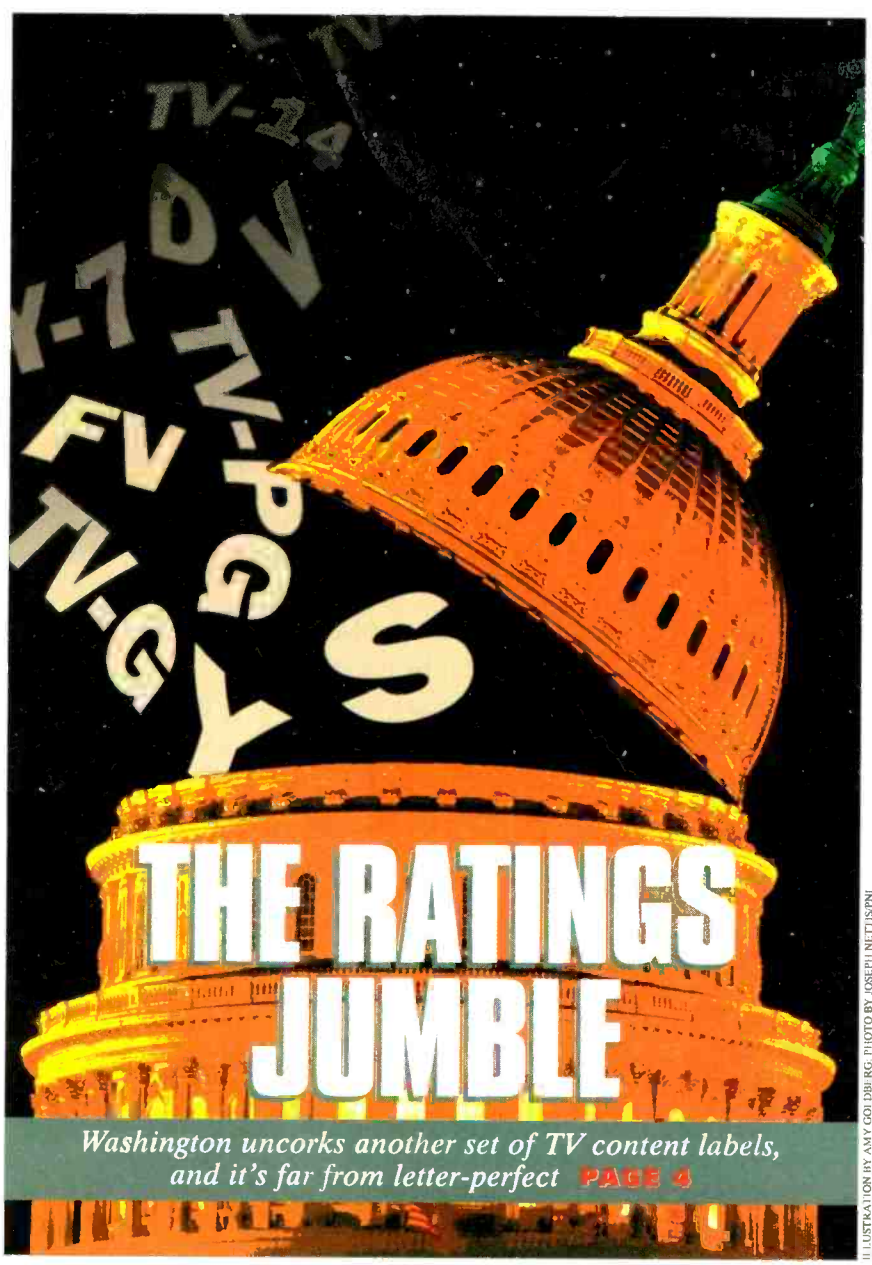
PAGE 5

## TV PROGRAMMING

### ABC Betting The 'World' On Sundays

*Struggling network pinning hopes on Disney series to attract families*

PAGE 9



Washington uncorks another set of TV content labels, and it's far from letter-perfect PAGE 4

## MARKET INDICATORS

**National TV: Slow**  
 Third-quarter scatter continues to trickle in. Much inventory is going to makegoods, driving CPMs up 10-20 percent over upfront. Talks on fourth-quarter scatter have begun.

**Net Cable: Slow**  
 Many sales execs are taking time off post-upfront. Small amount of third-quarter scatter could give nets a chance to boost CPMs.

**Spot TV: Moderate**  
 Some buyers are holding back over perceptions about inflated third-quarter rates, but there is movement in automotive, movies and athletic gear.

**Radio: Robust**  
 July has openings due to large top-market cancellations. August and September look healthy. Back-to-school and TV fall skeds are driving spot, with WB, UPN and NBC committed already.

**Magazines: Hot**  
 The MPA says Jan.-to-June was the second-best first half in 13 years, bested only by a record 1995. Automotive, drugs, toiletries, cosmetics and fashion led the wave, while computers slipped a bit.

## Time Warner's Goodwill

Turner calls on parent to pump up '98 Games PAGE 8



*With 1.7 million registered users,  
we assume nothing.*



**The New York Times is the first and only media site of its kind to target ads based on 100% user supplied information.**

Which means our geo-demographic database is based on fact. Not fiction.

**With a 98% compliance rate, our registered users provide us with specific information about themselves,** such as their age, income, gender and zip code. And because each and every one of our users have verifiable e-mail addresses, we know their

data is accurate — far more accurate than any cookie based counting.

**Plus, all of our user information is warehoused in a sophisticated database,** so the information is stable, accessible and flexible.

Depending on your needs, we can customize user groups and adjust messages to specific segments, using third-party data or additional user supplied information. So you can expand your targeting possibilities.

What's more, because they're New York Times on the Web subscribers, our users are affluent, influential and highly engaged in our site.

So what does all this mean? It means when it comes to reaching a specific consumer, we don't have to assume anything. And neither do you.

For more information call Chris Neimeth, VP, Director of Sales and Marketing at 212-597-8017 or e-mail [chrisn@nytimes.com](mailto:chrisn@nytimes.com)



Laura K. Jones SEP 15 1997

# AT DEADLINE

## UPN Tickets Movie Night as Promo Base

At a time when other networks are dumping movie nights, UPN will add one next season. The young network also will try a novel approach: the Thursday sci-fi movie will be thematically linked to the Wednesday-night fantasy adventure programming. "Since the other nets are decreasing their movies, people are knocking on our door," said the net's programming chief, Mike Sullivan. UPN's Wednesday-night lineup of *The Sentinel* and *Star Trek: Voyager* will provide a solid promotional base for the movie, which debuts in second quarter '98, Sullivan said during the Television Critics Association press tour last week in Pasadena, Calif. Other projects in development at UPN include an Amy Heckerling comedy about men roommates; a Rae Dawn Chong sitcom about sisters; Montel Williams in a family show; *Henceforward*, a futuristic sitcom adapted from Alan Ayckbourn's play; and *Wishful Thinking*, a high-concept show from Columbia TriStar.

## Fox Fetes 'Simpsons' With \$10Mil

Fox and marketing partners Pepsi, Subway, and Kaufman and Broad plan a \$10 million push in August behind the launch of the ninth season of the network's Sunday-evening hit, *The Simpsons*. The likenesses of the animated TV family will appear on 15 million 12-packs and bottles of Pepsi and other sodas. A contest through Pepsi packaging gives away a Kaufman and Broad-built home designed to mirror the TV house. Subway features a "Homersize" bargain drink and kids' meals with Simpsons toys. TV, radio and newspaper ads will tout the promotion and the show, which is a ratings high point for Fox and anchors its strongest night of programming.

## WB Lures Litvack From Disney

The WB has hired longtime Disney exec John Litvack as senior vp, current programming. Litvack, who was at Walt Disney TV for eight years, will report to Susanne Daniels, who recently was promoted to executive vp. While at Disney, Litvack worked on developing and producing ABC's *Home Improvement*, *Boy Meets World* and *Smart Guy* (on The WB). He also guided development for hour-long shows for first-run syndication and international projects for Buena Vista Int'l. Ltd.

## Petersen Revs Up 'Motor Trend'

Petersen Publishing is focusing considerable energy on its successful flagship, *Motor Trend*, hiring Marshall Flemion as the title's first marketing director and expanding the franchise in several

directions. In November, *MT* will add a regular automotive-oriented travel column, the book's first lifestyle content. And in January Petersen will launch a bimonthly spinoff, *Truck Trends*, and raise *MT's* rate base by 150,000, to 1.15 million, making it the highest-circulation car enthusiast book.

## 'VF': Brill May Test New Media Mag in Fall

Steven Brill, the founder of Time Warner's *The American Lawyer* magazine and cable network Court TV, may begin testing his new magazine about media, tentatively called *Content*, as early as September, according to the August issue of Condé Nast's *Vanity Fair*. Brill plans to eventually expand the book into a television program,

reports writer Jennet Conant. The six-page piece, titled "Don't Mess with Steve Brill," also slams Ted Turner for opposing Brill's plans to buy back the Brill legal-media company from TW, and it details alleged attempts by TW execs to kill some of Brill's stories unflattering to the corporation. The piece also notes that Brill received \$30 million when he sold his share of the company to TW in February; most press reports had set the figure at \$20 million. The August *Vanity Fair* is hitting newsstands now.

**Addenda:** Kevin Hale has been named vp/gm of Fox O&O WHBQ-TV in Memphis, moving from vp/gm at KSTW-TV in Seattle, where he had been directing the station's transition from independent to CBS affiliate. Hale replaces Tim Lynch, who left WHBQ in March to become COO for Atlanta-based Grapevine Communications...Bob Kreek, former president of Comedy Central, has signed on as chairman of Burly Bear Network, an consortium of college TV stations and cable systems reaching 140 campuses in 40 states. Burly Bear is a unit of Broadway Video, Lorne Michaels' production company...Executives at the Classic Sports Network confirmed late last week that both News Corp. and Disney are interested in buying the cable net, which reaches 12 million homes...*The Atlanta Journal-Constitution* last week said it will appeal a judge's recent decision in an effort to regain \$800,000 in legal ads lost to a rival paper in suburban Gwinnett County...A source close to Baltimore-based Sinclair Broadcast Group said last

Friday that the company is close to buying Heritage Media Corp., a station group with six TV and 25 radio properties in small- and medium-sized markets. The source said that Heritage, bought by News Corp. last month, is one of several station-group buys that Sinclair hopes to make with a \$500 million war chest that is earmarked for acquisitions.

## INSIDE



**CBS pours resources into new Gumbel show**  
12

**LOCAL MEDIA**  
13

**WASHINGTON**  
15

**THE MEDIA ELITE**  
21

**IQ NEWS**  
25

## MEDIA WIRE

### K-III's 'New Woman' to Rodale; McQuillen Honored at Service

K-III has sold *New Woman* magazine to Rodale Press, according to sources close to the deal. The price could not be determined. Rodale, publisher of several sports titles, is expected to recast the 2 million-circulation monthly into a more fitness-oriented book. K-III put *New Woman* on the block several months ago.

The sale comes as K-III mourns the death of COO and magazine division chief Harry McQuillen, who committed suicide two weeks ago. Sources in the magazine unit said little sales or acquisition activity is expected in the near future as stunned K-III execs determine the company's course. "Nothing's happening right now," said a somber K-III staffer. "The whole corporate office is so sad...they're moving very slowly." K-III CEO William Reilly has assumed McQuillen's title.

Hundreds of mourners turned out last Thursday for a memorial service for McQuillen in New York. K-III execs Reilly and Jack Farnsworth were among the speakers, along with McQuillen's sister and his close friend Regis Philbin, the TV host. McQuillen was remembered as a warm, fair leader whose great loves were his family, the publishing business and Notre Dame football. "Harry was a man who helped everybody but never asked for help himself," said Reilly. —*Jeff Gremillion*

### Helms, Faircloth Go to Bat For Zebulon Lee in D.C.

Sen. Jesse Helms (R-N.C.) has raised the stakes in the case of broadcaster Zebulon Lee and WZLS-FM of Asheville, N.C. (*Mediaweek*, May 9). Helms and Sen. Lauch Faircloth (R-N.C.) have been quietly trying to get the FCC to review its decision to terminate Lee's WZLS license and turn the broadcast rights over to an ownership consortium that includes Rep. Mel Watt (D-N.C.). Last week, Helms and Faircloth sent a letter to Sen. Conrad Burns (R-Mont.), chairman of the Commerce Subcommittee on Telecommunications. "We need your help in a matter involving what appears to be a flagrant abuse by the FCC in connection with a constituent of ours," the letter began. "We feel strongly that (continued on page 6)

# A Summer of

*NBC, politicians, buyers question new ratings' value*

WASHINGTON / By Alicia Mundy

**A**s the vice president, members of Congress, the TV industry and three major broadcast networks signed a highly fragile new content-ratings agreement last week, one high-level CBS executive wondered aloud: "Where did NBC get the b---- to say 'No'?"

The answer is Rosalyn Weinman. As NBC's executive vp for broadcast standards and content policy, Weinman was the network's negotiator during rough-and-tumble ratings talks over the past month. Despite threats from Congress, she refused to go along with the new content-based system. With the backing of NBC chief Bob Wright, Weinman "kicked butt," according to a source who participated in the talks.

NBC late last week was joined by the Screen Actors, Writers and Directors guilds in opposing the ratings system, scheduled to take effect on Oct. 1. Several key figures on Capitol Hill are not going along, either, signaling potential pitfalls. Media buyers said the new jumble of ratings labels is unlikely to have much effect on how they buy TV spots. And what some are calling a momentous Hollywood-Washington deal is actually quite tenuous on several fronts.

"We were clear about our position from the start," Weinman said in an interview. While politicians and advocacy groups who backed the agreement attacked NBC late last week, Weinman said: "There have been scare tactics used to wage a war against network TV. These new labels are going too far. Ultimately we're talking here about dictating content. The politicians wanted control of a sexy, hot-button issue, to bring the industry to its knees, to empower special interest groups. This was all about cutting a deal."

A Washington outsider, Weinman said she was unimpressed by the delicate minuet danced by pols and lobbyists. "This was about giving the politicians something. Sometimes it seemed the only question was, 'How much should we trade away,' not whether it was right to trade at all."

While NBC believes the deal goes too far, several D.C. holdouts complained that the agreement does not go far enough. Sen. Kent Conrad (D-N.D.), who godfathered the V-chip law that led to the ratings system, denounced the three-year moratorium on new TV legislation that most other senators support. "We should see whether the networks comply with the ratings system



**On the attack: NBC's Weinman believes the new labels go too far. Sen. Conrad (inset) said the networks got off easy.**

appropriately, before we give them this [moratorium]," Conrad said at a news conference. He was joined by Sen. Joseph Lieberman (D-Conn.), supporter of legislation that would allow only "family-friendly" shows before 10 p.m.

Sen. Fritz Hollings (D-S.C.) not only refused

## UPN Re-Rolls The Diceman

NETWORK TV / By T.L. Stanley

**I**n the pilot of his new fall series for UPN, *Hitz*, Andrew Dice Clay swaggers across the screen playing a character very similar to Andrew Dice Clay. He insults women, flexes his muscles and launches into the opening line of a raunchy rhyme that Clay made infamous in his stand-up routine years ago.

But change is in store for Clay's character before the adult-targeted show hits the air on Tuesdays at 9 p.m. in September, UPN president Lucie Salhany admitted last week. Under



# Dis-Content

to sign the pact but was trying to mobilize other senators to support his "safe harbor" TV bill.

Last week's deal will add the labels S (sexual content), L (adult language), V (violence) and D (dialogue with sexual innuendo) to the existing age-based ratings. The codes would appear longer on the TV screen and in larger letters. In return, Sen. John McCain (R-Ariz.), chairman of the Senate Commerce Committee, and Rep. Ed Markey (D-Mass.), a proponent of detailed ratings, promised networks the moratorium.

A little-noticed proviso of the new ratings could also pose a serious problem, Weinman said. The panel of industry execs who now review whether the nets rate shows appropriately will have an additional five representatives from parent- and child-advocacy groups that negotiated the deal. Those include parent-teacher associations, the American Psychological Association, the American Psychiatric Association and the Center for Media Education. "We're providing a fertile ground here for treading on TV programming," Weinman said.

NBC will continue to use the age-based ratings system introduced in January. Weinman expressed concern about how the new ratings would require labeling two of the net's hit dramas, *Homicide* and *Law & Order*. The series "show the consequences of violent actions," Weinman said. "You indiscriminately block out [viewers from] those shows when you label them."

Mona Mengun, head of Writers Guild East, agreed. "You can't [have] gradation, so an entire series could be labeled out when it actually has

something to teach children or adolescents." The Actors, Writers and Directors guilds issued a statement calling the pact "dangerous to American freedom, values and culture."

The networks' inadequate self-policing inspired Washington to press for the new content-based ratings, according to children's TV advocate Peggy Charren. "The broadcasters brought this on themselves," Charren said. "The industry is so dumb. Remember, the reason they got forced to do three hours of kids TV was because they said *The Jetsons* was a science show."

Media buyers said the new ratings system will not change clients' thinking about which networks and shows will get their commercials. Buyers noted that agencies routinely pre-screen all prime-time network programs.

"We're going to rely on our screening of each of the shows," said Bill Croasdale, president of national broadcast for Western International Media. Croasdale added that the current system has lacked credibility because the networks rate their own shows. "It's like letting the fox guard the henhouse," Croasdale said.

Steve Grubbs, executive vp/director of national broadcast for BBDO, said the new ratings still don't go far enough. "These descriptors are not descriptive enough," Grubbs said. "There are different degrees of sexual innuendo and violence." Grubbs added that rather than using the letters, "we'll continue to pre-screen all the shows and then decide whether we'll participate or not depending on our clients' guidelines." —with Richard Katz ■

heavy questioning about the Dicernan's appropriateness for prime time in light of the new content-ratings agreement, Salhany acknowledged that the pilot is a little over the top. "It'll be cut back a bit," Salhany said at the annual TV critics tour in Pasadena, Calif. Clay's character will be reigned in, and a smart, strong female character added to go toe-to-toe with him.

UPN executives said that the decision to rework the show—not unusual at this stage of development—was made before last week's ratings deal. But the move does come against a backdrop of increased scrutiny



**Taking a Hitz: Clay's schtick will get some toning down at UPN.**

from Washington and parents' groups on content of TV shows.

That scrutiny has been top of mind for the networks, although they maintain they will seek out and schedule the shows they like best and think serve their audiences, regardless of edgy content. Thus, viewers can expect shows like CBS' *Brooklyn South* (via Steven Bochco), Fox's *Millennium* and ABC's *NYPD Blue* to push the content envelope

while shouldering added parental advisories. If other fall pilots are rejiggered, producers and network executives said, it will be for creative reasons, not legislative ones. ■

## Number Crunch: Nielsen Ratings Trigger Turmoil

TELEVISION / By Richard Katz

This time, it's personal. For years, the cable and broadcast sides of the TV business have slammed each other's spin on Nielsen ratings data, but last week the sniping escalated into a war. A glowing analysis by the Cabletelevision Advertising Bureau of recent ratings data showed broadcast-network viewership at an all-time low. CBS uncharacteristically responded last week with an angry six-page rebuttal. Cable's data, CBS charged, is "misleading in their analysis and flawed in their conclusions."

The next day, the cable folks faxed their own salvo in a point-by-point refutation of CBS' accusations, while maintaining that cable's numbers were indeed the truth.

CBS stood its ground. "It was so analytically flawed," David Poltrack, executive vp/planning & research for CBS, said of cable's analysis. "The straw that broke the camel's back was when [Jonathan Sims, vp/research for the CAB] made the statement that the public didn't like our programming anymore."

At issue is a battle of perception: Is cable or broadcast the hot, growing media worthy of increasing ad dollars? Clearly, this whole numbers game is a public-relations attempt by both factions to sway the viewing public and the brand managers who sign off on advertising budgets. Media buyers, for their part, say they are not influenced by the new numbers game because they do their own ratings analysis. But Poltrack and his broadcast colleagues worry that the CAB's strategy may be taking its toll. And publicizing the Big Four networks' 2 million lost viewers to cable in the May sweeps just reinforces the perception "that broadcast networks are collapsing," Poltrack said.

But there may be hope for the broadcasters yet. "Many of the cable channels have been in a neutral or downward mode for two years," said David Marans, a media research director for J. Walter Thompson. Added Bill Croasdale, president/national broadcast for Western Media International: "The [big] cable guys are being hit by small networks the way the broadcast networks are getting hit by cable." ■



## MEDIA WIRE

the FCC unfairly and unconscionably revoked Mr. Lee's license... This action by the FCC is beyond the pale."

Helms and Faircloth want Burns to help them get legislation to allow Lee to run the station on a temporary basis and then grant Lee a permanent license. Sources in Helms' office and on the Senate Commerce Committee said that Helms was unhappy with a recent letter he received from FCC chairman Reed Hundt on the matter and decided to use a more direct strategy. —*Alicia Mundy*

### No FCC Inquiry on Liquor Ads

The FCC last week rejected by a 2-2 vote a proposal to conduct a formal inquiry on hard liquor ads on TV. Outgoing FCC chairman Reed Hundt, who strongly opposes the liquor spots, was supported by commissioner Susan Ness, who like Hundt is a Clinton appointee. They were blocked by two other outgoing commissioners, Democrat James Quello and Republican Rachelle Chong.

The Distilled Spirits Council (DISCUS), the Association of National Advertisers, and the American Association of Advertising Agencies all praised the outcome. DISCUS had complained that Hundt's push for an inquiry amounted to trying to censor one kind of alcohol while ignoring beer and wine TV advertising.

Hundt has told the other commissioners that he intends to keep raising the issue in hopes of engendering political support. Ness chided her colleagues publicly for their veto votes, an unusual move. Ness is one of several contenders vying for Hundt's chairman spot. —*Alicia Mundy*

### Meredith to Change News At 2 Florida TV Stations

Meredith Broadcasting, the Des Moines-based TV group, last week made several management moves. Tom Calato, station manager at Meredith's Fox affiliate in Orlando, Fla., WOFL-TV, is also taking on management of WOGX-TV in Ocala-Gainesville. Calato will start up news operations at both stations. Calato is being groomed to replace Norris Riechel, vp/gm of both stations, who is expected to retire within the next year, said Phil Jones, president of the Meredith TV group.

Jones said (*continued on page 8*)

# Times Ticking on Sports Titles

*Field said to narrow to five finalists for 'Tennis', other leisure books*

**MAGAZINES / By Jeff Gremillion**

**T**he New York Times Co. is getting closer to selling the sports and leisure magazines it put up for sale four months ago. The process is now in its "second round," and a large field of interested bidders has been narrowed to a handful, Gordon Medenica, senior vp and group publisher of the offered titles, said last week. Medenica, who is making presentations to the finalists, said the buyer could emerge early next month. Analysts have placed the asking price for the group in the \$100 million range.

The Times Co. titles for sale include *Tennis*, *Tennis Buyer's Guide*, *Cruising World*, *Sailing World*, *Snow Country* and *Snow Country Business*, which generated a combined \$44 million in total revenue last year, the company said. The Times is not selling its two other sports and leisure titles, *Golf Digest* and *Golf World*.

A source close to the negotiations said that K-III and Condé Nast are leading contenders among five finalists. A Condé Nast insider said that president Steve Florio has been "aggressively pursuing" the Times books, which would be grouped with CN's forthcoming *Sports for Women* and a newly sports-intensive *Details*.

"We would have a whole other division in one swift move," said the CN source, who added that the current asking price is "too expensive."

Others said to have expressed interest include Rodale Press and Reader's Digest, both of which have acquired small, niche-sports titles in recent months. Des Moines-based Meredith Corp., which has had success with its acquisition *Golf for Women*, is also a potential buyer.

Two companies viewed as highly compatible with the Times properties—Petersen and Times Mirror, both publishers of special-interest sports books—notably are not among the group of final bidders, said the source close to the process.

Medenica would not identify any finalists.

The Times Co.'s final selling price should be buoyed by recent strong advertising-page figures for the titles. *Tennis* (circulation 800,000) was up 27 percent in pages this year through June; *Snow Country* (circ 450,000), whose pages were flat through June, will publish a record 135-page September issue, said publisher Laura McEwan. "We're doing well," said Medenica, who downplayed the '96 results. "We've always had a high regard for these properties. Our story is bigger than just our success in the last few months." ■

# Holding Back on Bohbot

*Payment history prompts Sinclair, Tribune to balk at carriage*

**SYNDICATION / By Michael Freeman**

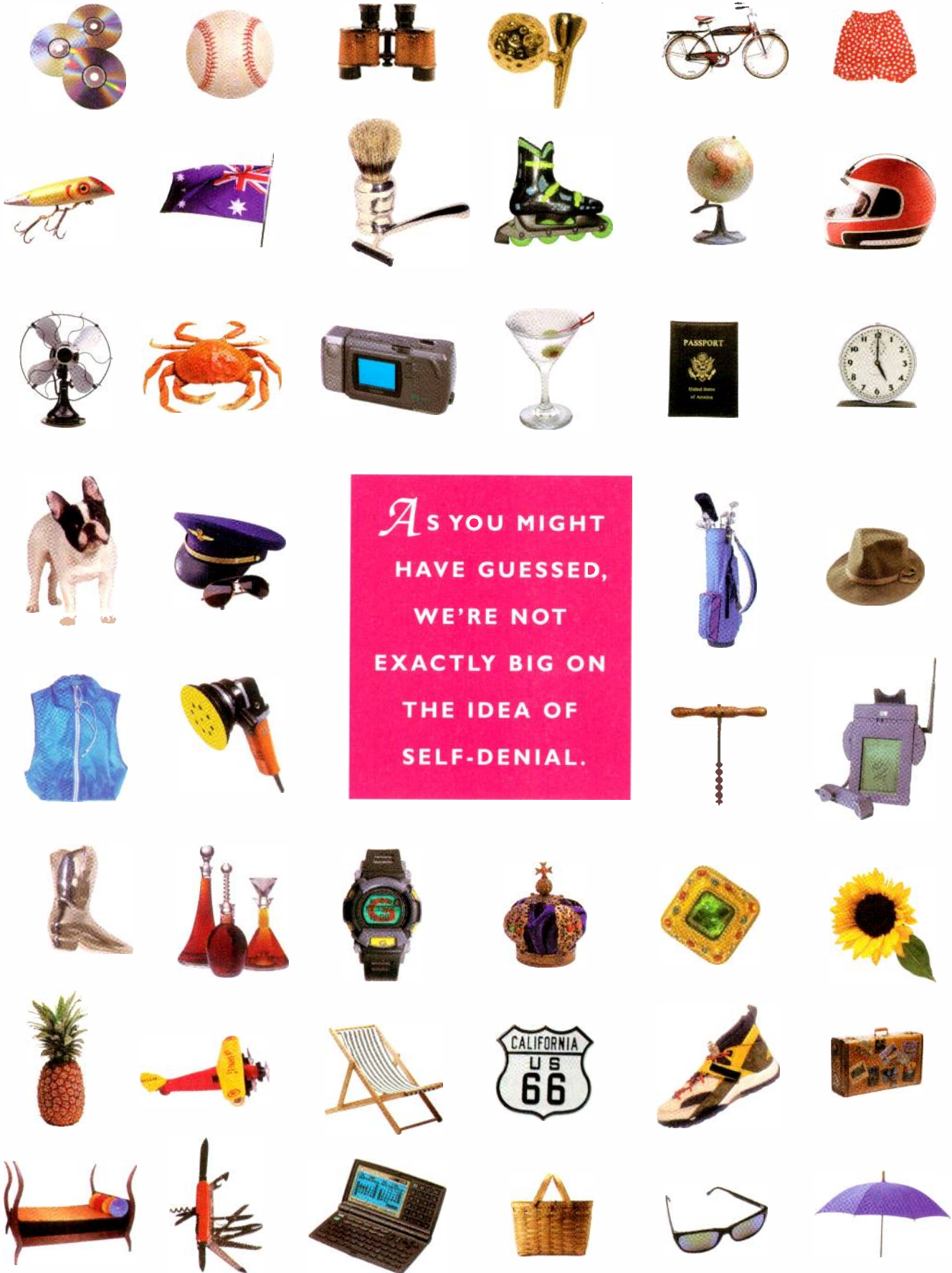
**U**ncertainty looms over whether Bohbot Entertainment's syndicated kids programming will gain carriage on Sinclair Broadcast Group stations for the 1997-98 season, despite Bohbot's recent \$500 million back payment to Sinclair. For the time being, Sinclair has re-inserted Bohbot programming through July and August on nine of its 30 owned-and-operated stations. But executives at Baltimore-based Sinclair are holding back on making any further commitment because of Bohbot's history of delays on promised spot-dollar commitments from toy advertisers.

A Tribune Broadcasting official said that his station group has discontinued clearance negotiations with Bohbot. Tribune's stations are dropping Bohbot's programming in at least five markets by the end of August. To make up for

that loss, Bohbot has sought alternative clearances in Atlanta and other markets.

Company chairman Allen Bohbot asserted that "all of the paperwork is signed, sealed and exchanged" on a Sinclair clearance deal for the coming season. However, Michael Draman, Sinclair vp of sales and marketing, countered that with "no signed letter" from Bohbot, "we have no intention of airing any Bohbot programming next season at this point." Bohbot's shows include *The Mask* and *Sonic the Hedgehog*.

Bohbot added that the Tribune stations' affiliation with The WB network leaves few time periods available for outside-supplied programming such as his. "Basically, we've linked up with Chris-Craft/United and Paramount in the top markets, and we're finding most of our new opportunities with United Paramount Network affiliates," Bohbot said. ■



As you might have guessed, we're not exactly big on the idea of self-denial.

Four times a year, Forbes readers (an especially affluent bunch) learn how to dispose of their incomes. The FORBES FYI Fall Style and Fashion issue presents the best ideas of the season. For information, call Sherry Phillips at (212) 620-2222 or Jill Harris (310) 453-4888. Issue closes August 4. **THE GOOD LIFE**

Forbes **FYI**  
www.forbes.com



## MEDIA WIRE

WOGX will create its own local news program at 6 p.m., and WOFL will share its to-be-launched 10 p.m. newscast with WOGX. "There will be a [time] 'donut' in WOFL's 10 o'clock newscast which will accommodate local Ocala-Gainesville news insertions," Jones said.

Also last week, Meredith said that Chris Rohrs will remain vp/gm at the soon-to-be acquired WFSB-TV, a Post-Newsweek CBS affil in Hartford, Conn. Meredith last month agreed to swap its CBS affil in Orlando, WCPX-TV, for WFSB, due to FCC rules barring ownership of two stations in the same market.

At the group level, Chuck Poduska has been appointed controller. Poduska was operations manager at WOGX-TV. And Michelle Stiens takes the new position of director of sales and marketing for the 11-station group, effective July 28. Stiens was general sales manager at Des Moines ABC affil WOIT-TV. —*Claude Brodesser*

### Lazar Resigns Top Post At Cable's Rainbow Ad Sales

Kathryn Lazar, president/COO of Rainbow Ad Sales Corp., the sales arm of Cablevision Systems Corp., abruptly resigned late last week, two years after taking the job. Rainbow did not specify the reasons, and Lazar did not return calls. One source that did business with RASCO noted that Lazar had little direct operating control remaining over the five units that comprised RASCO.

Of those divisions, the sports ad sales arm (representing the seven regional SportsChannel services and some \$60-70 million of the \$180 million in annual revenue RASCO generated) recently was moved under the control of Fox Sports Net. WNY1, the New York area interconnect, has been operating without a contract among its operators and could end up under the control of the operator arm of Cablevision Systems. CNI, the cable rep firm, has lost some markets to competitor National Communications. And News 12 and the local ad sales unit of Cablevision do not generate substantial revenue.

Lazar became president/COO after having a consulting role with RASCO. Her duties will be handled by David Kline, who was senior vp/general manager of SportsChannel Ohio. —*Michael Bürgi*

# Goodwill Gestures

*Time Warner to add all its muscle to troubled Turner event for '98*

**TV SPORTS /** By Michael Bürgi

**T**urner Broadcasting Systems this week will kick off a yearlong, multimedia push for the 1998 Goodwill Games that will take full advantage of the cross-promotional clout of virtually every division of new TBS parent Time Warner. For the first time in their unprofitable 20-year history, the Goodwill Games will have the backing of a major media partner to attract TV advertising, viewers and attendance.

"By game time [July 1998], over 25 divisions of Time Warner will be involved in one way or another," said Michael Plant, president of the Goodwill Games. On the Time Warner side, the support and promotion will come from "print, television, entertainment, merchandising, licensing and other areas," Plant said.

The quadrennial Games will be held next summer in New York City, headquarters of Time Warner. This week, two events in Times Square will launch the promo effort: A statue of track star Michael Johnson (who has committed to participate in the Games) will be erected, and a massive "building wrap" billboard will go up around the Marriott Marquis Hotel (GG's official hotel).

The Games have alternated between U.S. and Russian cities since the inaugural event in 1986 in Moscow. The 1998 edition will mark one of the first

major tests of across-the-board synergy for Time Warner since the media giant's acquisition of Turner last year.

By next spring or sooner, Warner Music Group artists will headline concerts tied into the Goodwill Games. Time Inc.'s *Sports Illustrated* will act as the "print anchor" for the 15-sport meet, according to Steve Brunner, GG director of marketing. A Time Warner book publishing unit can be expected to produce a GG highlights coffee-table book after the event.

A representative of *SI* said that while the magazine has no plans yet for dedicated editorial coverage, it will participate in the advertising sales effort and run some advertorials

leading up to the Games.

The total expense of producing the two-week event is expected to be about \$140 million, of which \$85 million will be Turner's actual cash outlay.

With that kind of tab, the pressure will be greater than ever to turn a profit, something previous Games have never done. The '94 Games in St. Petersburg, Russia, lost \$39 million; '90 in Seattle lost \$44 million; and '86 in Moscow finished \$26 million in the red.

On TV, every Goodwill Games has failed to meet audience guarantees, resulting in extensive makegoods to advertisers. For the '98 Games, TBS Superstation will carry the bulk of cover-

age (45 hours). CBS will carry 10 weekend hours and Time Warner's HBO will cover all the boxing events as part of its *Boxing After Dark* series.

TBS will spend more than \$40 million to promote the Games—\$14 million on print, \$3 million on outdoor and up to \$28 million on TV. Most of the TV money will be recycled into Time Warner units, including all the Turner cable networks and a variety of Warner TV properties, including the WB network.

Sports media buyers are skeptical at this point, considering the bullish ratings guarantees TBS is said to be offering. One

buyer said that Superstation TBS is guaranteeing a 3 universe rating for its live coverage of the Games. "You can promote the hell out of it, and people still won't care," said another major New York buyer. In track and field, "there's the Olympics, and then there's everything else. This is everything else."

That said, ad sales are already moving, according to Jerry Canning, director of sports sponsorships at Turner Broadcasting Sales. Five of an expected total of 12 to 20 advertisers have been lined up, in the office products, domestic auto, film/film processing, timing and consumer electronics categories, said Canning, who would not identify the sponsors. ■



**TBS will feature star Johnson prominently in its media push.**



# Eye-opening news sources



*Fast-breaking coverage of key developments in TV, magazines, newspapers, cable and more — only in Mediaweek!*



*Unsurpassed coverage of advertising and marketing — new accounts, demographics, innovations, trends and opportunities for you!*



# MEDIAWEEK

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

Payment enclosed     Bill me  
 Charge my:    Visa     AmEx     MasterCard  
 Acct.# \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Signature \_\_\_\_\_

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

J77MWT

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

**Type of firm:**

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

**Job Function:**

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

# ADWEEK BRANDWEEK

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

Please check the region you prefer:

New England    East    Southeast    Midwest    Southwest    West  
 BRANDWEEK for only \$125  
 Payment enclosed     Bill me  
 Charge my:    Visa     AmEx     MasterCard  
 Acct.# \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Signature \_\_\_\_\_

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

J77MWB

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

**Type of firm:**

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

**Job Function:**

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

# MEDIAWEEK

## GUARANTEE

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

### If you have ever...

Needed to say "Uh ... okay if I borrow your Mediaweek? Oh ... how 'bout tomorrow?"

Wished you owned your own copy of essential bonus reports like MEDIAWEEK's Annual Report of Media All-Stars

Found out — too late — that an issue contained an invaluable news item, article or opportunity

**...then begin your own subscription today!**

# ADWEEK BRANDWEEK

## GUARANTEE

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

### If you have ever...

Needed to search the office for an issue

Wished you owned your own copy of essential bonus reports like ADWEEK's Agency Report Cards or BRANDWEEK's annual "Super Brands" directory of the top brands in the U.S.

Found out — too late — that an issue contained an invaluable news item, article or opportunity

**...then begin your own subscription today!**

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

POSTAGE WILL BE PAID BY ADDRESSEE

# MEDIAWEEK

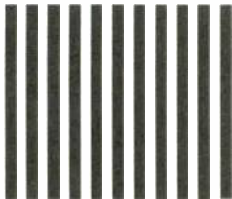
SUBSCRIPTION SERVICE CENTER

PO BOX 1976

DANBURY CT 06813-9839



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



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

POSTAGE WILL BE PAID BY ADDRESSEE

# ADWEEK

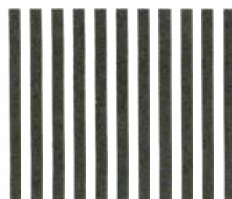
SUBSCRIPTION SERVICE CENTER

PO BOX 1973

DANBURY CT 06813-9845



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES





# ABC's Brave New 'World'

With A-list talent for revived Disney series, net is upbeat for Sunday

**TV PROGRAMMING** / By T.L. Stanley

**L**ike the Disney-fied heroes Pecos Bill and Paul Bunyan, Charles Hirschhorn is faced with one tall order: Relaunch one of television's best-known franchises—the *Wonderful World of Disney*—and make it a ratings-grabber against some of network TV's most formidable competition. And he's not kidding himself about his Babe the Blue Ox-sized challenge. "I feel like Michael Jordan's replacement on the Chicago Bulls," said Hirschhorn, who as president of Disney Telefilms is overseeing the *World* revival that will put a mix of theatrical films and original movies on ABC's Sunday-night schedule this fall. "I'm not going to be Michael Jordan. I have to do something different."

What Hirschhorn plans is 15 features and 16 made-for-TV movies using A-list talent. The roster includes *Toy Story*, which will kick off the franchise in September; *Pocahontas*; *The Lion King*; and *The Santa Clause*.



**Coming: Kirsten Dunst and Steve Guttenberg in *Tower of Terror***

Disney also is spending millions to produce a slate of new musicals, comedies and thrillers, among them *Cinderella*, *The Love Bug* and *Oliver Twist*, which ABC will use to reposition itself as a family-friendly net.

"It's crucial to the network's success," Paul Schulman, president of media buying firm Paul Schulman Co., said of *World's* return. "It's not just two hours of the schedule. It's a chance for them to get back the mantle of, 'We are the family network.' They can't spend enough on it."

The *Wonderful World of Disney*, which will be hosted by Disney chief Michael Eisner, drops into the most-viewed and possibly most competitive night on TV. From 7-9 p.m. Sundays, Fox has attracted a strong audience with its specials, followed by *The Simpsons* and *King of the Hill*, while CBS usually wins the time period in households with *60 Minutes* and *Touched by an Angel*. All those shows will return this fall, as will The WB's kid-targeted lineup. NBC has done well with its news-

magazine, *Dateline*, which also keeps its spot.

Against those shows, ABC will pit two-hour original movies that will feature Kirstie Alley (*Toothless*), Melissa Joan Hart (*Sabrina, the Teenage Witch*), Whitney Houston, Bernadette Peters and Whoopi Goldberg (*Cinderella*).

"We tried to get our hands on the best scripts," Hirschhorn said. "They're more ambitious than a typical TV movie, and there's a real

challenge to telling some of these stories for a family audience."

While the current dearth of family-oriented theatricals likely helped lure stars to the project, Hirschhorn said a big hurdle was attracting top-drawer talent from Hollywood's creative community, many of whom were not movie-of-the-week veterans. "We've had to convince people that we're going to make TV movies at theatrical quality," Hirschhorn explained.

From the feature side, Disney will stock *World* with a number of films making network debuts. Though the move could mean lost revenue in the video and cable arenas, the studio has decided to cherry-pick from its releases for the Sunday-night series. ■

## The Most Powerful Market

Miami / Ft. Lauderdale

## The Most Powerful

# Medium

The Miami Herald / El Nuevo Herald

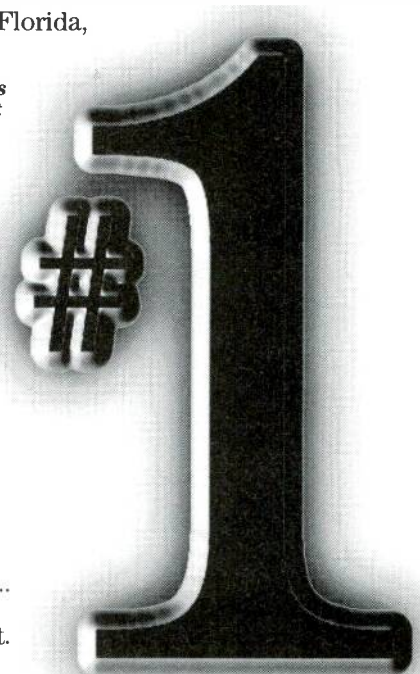
If you've got your sights set on Florida, take a long hard look at this:

**The Miami/Fort Lauderdale DMA is Florida's Biggest-Spending Market and #1 in the Nation in:**

- Total Retail Sales Per Capita/ Per Household
- Automobile Dealer Sales Apparel and Accessories Store Sales
- Drug, Health and Beauty Aid Sales
- TV, VCR and Tape Sales

And look at the products, services and know-how of The Miami Herald, Florida's Sunday circulation leader, and El Nuevo Herald, the nation's top-ranking Spanish language daily. Together, they deliver Florida's market of opportunity... and they're your entrée to the lucrative Latin American market.

For information, call Jeanie Enyart, Vice President of Advertising, at (305) 376-2730.



**The Miami Herald  
El Nuevo Herald**



A child reached out.

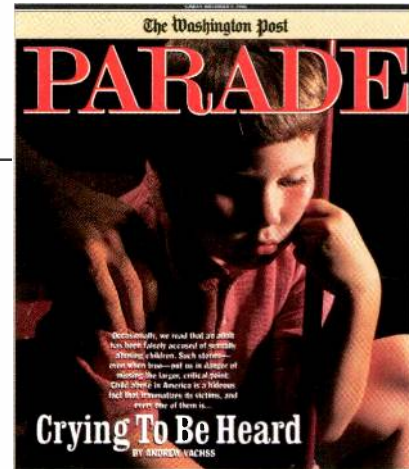


In November of last year, we put our cover story on child abuse into the hands of 83 million Americans. 83 million active, involved and influential Americans. It was read by tradesmen and bond traders, surgeons and school teachers, plumbers, pilots and company presidents.

---

## 83 MILLION PEOPLE REACHED BACK.

They did what Parade readers always do. They responded. Thousands of letters poured in. The author received tens of thousands of hits on his website. All from people who wanted to do something, who wanted to learn more, who wanted to help stop the abuse of children in America. Parade had once again touched its readers and motivated them to act. Today, millions of people are more attuned to the tragedy of child abuse. And more committed to stopping it. Proof that when you have a magazine that reaches the best half of America, it's incredible what you can accomplish.



NOTHING MOVES AMERICA LIKE A **PARADE**

# Gumbel Show Grabs Talent

*In quest for young demo, questions arise about the show's vision*

**NETWORK TV /** By Richard Katz

**L**ess than three months before the show's premiere, CBS News is quickly diverting some of its top talent and gobs of money to Bryant Gumbel's new magazine show. The to-be-named program, set to launch Oct. 1, will feature correspondents Bernard Goldberg and Allison Stewart, said sources close to the project. Stewart's presence is designed to attract the Gen X crowd, an audience now largely underserved by CBS News shows.

One CBS News source said that in addition to Gumbel's \$7 million salary, the network is sparing no expense. "If you have a valuable resource at CBS News, such as staffers or computers, it's going to Gumbel," said the source.

However, a second CBS News source noted that Gumbel's show is attracting so much talent that his CBS newsmagazine cousins might suffer. In particular, the source cited Rand Mor-

rison's shift from *48 Hours* to become senior producer for Gumbel as a potential problem. Jon Klein, CBS News executive vp, said that *48 Hours'* new senior broadcast producer, Jim Murphy, is qualified and up to the task.

The Gumbel show's format will include taped segments and live one-on-one interviews by the host. Experts also will appear to comment on stories, as well as add analysis and perhaps some controversy.

Senior producers at competing networks said that Gumbel's show has generated some favorable buzz. But some questioned whether the show has an original, discernable vision and if 2½ months is enough time to assemble it. "Our vision from the beginning is to get out of the way of Bryant Gumbel and let him do what he does best," countered Klein, adding that the alleged time crunch poses no problem for the show. ■

## "Kermit" "WYSIWYG" "Cookie"

Techno-speak? Not to us.

Because Simmons digs deeper for a fuller understanding of your market.

Take our CompPro V study (releasing July 29).

It's the most comprehensive study of full-time computer professionals with decision-making responsibilities. There is no better source



**Hey, if we can understand the computer market, we can help you understand yours.**

for in-depth data on computer professionals' purchase decisions, brand preferences, media usage and more. Sound good? Call Bud Ward, senior vice president/sales, at 212-373-8980 and ask how Simmons can help you understand your market—no matter what language it speaks.

**Simmons**  
Know your market

# MEDIAWEEK

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

Editor: William F. Gloede

Executive Editor: Brian Moran  
Managing Editor: Dwight Cunningham  
Executive Features Editor: Stanley Mieses  
Departments Editor/Copy Chief: Anne Torpey-Kemph  
Deputy Features Editor: Adam Shell  
Washington Bureau Chief: Alicia Mundy  
Editor-at-Large: Betsy Sharkey

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

Reporters: Claude Brodessa, Valerie Burgher, Jeff Gremillion

ID: New Media: Editor: Catharine P. Taylor; Senior Reporter (Adweek): Laura Rich; Reporters (Mediaweek): Anya Sacharow; (Brandweek): Bernhard Warner

Media Person: Lewis Grossberger

Design Director: Trish Gogarty

Managing Art Director: Christine Goodsir

Art Director: Allison Brown

Photo Editors: Maria Kittler, Kim Sullivan

Circulation Director: Christopher Wessel

Assistant Circulation Mgr: Audrey Numa

Mediaweek Online: Sales/Customer Support Mgr: Bryan Gottlieb

Regional Sales Directors: Los Angeles: Ami Brophy; Midwest: Sherry Hollinger; Boston: Ron Kolgraf; Category Managers: Television Linda D'Adamo, New Media Jody Siano, Print Jeffrey S. Whitmore; Account Managers: EAST: Stephen T. Connolly, Bryan Hackmyer, Robert W. Jones, Kristina K. Santafemia; Southwest: Blair Hecht; Los Angeles: Nancy Gerloff, Wendy Hudson; CLASSIFIED: Publisher: Harold Itzkowitz; Sales Managers: Julie Azous, Wendy Brandariz, M. Morris, Karen Sharkey; Sales Representative: Sarah Goldish; Sales Assistant: Michele Golden

Marketing Services Manager: Chris Heyen  
Special Events Manager: Alexandra Scott-Hansen  
Promotion Coordinator: Matt Pollock

Dir. of Manufacturing Operations: Jim Contessa

Production Director: Louis Seeger

Pre-Press Production Mgr: Adeline Cippoletti

Production Mgr: Elise Echevarrieta

Assistant Production Mgr: Matthew J. Karl

Pre-Press Assistant: Ed Reynolds

Scanner Operator: Dock Cope

Deputy Editor/Business Affairs:

John J. O'Connor

Vice President/Executive Editor:

Andrew Jaffe

Vice President/Creative Director:

Wally Lawrence

Vice President/General Manager:

Louis Isidora

Vice President/Marketing:

Mary Beth Johnston

Senior Vice President/Marketing:

Kenneth Marks

Executive V.P./Group Publisher:

Michael E. Parker

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

Craig Reiss

President:

Mark A. Dacey

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

BPI COMMUNICATIONS

Chairman: Gerald S. Hobbs

President & Chief Executive Officer: John Babcock, Jr.

Executive Vice Presidents: Robert J. Dowling,

Martin R. Feely, Howard Lander

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

Anne Haire, Rosalee Lovett

Vice Presidents: Glenn Hefferman



# Local Media

PHOENIX • SAN FRANCISCO • HARRISBURG, PA.

TV STATIONS/LOCAL CABLE  
By Claude Brodesser

PRINT/NEW MEDIA  
By Valerie Burgher

## PHOENIX/NEWSPAPERS

### A War for Readers Heats Up the Valley

• EXPLOSIVE GROWTH IN AND AROUND PHOENIX has helped turn the market's newspaper business on its head this year. As new industry has attracted more residents to Phoenix's eastern Valley, *The Arizona Republic*—for decades synonymous with metropolitan Phoenix and statewide coverage—is refocusing much of its attention on the booming suburbs. At the same time, the suburban Tribune Newspapers chain—formerly a collection of five town papers—has combined into two large regional editions to combat the *Republic's* advances on its turf.

The battle between the *Republic* and the Tribune papers escalated last December when the *Republic's* afternoon companion, the *Phoenix Gazette*, folded after years of declining circulation. The shutdown prompted Phoenix Newspapers Inc. (PNI), a unit of Indianapolis-based Central Newspapers, to reorganize the a.m. *Republic* and expand its distribution. Then in January, Stamford, Conn.-based Thomson Newspapers acquired the Tribune chain from Cox Newspapers and made significant investments in staff and presses.

The *Republic* and the two Tribune papers (which serve different sections of the eastern Valley) have made some strategic detours to accommodate the fast-changing suburban Phoenix landscape. The competitors have even raided each other: Tribune this spring hired away five *Republic* ad staffers, while the *Republic* plucked four Tribune reporters.

Over the past few years, expanding high-tech firms including Intel and Motorola have

generated new jobs and re-energized the real estate market.

The "Silicon Desert" communities of Mesa, Chandler, Tempe and Gilbert are commanding both papers' attention for readers and advertisers. In March, the *Republic* launched zoned Tuesday-Sunday editions tailored specifically to those areas—four towns for which Cox had published separate Tribune papers. Jeff Dozbaba, senior editor for the *Republic's* southeast Valley editions, said that his paper "had to wake up and recognize this

area." While the *Republic* formerly served the region primarily with soft feature stories, "now we're giving the area breaking news," Dozbaba said. He noted that Thomson's move to consolidate the Tribune papers offered the *Republic* "an opportunity to become more personal and localized" for readers in the four communities.

Karen Wittmer, Tribune Newspapers publisher, said the decision to merge the five publications into two was made because research determined that "the former newspapers were just too parochial. Our definition of local now is different than it was." With so many newcomers to the east Valley area, most readers in the region no longer have the need for an individual town newspaper, Wittmer said. "We've repositioned ourselves as a regional newspaper" with special attention to the technology industry, she said. Once per week, "intensely local news" is published in the Tribune papers' Neighbors section.

John Oppedahl, PNI publisher since 1989,

said Thomson's changes at the Tribune papers are not of much concern. "They may see themselves as more competitive in the east Valley area," Oppedahl said of the competition, "but only time will tell." Circulation is growing for both publishers, which are running comparative ad campaigns on billboards, radio and cable.

Marcie Sullivan, controller and a print buyer at Phoenix's Cowen Agency, believes that the *Republic* still has some work to do in becoming more of a community-oriented newspaper. "I don't think they have convinced a lot of people that they are reaching the Valley any better than before," Sullivan said. "If you have a business in the east Valley, then you hit the *Tribune* [with advertising] a lot harder than you hit the *Republic*."

The larger daily's higher rates have kept some potential advertisers away, local media buyers said. The Tribune papers claim that special deals for homebuilders (each 32-inch ad is accompanied by a free advertorial) has helped secure the chain's status. "Our niche is eastern Maricopa County," Wittmer said. "If we do that well, it doesn't matter what they do." —VB



Fighting back: Trib's boards defend the papers' suburban turf vs. the *Republic*.

## PHOENIX/TV STATIONS

### Sorting a 'Train Wreck' Of Affil, Channel Switches

• THE PHOENIX TV MARKET IS STILL COMING TO grips with a flurry of network affiliation switches and other changes triggered by Fox's 1995 acquisition of New World Communications. Four of the market's five affiliated stations have either switched allegiance or channel position in the past 2½ years, leaving viewers and buyers confused. Despite flat spot TV spending (see chart on next page), population growth has boosted Phoenix from No. 20 to No. 17 in U.S. TV markets in just two years.

"The market has gone through a complete transition," said Mike Horn, president of Phoe-

# Local Media

## WHERE THE DOLLARS GO IN PHOENIX

Total local ad spending by media (in millions)

	Newspapers	Spot TV	Radio
1995	198.2	331.8	104.2
1996	207.5	334.7	110.9
% Change	+4.7	+0.9	+6.4

Source: Competitive Media Reporting, BIA Research

nix-based buying service Results Media Corp. "It was a train wreck."

One example: CBS affiliate KTSP changed its call letters to KSAZ and became a Fox owned-and-operated station as a result of the New World deal. KSAZ had trouble adjusting its late newscast, *Arizona Prime*, to appeal to younger-skewing Fox network viewers.

"Even as a Fox station, KSAZ still had a CBS mindset," said Jenny Michaelson, a buyer at Phoenix-based Cramer-Krasselt. "You can't flow from Fox programming like *Party of Five* into CBS-type, 50-plus newscasts."

*Arizona Prime* sputtered along, with ratings in the low 5s. Then in April, Laureen Ong took over as vp/general manager of KSAZ and started making some changes. "This station had been asleep for the last three years," Ong said.

The new gm axed *Arizona Prime* and launched the reformatted *Fox 10 News at 9*, featuring more breaking news stories and entertainment-oriented pieces with appeal to those Fox prime-time viewers. The new newscast posted a 6.3 rating/9 share in the May sweeps, up 1 point in rating and half a point in share. "They've made some good changes," said buyer Michaelson.

Phoenix also boasts what is believed to be television's briefest local newscast—eight minutes. KPHO-TV, Meredith Broadcasting's CBS affiliate, at 10 p.m. serves up four minutes of news, followed by a two-minute commercial break and then one minute each for weather and sports. Then it's off to *Seinfeld* at 10:08.

"A good portion of the [KPHO newscast viewers] are there just for *Seinfeld*," said Kim Flagg, a broadcast manager for CSK Auto, a local auto parts chain that buys time on the station. "But [KPHO] has done a good job of putting out a decent enough product that they don't offend [the *Seinfeld* fans]."

Patrick North, vp and general manager of KPHO, noted that the newscast placed second in household ratings in the May sweeps behind KPNX, the Gannett Co.-owned NBC affiliate and news leader. In the 10-10:15 p.m. period, KPHO's turbo-charged news report and the opening minutes of *Seinfeld* win among adults 18-49 and 25-54.

KPHO is able to charge a 10-20 percent premium for spots on the 10 p.m. news, Horn said. "I have one client [a radio station] that wanted to be in it every night," he said. —CB

## SAN FRANCISCO/NEWSPAPERS 'Chronicle' Reaches Out For Suburban Circulation

• THE *SAN FRANCISCO CHRONICLE* NEXT MONTH will introduce additional local news columns, three suburban zoned editions and a partial redesign. The paper has promoted four senior editors to new assistant managing editor positions to coordinate the changes.

Jerry Roberts, *Chronicle* managing editor, said the paper hopes to boost its current "fair" circulation numbers on the Peninsula south of San Francisco and in Contra Costa and Alameda counties in the East Bay. With the zoned editions for those areas, "we're trying to expand our suburban coverage to boost single-copy and subscription sales," Roberts said.

In the Metro section, the *Chronicle* will add eight to 10 columns daily of local news.

As for the new AMEs, *Chronicle* sports editor John Curley has moved to the paper's news desk, where he will be responsible for editing and production; Pamela Reasner will oversee graphics; Linda Strean will handle all staff-produced local copy in the Metro section;

and Liz Lufkin, formerly the arts and entertainment editor, will handle features. —VB

## HARRISBURG, PA./TV STATIONS CBS Affiliate Turns Off Four Daily Newscasts

• FIREWORKS WENT OFF A BIT AHEAD OF INDEPENDENCE Day at WHP-TV in Harrisburg, Pa. Just before July 4th, the Clear Channel Communications station eliminated four daily newscasts and dismissed 15 of its 45 news staffers. The station's ailing 6 and 7 a.m., noon and 5 p.m. newscasts—which had won critical praise but never surpassed a 2 rating in any demographic—are history.

"We've not had a successful news product since 1981," said John Feeser III, vp/general manager of WHP. The decision, Feeser said, "is not a reduced commitment to news. It's a move to consolidate our forces" and focus on the 6 and 11 p.m. news reports and the 10 p.m. news that the station produces for WLYH-TV via a local marketing agreement.

The Harrisburg-Lancaster-York-Lebanon DMA has a somewhat jumbled history. In the early 1980s, three CBS affiliates competed in the market (WSBA in York switched to Fox in 1983). As of November 1995, there were still two CBS affils—WHP and Gateway Communications' WLYH. WLYH switched to UPN as part of its LMA deal with WHP. The oversaturation of CBS network fare spelled trouble for all the CBS affiliates in local news. WHP unsuccessfully tried to cope by making frequent changes to its news talent lineup.

"WHP has put a lot of different people in the anchor chair," noted Scott Davis, a media supervisor at Harmelin & Associates in Philadelphia who buys regularly in the market. Davis said WHP's dropping of morning and afternoon news in favor of improving 6 and 11 p.m. makes sense. "If they can gain one rating point in late news rather than in early [morning] news, they'll make more money," he said.

Feeser did not rule out WHP's return to morning news at some point. For now, WHP's exit leaves the daytime news race to Pulitzer Broadcasting's NBC affiliate WGAL (the market's news leader) and Price Communications' ABC affil, WHTM-TV. —CB ■



**WASHINGTON**  
**Alicia Mundy**

# *Pull the Plug on Pols' Ads*

For the presidential election in 2000, let's make the candidates speak for themselves in their TV spots



As a journalist, I confess that I had a great time covering the advertising wars in the last presidential campaign. They were easier to explain than the real issues (which is certainly what the candidates believed, because they too avoided the issues). They provided comic relief (not always intentionally). And they were a great bell-weather of the candidates' progress.

Most importantly, the ads told the real story of the candidates and their campaigns. The infighting over Dole's ads and his media-buying strategy reflected turmoil in his camp over where the candidate was supposed to stand on different issues, and over which cabal was in charge at any time. This situation revealed a candidate so desperate to be president that he dropped his own compass and let the midgets in his machine chart his course.

Bill Clinton's glass-smooth operation, in which issues played bit parts in the advertising strategy, also reflected

ty sick of both sides' ads early on, and would love to limit them in future presidential races. (Of course, this is not to denigrate the fine work of Alex Castellanos for Dole and Squier Knapp Ochs for Clinton. Their offerings were more interesting than the networks' prime-time lineups last fall. None of their ads was a *Friends* rip-off).

So here's my modest proposal to add to all the current suggestions for campaign reform. Eliminate political ads. Well, not entirely. But from the end of the two parties' conventions in August through Election Day, there should be no more commercials in the conventional sense—no attack ads; no taped travels in the candidate's soft-focused, gauze-covered past; no snaps of the candidate getting his war medals 30 years ago; no lovingly crafted scenes of a known hell-raiser rocking on some wooden porch with a flock of someone else's kids climbing all over him (or her).

In 2000 the boys from Tennessee, Al Gore and Fred Thompson, will be trying to Southern-fry each other to get to the White House. The TV commercial possibilities are terrifying—Uncle Fred sweet-talkin' his mother, Al hugging Tipper and a tree. We must stop this. After the conventions three years from now, we should allow only TV ads starring the candidates—by themselves or together, or with their VP choices. The candidates could tape their segments, but in similar studio setups (no using the flag factory as a backdrop).

This has several advantages (although none of them good for reporters because it would require us to work harder). First, forced to actually talk on their own, candidates might eventually cut through the boilerplate and address individual issues seriously. If one candidate saw an advantage in raising a controversial matter that would make his competition squirm ("Well, when *is* my opponent, Mr. Friend of the Elderly, going to take on Social Security?"), the other side would have to answer.

And rather than ending attack ads, such a policy would allow candidates to fine-tune them. No faceless voice would claim that one contender cheated to avoid the draft or that another cheated on his wife 20 years earlier. If such allegations really matter, then candidates should have the guts to make them themselves, on camera. They might see that mouthing those words reveals how petty some of their "character" issues really are and inspire them to stick to real problems.

In addition, all these messages should be televised nationally. The past election saw Clinton and Dole sneaking off to do spot-market ads in which the candidates revised their statements from other whistle stops. Requiring each TV appearance to reach the same national audi-



the man and his presidency—style over substance, packaging over praxis. Policy matters were mere speed bumps, rolled over gently, but quickly. Serious issues advisors were MIA in this campaign. Once Clinton was re-elected and his media team left the building, what remained of the Clintonian persona had neither purpose nor poise. But we knew what mattered to him—winning.

Unfortunately, none of this really mattered to the American people. Recent polls show that voters got pret-

AMY GOLDBERG

## WASHINGTON

ence would limit the contenders' ability to be two-faced.

This idea won some favor among politicians and former legislators who heard me present it this spring at a Kennedy School seminar at Harvard University. But a serious question was raised: Will uncharismatic candidates die on the air? The answer is no.

First, charisma is not the sole attribute of leadership. That quality involves believing in a goal, a policy or a message, and being able to deliver it convincingly, so that others will follow. If the candidate is so lackluster that she or he cannot inspire followers, then they deserve to lose. In fact, they probably shouldn't be running in the first

not go along would pay a premium.

And what about ads that highlight one of the candidates' flaws or previous, uh, missteps? Well, opposition research is pretty thorough. Most of what is known about a candidate has been dug up (if not publicized) well before the actual nomination. If you don't have the goods on your opponent by the close of the convention in August, you're too slow to be in this business.

Again, there is nothing to prevent one candidate from using his time in front of the camera to discuss the other guy's big secret. But this would be a good test of how the candidates evaluate the importance of some issues, and how they feel past mistakes weigh in forming policies. In other words, if a candidate feels silly talking about his opponent's pot experiment in 1965, then it's probably a silly issue to raise near the end of a presidential race. "The accountability of candidates on camera would have a major impact on our electoral politics,"

Taylor said in an interview. "But there are some serious constitutional problems with trying to get candidates to abandon slick ads in favor of their own appearances."

One problem, of course, is how to deal with the two broad groups of political advertisers who front for the candidates. The independent expenditures groups, such as the national political parties, can spend what they want doing conventional ads, as long as they do not coordinate their activities with the candidate. That flimsy prohibition has been little more than a joke in the last two campaigns, both for Republicans and Democrats. In addition, the First Amendment allows any group to buy airtime supporting a candidate if it chooses.

The other problem is the issue-advocacy ads from various organizations (in the last campaign, the two egregious examples were Big Labor and Big Business, which found more loopholes than Chantilly lacemakers). As Taylor has pointed out, the kinks in the various campaign-reform ideas have not been completely ironed out.

President Clinton recently appointed CBS Entertainment president Les Moonves and Washington commentator Norman Ornstein to a new commission reviewing the public-interest obligations of broadcasters and the free-time-for-candidates matter. Sens. John McCain (R-Ariz.) and Russ Feingold (D-Wis.) have also introduced a campaign-reform bill involving the carrot-stick approach with federal funds. And there's even a "Stand by Your Ad" bill rattling around the House (it has no chance of becoming law) that would make candidates accountable on the air for ads run on their behalf.

Americans are sick of the political-advertising assault on their airwaves. Ultimately, what American electoral politics needs is an advertising-free period on TV, close to the election, when the candidates must live or die by their own actions. They would still have newspapers and radio for their artistic-advertising outlets. But no voters or viewers should have to endure a solid month of Bob Dole the Veteran and Bill Clinton the Daddy Bear as they did last fall. Give the people the real thing—and save the commercials for detergent. ■

### That's the purpose of ending political ads: If politicians have to stand up on their own, frequently, they may have to reveal what they really feel.

place. Public speaking—"inspiration"—is part of a candidate's job description. Preachers who can't preach find themselves tending flock in wheat fields. They don't grouse that since they're purer of heart, they should be allowed to mumble at St. John the Divine.

So it is (or should be) with pols. What they say should grab your attention (if not your vote). This is no place for slackers.

Second, since Dole indeed fared poorly face-to-face against Clinton on TV, two factors should be noted. Reporters and Republicans who followed his campaign trail saw very well that Dole was best when he was himself, without packaging. Furthermore, that Dole came off poorly in the debates reflected on his handlers, who practically scared him off the stage, and on his own inability to respond quickly as ideas and words popped out.

That's the purpose of ending political ads: If politicians have to stand up on their own, frequently, in front of the same audience, they may have to reveal what they really feel.

Former *Washington Post* star Paul Taylor last year began a crusade for free airtime for candidates, so that they would speak directly to viewers every night, or every other night. Taylor's point was that the frequency of such appearances (and the probability that at any point, a candidate would be forced to respond either to the previous night's two-minute drilling by the opponent, or to that day's news) would compel the candidate to be somewhat honest. (Well, maybe not honest, but at least direct.)

Unfortunately, the free-time concept is about as popular with broadcasters as the proverbial nun at the cat-house. One potential remedy would be to have the federal government reimburse the networks to some extent.

That brings up federal funds for candidates. Only candidates who accepted the rule (no conventional ads from the conventions to Election Day, just candidate spots) would be eligible for federal funds. They would get free airtime in short bursts during prime time or perhaps very heavily discounted prime-time spots (say, 80 percent off regular unit prices). Candidates who did



# Give us

# your best

# shot.

**Enter  
National Geographic  
Traveler's Ad Industry  
Photo Contest and  
win a trip to England.**

Our second annual Ad Industry Photo Contest is here again. And this time it could take you to London. Just send us your favorite travel photos by September 19, 1997. A panel of National Geographic Society photographers will judge them and select the winners, along with nine Honorable Mentions. The Grand Prize winner will receive a trip to London. And all twelve winners will be included in Traveler's 1998 Ad Industry Calendar.

**Grand Prize**

A round-trip for two to London including airfare and hotel accommodations for four days.

**Second Prize**

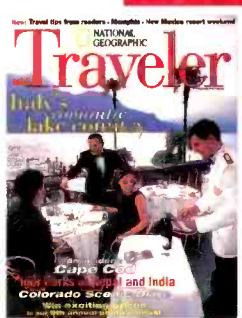
A Nikon N70 Camera.

**Third Prize**

A gift certificate to Bentley's Luggage and Gifts.

**Honorable Mentions**

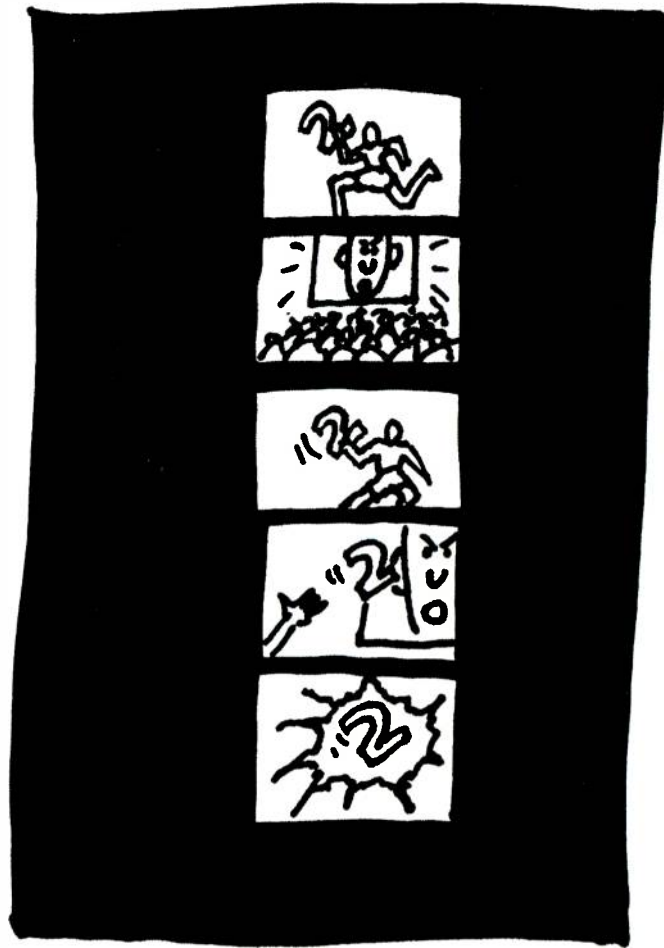
Nine Honorable Mentions will receive a one-year (12 rolls) supply of Kodak Film.



**NATIONAL GEOGRAPHIC**  
**Traveler**

Famed "Hat Lady," Gertrude Shilling, dons her latest creation at the Royal Ascot horse race.

(Our  
Superbowl-type  
concept)



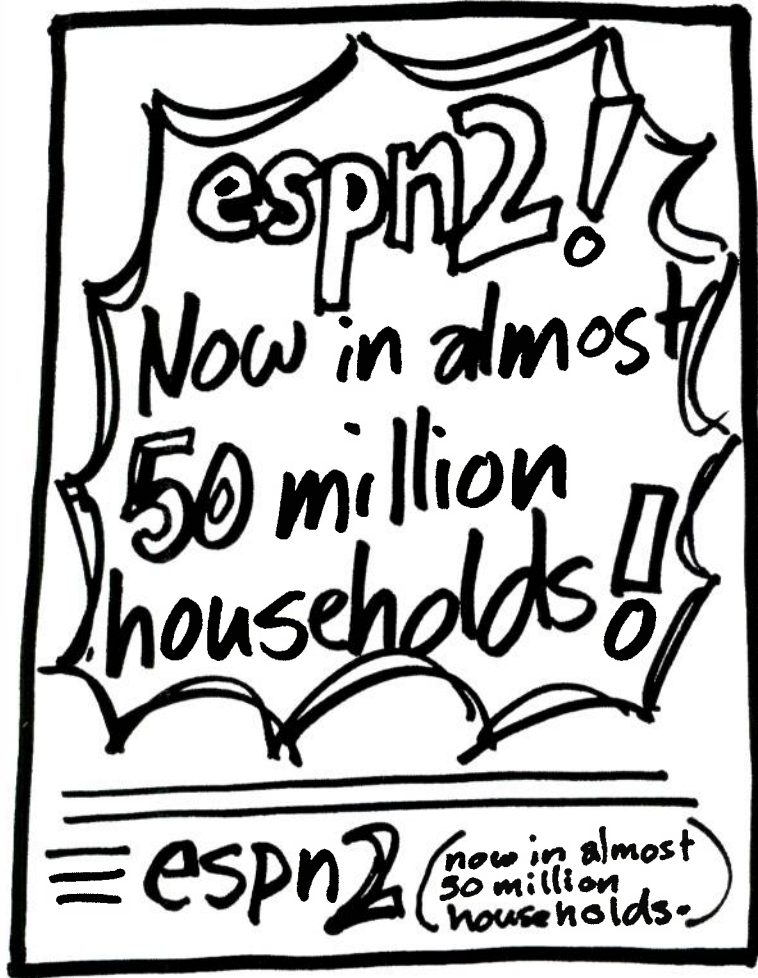
10

Dear Media Person - place your vote!!

ESPN2 wants another ad saying they're in almost \*50 million households so we  
Evan Sternschein, runs past these network automatons while being  
he throws a giant number "2" through a television screen. Then a super  
didn't think it was big enough, and made us do their trade ad. Can



(their ad)



created this Superbowl-type concept where ESPN Vice President of Sales, chased by a squad of stormtroopers. Just before they catch him, comes up that says "Why 1997 wasn't like 1996." But the espn people you call Evan at 212-916-9848 and tell him which one you like?

\*June Nielsen: 48.8 million (lawyers)

(It looks like they're going to keep making us highlight stuff.)

*Thank you...*

*Young & Rubicam, Inc.*

*for selecting CMR as your  
media intelligence provider  
through 1<sup>st</sup> year 2001.*



COMPETITIVE  
MEDIA  
REPORTING



## MOVERS

### NETWORK TV

**Paula Cwikly** has been appointed director, daytime programs at NBC Entertainment, overseeing programming aspects of *Days of Our Lives*, *Leeza* and other daytime specials and projects. Cwikly had been director of daytime promotion. Also at NBC, **Kate Juergens** moves up to vp, prime-time series, continuing in her responsibilities as head of development and production for such prime-time shows as *Fired Up* and newcomer *Jenny*. Juergens was director, prime-time series.

### RADIO

Two new hires at United Stations Radio Networks: **Debbie Brand**, previously regional director of affiliate relations at Westwood One Radio Networks, becomes affiliate relations manager; and **Martin Quinn**, most recently operations manager for Rutherford, N.J.-based Shadow Broadcast Service, joins United as general manager, comedy relations.

### TV STATIONS

**Deborah Collura** has been named news director at NBC affiliate WDIV-TV in Detroit. Collura was news director at NBC affiliate WTVJ in Miami...**Dan Salamone** has left a position as vp of news for NBC O&O WJAR-TV in Providence, R.I., to become the news director at Scripps-Howard's ABC affiliate WXYZ-TV in Detroit.

### PRINT

*The New Yorker* has named **Pamela H. Older** senior vp for manufacturing and (continued on page 23)

# The Media Elite

BY ANYA SACHAROW

Edited by Anne Torpey-Kemp

## Mag Editors Declare War on Words

With a wave of the hand and a pointed memo, an editor can summarily ban an offending word or phrase. And they do.

Take Michael Hirschorn, the new editor of *Spin*. He won't sit still for "eponymous record," "plangent" and "lysergic," all of which he calls "classic, pretentious rock-crit words." He doesn't like "sophomore effort" to describe a band's second album. And Hirschorn pledges to ban "..., well, ..." and "..., um, ..." although he will permit "..., you know, ..." on occasion.

The music-book editor further notes his disdain for the overused "fabulous." Hirschorn says he tried to ban the word when he was an editor at *New York*, but staffers resisted.

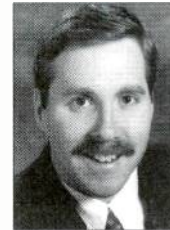
*Travel & Leisure* editor Nancy Novogrod maintains her own hit list. She doesn't care for "eatery" and "hostelry," and she's not wild about "the best nosh" or "gourmet food." "What does 'gourmet' really mean anyway?" asks Novogrod.

Don't give *Southern Accents* editor Katherine Pearson "whimsical," "charming," "embellish," "returned to its former glory" or "attention to detail." Pearson also has little use for "fine" or "upscale." "If it's in *Southern Accents*," she says, "you can just assume it's fine and upscale."

At Ziff-Davis' *PC Magazine*, editor Michael Miller doesn't allow "AC current" or "PIN number" because they are redundant. He also steers clear of "hot links," "information highway," "just the fax" and other fax/facts puns, "nice," "cute" and "cool."

## SPOTLIGHT ON...

**Brian Donlon**  
VP, Sports, New Media and Public Affairs,  
Lifetime Television



Friday nights lately have been pretty tense for Brian Donlon, as he faces a new challenge of getting viewers to tune in to the women-oriented cable network's coverage of WNBA games.

"It's a big risk because we're trying to attract the hard-core basketball fans while keeping the traditional Lifetime viewer, typically not a sports fan," Donlon says.

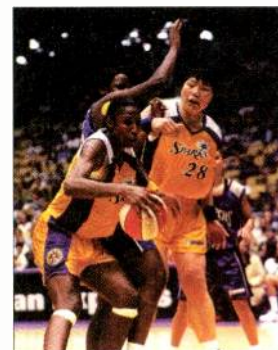
His strategy: a personality-driven and storytelling approach. For instance, when other TV sports networks pumped WNBA president Val Ackerman with questions about the league, Lifetime did an extended halftime interview that delved into Ackerman's career as a player, lawyer, NBA exec and working

mom. A halftime segment called "Girl Talk" features young girls asking questions of WNBA stars.

Donlon always has the viewer in mind. During a recent telecast, when Lifetime announcers commented about one team's zone defense, Donlon—who sits on the sideline at games wearing headphones—told the on-air team to explain what a zone is and why the alignment is used.

Donlon says the 0.7 rating for Lifetime's first WNBA telecast on June 27 exceeded expectations, although Lifetime's averages in prime time are usually nearly double that number.

Though some WNBA brass have questioned Lifetime's approach, Donlon contends: "It would be more risky if we went out and produced basketball the way everybody else does."  
—Richard Katz



Lifetime's WNBA: Court-ing a new breed of fan

*Cosmopolitan* editor-in-chief Bonnie Fuller won't have "em" as a replacement for "them" or "bod," short for body. And the Hearst title's editor says the word "sizzling" drives her insane.

Finally, *Newsweek*'s Maynard Parker doesn't like "stumping" as a stand-in for "campaigning,"

and he doesn't care for "surface" as a verb meaning "to become known." "Only submarines surface," he says. Parker has also banned the ubiquitous "Show me the money!" "The half-life of these phrases-of-the-moment gets shorter and shorter," he says. —Jeff Gremillion

LIFETIME TELEVISION



# MEDIA DISH

## Team Turner Celebrates Expansion

In Atlanta recently to announce the Turner-owned Thrashers hockey team joining the NHL: (l. to r.) Terry McGuirk, chairman, Turner Broadcasting Systems; Harvey Schiller, president, Turner Sports; Atlanta Mayor Bill Campbell; and Stan Kasten, vp, sports teams, TBS

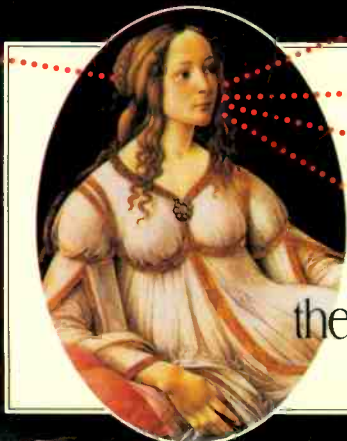


## News Groups Go Live From Hong Kong at Lunch

At the Asia Society in New York on June 30 for the Time Int'l/CNN/Asiaweek/Fortune-sponsored lunch to view live coverage of the handover of Hong Kong to China: (l. to r.) Mike Federle, Eastern ad sales director, 'Fortune'; Heather DiBenedetto, media planner, J. Walter Thompson; Nancy Getlan, assistant district sales manager, Cathay Pacific; David Levy; evp, Turner Int'l; and Hugh Wiley, president, Time Latin America



# THE BEST advertising



And at 2 cents a minute the word is TalkCity.

Something's reviving the art of conversation on the Internet. A clean, well-lighted place for chat. One that's content-rich and moderated to ensure civil behavior. It's Talk City, a new kind of on-line community where 200,000 users spend hours interacting with one another. Drawn together by common interests and dozens of self-qualifying topics. At any one time up to

© 1997 LiveWorld Productions, Inc. Talk City is a trademark of LiveWorld Productions. All rights reserved.



### Here Comes the 'Modern Bride' Bride

Planning a wedding is never easy. And if you're the publisher of a bridal magazine, the pressure could be pretty intense.

But not for Nina Lawrence, publisher of K-III's *Modern Bride*. She and new husband Scott Reichhelm skipped the fancy church ceremony in favor of a "very cool," small family wedding on Lawrence's father-in-law's dock in Westport, Conn. "My nieces were flower girls," the bride says. "I wore a pretty little white dress—and a white jacket because it was cold."



**K-III's Lawrence, husband Reichhelm**

were later feted with a formal wedding gala at a boat club in Greenwich. About 100 friends showed up for the affair, which Lawrence says was a perfect night, complete with a full moon reflecting on the water. Lawrence wore a fitted, evening-style wedding gown by Badgley Mischka with a small train, a beaded lace bodice and spaghetti straps.

The big question: Did she get a deal on the dress? "That's the funniest thing," Lawrence said. "I'm publisher of *Modern Bride*, but I walked into Saks Fifth Avenue and bought it right off the rack. I'm crazy." —JG

## MOVERS



**NBC ups Juergens**



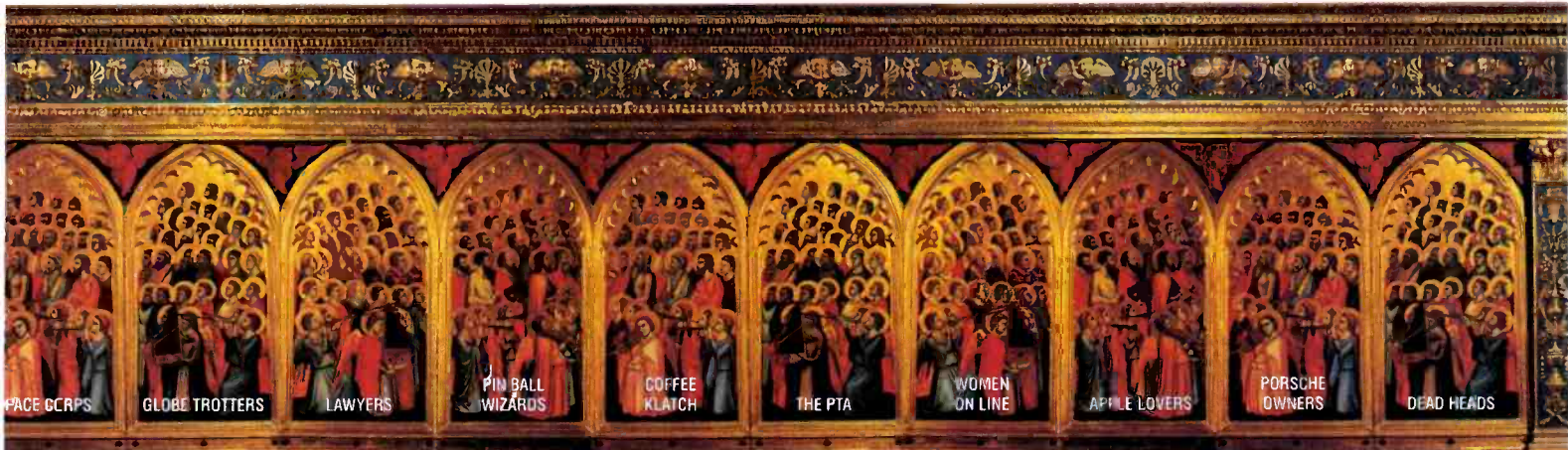
**Salamone moves to WXYZ**



**Grenier goes Gourmet**

(continued from page 21) information technology. She joined the magazine in 1990 as director of manufacturing...Jane Grenier has been appointed creative services director at *Gourmet*, replacing Randi MacColl, who moves to *Architectural Digest* as director of marketing and creative services. Gre-

nier had been marketing services director at Hearst's *Esquire...In Style* has named Jacqueline Goewey as its new design editor. Goewey had been editor of *Metropolitan Home*, and she recently completed text for a book entitled *Color Palettes* for architectural color consultant Donald Kaufman.



# IS STILL word of mouth.

2,000 participants spend an average of 30 minutes engaged in topics of interest, ready to give your ad their undivided attention. That kind of selectivity makes Talk City the ultimate pinpoint targeting tool for your branding or niche marketing strategy. And with CPMs of \$20 and under, Talk City proves that talk is cheap. To find out more about why we're the talk of the town, contact WebRep today for a Talk City media kit.

[www.talkcity.com](http://www.talkcity.com)

**TalkCity**  
The Chat Network.





# This **partnership**

will double the strength

of your advertising

**very efficiently**



## Television '97

A Comprehensive Industry update in  
MEDIAWEEK and Broadcasting & Cable

Publication Date: **September 15, 1997**

Ad Closing: **Monday, August 22, 1997**

Materials Due: **August 29, 1997**

For advertising information:

**Ami Brophy LA: 213-525-2276**

**Linda D'Adamo NY: 212-536-6526**

A themed advertising section produced jointly by Broadcasting & Cable and MEDIAWEEK, focusing on the important issues facing advertising agency executives and the executives who buy and sell broadcast and cable programming. It will include the most significant statistical data on television advertising, audience and programming.

**MEDIAWEEK**

**Broadcasting  
& Cable**





If the earnings report last week from Yahoo! is any indication, there is a viable business in online media despite the steady drone of the naysayers. The directory service, which is drawing 38 million page views per day, posted its third consecutive quarterly profit and watched its stock rise to a record high. While technologists may credit the company for being the first out of the gate, it seems likely that the success is due to good old-fashioned branding.—Catharine P. Taylor

## @deadline

### ANA's Nay to Web Rule

The **Association of National Advertisers** stated its opposition to a proposal from U.S. senator Dianne Feinstein that would require Web sites to gain parental permission to gather personal data from children. The ANA made the complaint in a letter to members of the U.S. Senate Judiciary Committee last week.

### Local Parent Pull

**Time Warner Cable** and **Procter & Gamble** have launched Local Time, regional parent guides located on ParentTime ([www.parenttime.com](http://www.parenttime.com)), the companies' jointly owned Web site. Local Time has partnered with the **Family Marketing Network**, a consortium of local publications that are also licensed by **Disney's Family.com**.

### Cyber Thievery

**Starwave Corp.** suffered a security breach last week when hackers retrieved credit card information on the **ESPN SportsZone** ([espn.sportszone.com](http://espn.sportszone.com)) and **NBA.com** sites. The hackers took credit card data and informed the victims of their loss in an email.

### US West's Money Wire

**US West Interactive** has invested in **Wire Networks**, making US West the largest investor in Wire. The company publishes **Women's Wire** ([www.women.com](http://www.women.com)). Terms of the deal were not disclosed.

# Rolling Thunder

By Laura Rich and John Spooner

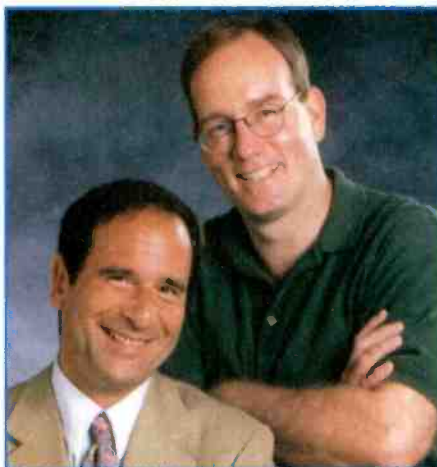
**M**cCann-Erickson Worldwide has just launched a global new media unit that McCann says will be the third-largest agency network in the online advertising industry, boasting revenue of \$17 million worldwide.

As expected [*Adweek*, April 21], the new unit, called Thunder House Online Marketing Communications, combines McCann Interactive's 13 offices worldwide and McCann new media unit Thunder House, with offices in Cambridge, Mass., and Palo Alto, Calif. The new unit, unlike its earlier incarnations, reports to John Dooner, chairman and CEO of McCann.

As part of the new structure, Thunder House will also maintain an alliance with Anderson & Lembke, the McCann-owned agency based in San Francisco that handles Microsoft's online advertising.

Anderson & Lembke's relationship to the unit will be one of sharing resources, according to Ira Carlin, currently McCann executive vice president, worldwide media director, who becomes chairman of Thunder House.

The idea of integrating A&L's online services was discussed, but did not become serious enough to warrant contacting Microsoft,



McCann has named Ira Carlin (left) and Joe McCambley to head its new Thunder House new media unit.

Carlin said.

The consolidation of the agency's new media capabilities was first proposed by a task force composed of Carlin, McCann executive vice president Art Tauder and Larry Weber, president of McCann's public relations agency The Weber Group. Thunder House will be headed up by Carlin; former Thunder House managing director Joe McCambley

will serve as president; and Hans Ullmark, who was A&L chief executive, will be the worldwide strategic director.

Weber, who created Thunder House at the beginning of last year, will play no part in the new unit, however. The Weber Group, and its Thunder House subsidiary, were sold to McCann in December.

"While I hope to have [Weber's] moral support, his focus is in [public relations] and ours is in this area," said Carlin. Carlin himself is expected to slowly relinquish his McCann media department duties over the next year or two.

Said Weber, "I'm still on an advisory board that helps position [Thunder House] and manage its growth and personnel."

Carlin described his hopes for the unit as "small and fiesty and hugely successful."

Search

News

Features

Reviews

People

Events

[INTEL'S AD PLAN INSIDE](#) p. 26 | [SINGLES FOR SALE](#) p. 26 | [SPRINT ON NFL](#) p. 27 |

[I-TRAFFIC AND E-COMMERCE](#) p. 27 | [FINK BRINGS HOLLYWOOD TO AOL](#) p. 28 |

# bits

► **Infoseek** in Santa Clara, Calif., launched five new international services last week, including Infoseek Nederlands, Infoseek Denmark, Infoseek Brasil, Infoseek Sverige and Infoseek en Espanol. Infoseek now offers a total of 11 international services.

► **Sony Station** ([www.station.sony.com](http://www.station.sony.com)) has started an online shopping service. Movie ticket gift certificates for Sony's movie theater chains are now available. The site will soon offer products from **Columbia TriStar Home Video** and children's video and audio tapes from **Sony Wonder**.

► **TBWA Chiat/Day**, Venice, Calif., has created a new site for battery-maker **Energizer** ([www.energizer.com](http://www.energizer.com)). The redesign adds four new content areas, including information about the brand, product firsts and an archive dedicated to the brand's drum-beating icon, dubbed "Energizer Bunny Memories."

► **Excite** ([www.excite.com](http://www.excite.com)), Redwood City, Calif., has received a three-year, multi-million dollar advertising commitment from online bookstore **Amazon.com**. In return, Amazon.com, Seattle, Wash., has been granted exclusive status as Excite's only bookseller. Amazon made a similar deal to add book reviews to search results on **Yahoo!** ([www.yahoo.com](http://www.yahoo.com)) in return for banner ads on Yahoo! sites and **America Online** ([www.aol.com](http://www.aol.com)) agreed to carry an Amazon button on its Internet home page.

► **Real Media** and **Journal Square Interactive** have teamed up to develop a Web site for the National Football League's American Bowl, slated for July 27 in Dublin, Ireland. The site will incorporate news and features from Real Media's international network of sites.

► **Netscape Communications** has agreed to package **Yahoo!** as the featured search engine on its Web browsers in 12 countries, including Australia, Denmark, France and Germany.

► For the third straight quarter, **Yahoo!** has posted a profit, with a gain of \$610,000 in net income and \$13.5 million in revenue. Traffic grew to some 38 million daily page views. The news pushed the company's stock up 10.7 percent to \$44 at press time.

► **Clarification:** The **Major League Baseball Players Association** has no plans to permit its players or agents to negotiate sponsorship deals for an individual player's Web page on the union's Web site, located at [www.bigleaguers.com](http://www.bigleaguers.com) [*IQ News*, July 7].

## Intel Looks to Take "Intel Inside" Onto the Web

**BY JOHN SPOONER**—Chip maker Intel is holding talks with select online media to explore the possibility of bringing its famous Intel Inside co-op advertising program to the Internet.

The company and its ad agency, Euro RSCG Dahlin Smith White, Salt Lake City, Utah, met with several large technology Web sites, including CNET, last week, executives familiar with the meetings said.

Intel, the no.13 ranked online advertiser as of February, according to Jupiter Communications, asked representatives of the sites if they would be willing to discount ad rates for participants in the Intel Inside program.

The Intel Inside campaign is advertised in partnership with large computer makers, such as Compaq and Dell. Such discounts, if they were offered, would likely secure online ad buys from several large computer makers.

In the past, computer companies have taken advantage of discounted advertising rates that Intel has negotiated with print and broadcast media. Intel also traditional-

ly provides participants with co-op funds to further support their advertising efforts.

CNET's senior vice president of marketing, Ellen Atkinson, confirmed that the company was among those approached by Intel about participating in the advertising plan. "CNET is considering it, but hasn't made any decisions," she said. Intel holds a 6 percent stake in CNET.

Representatives of Web sites said privately

that if Intel were to bring the Intel Inside program to the Web, it would create several million dollars worth of advertising for sites that carry high-tech ads.

Intel stopped short of confirming that it is meeting with sites explicitly to negotiate discounted ad rates for the Intel Inside program.

Media relations manager Joanne Hasegawa said that the company is in the midst of preparing a list of next year's co-op advertising opportunities for vendors involved in the plan. However, she would not say whether that list included any media opportunities on the Web. ■



## Music Boulevard to Sell Downloadable Singles

**BY ANYA SACHAROW**—The music industry will see new developments in the online distribution of music this week during the Intel New York Music Festival.

Online music company N2K, with technology partners Liquid Audio and RSA Data Security, will make downloadable singles available for purchase over the Internet as soon as this week, industry sources said. The company plans to sell the singles over its Music Boulevard Web site ([www.musicblvd.com](http://www.musicblvd.com)).

Believed to be an online first, the singles will be piracy-protected, so that it will not be possible for third parties to make additional digital copies of the singles. The singles will also be watermarked, which makes analog copies of the music traceable. Additionally, the companies have worked to ensure that the transactions themselves are secure.

Neither N2K nor Liquid Audio would comment about the plan.

Each single is expected to cost \$.99 per download, and artists believed to be part of the initial sale include Blake Morgan and Tragically Hip, sources said.

The release of this music is different from N2K's release of the David Bowie single "Telling Lies," which over 300,000 users have downloaded for free since last September when it was first available.

Users will have to download Liquid Audio's Liquid MusicPlayer at no cost before they can purchase and download the singles. Liquid Audio is also said to be working on deals with a number of major record labels to expand the effort to sell music over the Internet.

The deal is one step toward making recordable CDs available at the mass consumer level. The process to record on blank CDs has been technically complicated and posed copyright and anti-piracy issues that have held up the possibility of making them commercially viable. ■





Internet users who log on to Sprint's NFL Edition will receive links to football content.

# Sprint Tackles NFL Promo

**BY BERNHARD WARNER**—Sprint, the official telecommunications provider of the National Football League, plans to leverage its \$24 million-a-year sponsorship pact this fall to promote Sprint Internet Passport to football fans.

The co-branded Internet access service, dubbed Sprint Internet Passport—NFL Edition, features a gateway to NFL and football-related sites and access to an online catalog selling Pro Line NFL merchandise.

Among the sites the NFL Edition will link with are the league's official Web site, nfl.com; ABC's Monday Night Football site at abcmnf.com; and a site by Sprint content partner Sanctuary Woods, marketers of Head Coach learning software.

Offers for the NFL Edition, plus Sprint's long-distance and paging services, are tucked into packages for 330,000 season ticket holders that were scheduled to be mailed last week, said Jeff Hallock,

senior marketing manager for Sprint Internet Private Passport, the unit that markets co-branded versions of Sprint's Internet access service. In addition, stadium samplings, logo placement on ticket backs and ad buys in such football media outlets as pro coaches' radio shows, game day programs and newspaper sports pages are being planned.

There are no plans now for TV buys. Links to an NFL Edition registration page will be on Sprint Sports, a channel of sports-related sites. Other Web ad placements and buys are being considered, Hallock said.

Sprint introduced Passport last fall to its long-distance customers at the industry standard price of \$19.95 per month. Since then, Sprint has teamed up with Blockbuster, Showtime, Simon & Schuster Interactive and MacMillan Publishing to market tailored Internet access offers. Sprint has exceeded 100,000 subscribers. ■

# I-traffic Cooks Up Online Sales Plan

The deals that online bookseller Amazon.com struck last week with America Online, Excite and Yahoo! are about to be replicated elsewhere on the Web.

The three deals call for Amazon to become the exclusive bookseller on AOL.com, Excite and Yahoo!, with a percentage of each sale going to the three Web sites. With the help of New York online media planners i-traffic, two lesser-known online retailers—CDNow and CyberMeals—are both in the process of setting up cyberstores on the Web that will also give sites who work with them a cut of the sales that are generated.

I-traffic is about to launch a strategy similar to Amazon's for CyberMeals, at www.cybermeals.com, an online aggregator of food delivery services. Though details of the plan were not available last week, i-traffic executives said that the company plans to target sites that will help CyberMeals draw traffic during the lunch period.

"In the bricks and mortar world of retail, it's 'location, location, location,'" said Scott Heiferman, president of i-traffic.

The company also plans to expand an existing program for music retailer CDNow that it has been working on since last February. CDNow already has an arrangement with Time Warner's Pathfinder and USA Today's online venture.

I-traffic has also started to implement a "storefront" or "jukebox" concept for CDNow, beginning with a small version in Excite's shopping area. "You will start seeing CDNow storefronts in contextually sensitive places," explained Scott Heiferman, president of i-traffic.

I-traffic recently doubled its revenues and client list. Recent client wins include Consumer Info, which offers consumer credit checks and NetBot's Jango a high-end shopping service.—LR

GEOCITIES

People like us.

GEOCITIES PRESENTS

ADWEEK'S MADISON AVENUE

WHAT'S NEW?

NEIGHBORHOODS

INFORMATION

HOME

Looking for a way to get noticed in today's Advertising World?

Set up your FREE homepage in our newest neighborhood, Adweek's MADISON AVENUE. Share your views in the Ad Forums, show your best work or just hang out with some of the coolest folks in the Ad industry!

[www.geocities.com/MadisonAvenue](http://www.geocities.com/MadisonAvenue)

GEOCITIES

## The Online Times Targets Ads

The New York Times Company is finally using the registration information from its nytimes.com Web site to help advertisers target their messages on the site.

Last week, the Times' New York Times Electronic Media unit began a targeting program based on information about the site's 1.7 million users. The Times has been gathering data since the January 1996 launch of nytimes.com. "It is efficiency delivered online," said Martin Nisenholtz, president of NYT Electronic Media.

The New York Times Co. unit built a targeting engine to pinpoint users based on gender, age, income and zip code. The technology can also control ad frequency, and the number and types of users viewing the ads. Campaigns can be tweaked according to users' actions, taking users to a more specific level of information, or abandoning them as the wrong target.

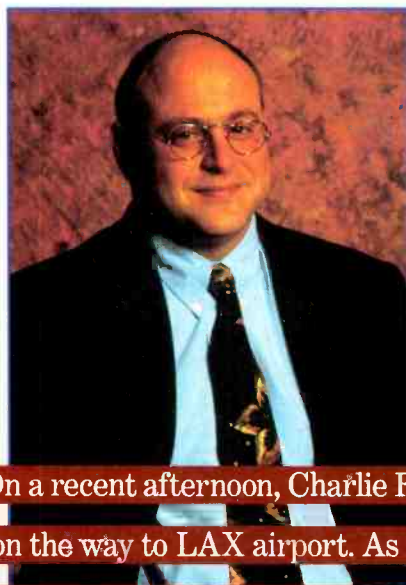
The targeting mechanism can also incorporate other data, from third-party sources or advertisers' own consumer information. Advertisers will be charged a premium of 25 percent in addition to their budget for the first targeting level, and 5 percent for each level after that. The cost per thousand that the company charges for untargeted ads on the site ranges from \$20-50.

Nisenholtz expects this type of filtering to distinguish the Internet from other media, noting that some forms of targeting are already prevalent in mass media. "It's called 'dayparting,'" he said, referring to one of TV's targeting options. "Without differentiated value, advertisers have no reason to use this medium."

The Times' move comes as targeting is becoming more central to online advertising. Juno Online, the ad-supported free email service, last week also unveiled a new targeting program for advertisers.—LR

## IQ movers

**Michael Crotty** has joined Sony Online Ventures as director of retail operations from electronic commerce manager at Time Warner's DreamShop. . . **Sara Stein** has joined The Electronic Newsstand as vice president, marketing from account manager; Poppe Tyson Interactive, New York. . . Auditor BPA has promoted **Ronald Spink** to director; interactive marketing services, from manager. . . E! Online, Los Angeles, named **Jill Higson** western advertising director and **Justin Nesci** eastern advertising director. Higson was national ad manager at CitySearch; Nesci was national ad director at 2d Interactive. Correction: *IQ News'* June 30 issue incorrectly reported **Ken Orton's** title. He is CEO of Preview Travel.



On a recent afternoon, Charlie Fink was talking from his cell phone on the way to LAX airport. As senior vice president and chief creative officer of Greenhouse Networks, an online production unit

within America Online's AOL Studios' division, he is forced to conduct interviews and other business while traveling the Los Angeles–New York circuit, with pauses at AOL's Vienna, Va. headquarters. Fink, 37, has been key in producing such popular areas on AOL as Urban Legends, which takes a jaundiced view at alleged truths; Gen-X—targeted channel The HUB; and Christmas site Santa's Home Page.

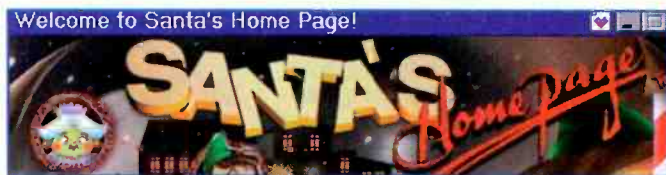
Fink's current pet development project is what he describes as an "E.T. meets *The Tonight Show* meets *Friends*" program. These days, Greenhouse properties are just as likely to appear up on the Web as they are on the AOL service.

In between racking up frequent flier miles, Fink spends a lot of time explaining the Internet to Hollywood and explaining the entertainment industry to AOL. He says he prefers AOL culture to Hollywood's "because it's free of a lot of the egos and baggage typical in a lot of the entertainment industry."

"On the other hand getting things done in new media . . . is so complicated," he admits. "Everyone knows what the process is to make a movie."

Nonetheless, Fink loves new media,

and talks with the heady conviction of many Internet executives. His conversion came in 1991, when he first experienced interactivity through email. "I started in 1993 surfing the Internet using [early Web browser] Mosaic. It blew my mind," he says. At that time Fink was COO of Virtual World Entertainment, a Walt Disney-backed company that makes first-person and virtual reality simulation games. Prior to that, as vice president of production



Santa's Home Page on America Online is among Fink's online successes.

for Walt Disney Pictures, he developed animated features, most notably *The Lion King*.

He went to AOL in early 1996 to help the company begin to produce its own content. His Hollywood roots gave him ample preparation for new media production. Fink also trained at the University of Chicago, receiving a master's degree in Fine Arts, concentrating in film. "I thought I was more interested in film as an art form than film as an industry," he says.

When asked if he sold out, he replies, "It happened so gradually that by the time I was selling out I didn't view it that way," he answers. ■



INSIDER

## CREATIVE FINK-ING

By Anya Sacharow



EASTERN

# SERVICES & RESOURCES

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

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

### AERIALS/INFLATABLES

1-888-4-AIR-ADS

airads.com

### ADVERTISING AVAILS

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

It's the ultimate in low-cost, mass exposure. We provide a complete service to all TV game-shows. Write for details.  
**Game-Show Placements, Ltd.**  
 7011 Willoughby Avenue  
 Hollywood, CA 90038  
 (213) 874-7818

### PROMOTE YOUR PRODUCT FREE ON NATIONAL RADIO

Reach 8 million people a day on radio quiz shows. Trade your product for \$325,000 in free advertising time!  
 Call Lauren at MJJ Broadcasting  
 (212) 245-5010, ext. 224.

### ADVERTISING INTERNET RESOURCES

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

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

### ADVERTISING SPECIALTIES

**This PakTite is an X-Large Heavy-weight T-Shirt!**



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

\* Ask About compressed Beach Towels

- Stock & custom shapes available:
- CD Case
  - Soda Can
  - Postcard "Mailer-Tee"
  - Mini T-Shirt
  - Hockey Puck
  - Credit Card
  - Heart
  - Mini Cereal Box

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

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

**PAKTITES** BY 3-STRIKES CUSTOM DESIGN  
 25 Crescent Street, Dept. B14  
 Stamford, Ct 06906  
 Tel. 203-359-4559  
 Fax 203-359-2187

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

### ADVERTISING SPECIALTIES

**PRIME TIME Plus**  
 INC

"The Advertising Specialty & Business Gift People"

DIRECT REPRESENTATIVE FOR:

WATERMAN

PARKER

PAPER MATE

RAND McNALLY

SWISS ARMY

3M

zippo

FREE GIFT WITH FIRST ORDER

(908) 449-3443

Fax: (908) 449-3560

<http://www.logomail.com/primetime>

1955 Route 34  
 Wall, NJ 07719

### ADVERTISING SPECIALTIES



### IMPRINTED TOWELS

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

We produce promotion towels for some of America's largest (and smallest) companies. All towel sizes from wash cloths to beach towels. Regular silkscreening and our patented MATRIX photo/4 color-process reproduction technique. Complete graphics and design services. Call for more information, samples and ask about our compressed towel products.

America's Towel Superstore

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



### ADVERTISING SPECIALTIES

**CHINA DIRECT & SAVE UP TO 1/2**

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

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

A-S SHENG CHAN INT'L  
 011-852-2723-4993  
 (HONG KONG)

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



### ART/DESIGN SERVICES

ELEGANT / ADV., Collateral, D.M./  
 Corporate Brochures, Logo, Packaging/  
 Sr. AD/Designer, Mac Studio/718-499-4007

Brilliant graphic designer & illust. (212)737-4493

### ART/DESIGN SERVICES

#### NEED BRILLIANT DESIGN?

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

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

DRL Design Group (212) 689-3886

### ART DIRECTION

#### TALENTED AD/DESIGNER

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

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

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

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

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

### CELEBRITY PLACEMENT

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

### ART/DESIGN SERVICES

F R E E L A N C E  
 A D V A N C E R S

212 661 0900 **hElp yoursElf** to the most reliable freelance service in the arEa

unlike a lot of the new "johnny-come-lateLys", we're NY-based former freelancers who know the business and have a time-earned rep for helping the bEst hElp them selves

multi-platform/multi-mEdia  
 graphic designers art dirEctors illustrators comp/mech expert production artists editors copywriters proofrEaders

#### USE

ADWEEK MAGAZINES  
 TO GET NATIONAL  
 EXPOSURE

#### CELEBRITY PLACEMENT

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

★ ★ ★ USE ADWEEK MAGAZINE TO GET NATIONAL EXPOSURE ★ ★ ★

**EASTERN SERVICES & RESOURCES**

**COMPUTER SOFTWARE**

**ADMAN<sup>®</sup>**

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

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

**Call 1-800-488-7544**  
for information and a demo disk.



Dealers Welcome to Inquire.

[www.admanmrp.com/adman](http://www.admanmrp.com/adman)

**COMPUTER SOFTWARE**



**If you had Clients & Profits, you'd already have today's job list.**

*Imagine:* Daily job hot sheets for the production meeting in minutes, not hours. See the big picture, or zoom in on details: Get weekly traffic, job status, staff work-to-do reports with a click of your mouse. Mac and Windows. Available today. Demo \$45.

**800 272-4488**

[www.clientsandprofits.com](http://www.clientsandprofits.com)

**COPY/CREATIVE**

Fetching Copy. AD DOG 1 800 9AD DOG9

**COPYWRITING**

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

Cadillac copy, Pontiac prices. 800-200-0397

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

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

Fetching Copy. AD DOG 1 800 9AD DOG9

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

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

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

**PANACHE IN PRINT**

Say it with more sizzle! Very experienced, very good, and very busy -- but call anyway. You'll be pleased. (914) 358-0756

**KIDS MARKETING SPECIALIST**

Call me for big ideas and cutting edge copy.  
Hungry Wolf Creative (212) 645-0938

**E=GG<sup>2</sup>**

The brilliance of hi-tech requires a light touch.  
718-458-5675 Gary Goldstein

**PROMOTION WITH STYLE**

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

Need an extra hand? Use mine. F/L writer.  
Creative, versatile, on-time. Jeff 207-942-4237

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

**DREAMS THAT MONEY CAN BUY**

Fresh concepts & copy you always hoped for.  
Give me your tough problems. Award-winning writer, impressive track record. 212 496-9112

**COPYWRITING**

**I WRITE IT A LITTLE SMARTER,  
A LITTLE FASTER.**

10 years of award-winning experience  
in all media in all product categories.  
If you want it smart and fast, you want me.  
(212) 759-8028

**You don't need a full-time copywriter.  
I don't need a full-time job.**

Print • Broadcast • New Product Development  
Promotions • Direct Marketing • Collateral

Sharon Macey 203.454.4771

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

**IF YOU CAN'T WRITE, CALL.**  
718-229-4190

Leading B-to-B, electronics, home design,  
fashion, air freight, hosp/medical firms do.

Copywriting by Ed Booth - the WRITE call!  
(916) 893-6454 or e-mail: [jazz@sunset.net](mailto:jazz@sunset.net)

**CREATIVE SERVICES**

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

**DIRECT MAIL PACKAGING**

Dianna Seay 310-377-3930

**FULFILLMENT FULL SERVICE**

**Fulfillment America, Inc.**

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

**INSURANCE**

**ARE YOU PAYING TOO MUCH FOR YOUR INSURANCE?**

We specialize in insurance for **advertising & media firms.**

Our rates are the most competitive in the industry!

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

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

**MARKETING**

**HOW DO I ...**

- Assess My Agency's Media Skills
- Improve the ROI on Our \$10 MM+ Media Investment
- Create a Fair Media Compensation Package
- Evaluate Spot TV Buying Performance
- Conduct a Media AOR Review
- Provide Media Training in My Company
- YES, WE DO ALL THAT!**
- Donald Evanson
- Marketing & Media Insights
- 201-902-9742 Fax 201-974-0359

**CALL 1-800-7-ADWEEK**

**EMPLOYMENT SERVICES**

**WE HAVE THE TALENT YOU NEED WHEN YOU NEED IT**

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



ARTISAN<sup>™</sup>

Your creative staffing solution

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

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



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

**Professional help for creative minds.**  
It's the most powerful, flexible, agency management, job tracking, scheduling, billing & accounting software ever developed. And we'll prove it. Mac or Windows 610-666-1955

**Silent Partner**

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

**COMPUTER SYSTEMS**

**TAKE CONTROL OF YOUR AGENCY'S FINANCES!**  
Since 1983, hundreds of agencies have taken control. Call today!

MAC or PC  
CONTROL  
The Complete Agency Financial System  
Gabel Systems

**1-800-843-1795**



**EASTERN SERVICES & RESOURCES**

**MARKETING SERVICES**

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

**MEDIA BUYING & PLANNING SERVICES**

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

**PARAGON MEDIA**

ARE YOU AN ADVERTISER OR SMALL AGENCY WITH BIG MEDIA NEEDS?

Find out why our clients would never go anywhere else for their buying and planning. Call (212) 704-9965 (ext. 235).

**EXPERT PLANS & BUYS** .....201-379-2334

Nationwide/Local Advertising Spot and Program Placement  
Cable or Broadcast

Leased Access/Infomercials

Broadcast Insurance Service available.

**FACT Media**

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

**CLASSIFIED ADVERTISING**

Remnant R.O.P.--25-60% off.

We have every daily/weekly/shopper/... in the U.S.

Over 16,000 available - one call does it all!

MEDIAPLUS 1-800-889-5110x306

www.classifiedadvertising.com

**RETAIL**

**FSI PLANNING**

Ad Inserts

National by Zipcode

Newspaper subs, TMC,

Marriage Mail

Combo Plans

Multi-location

Also Franchisee Programs

Call Kathleen Russell

1 (888) 374-7874

**BIG STAPLER ON CAMPUS** - All Markets

You've read about us in *BrandWeek* and *Billboard*. Why aren't you using us to execute your college poster campaigns? Your one sheets - Your targeting - Our staples ..... Call Brian American Campus Company (757) 624-8448

**TRUCK SIDE ADVERTISING**

National, Regional, All Markets

Jim, Ph: 904.761.1664 Fx: 904.761.5689

**NEWSLETTERS**

Let us create your

**CORPORATE NEWSLETTERS**

Our clients include the *Fortune 500* ...and the less fortunate.

Call 203-637-8154

Classified Advertising  
1-800-7-ADWEEK

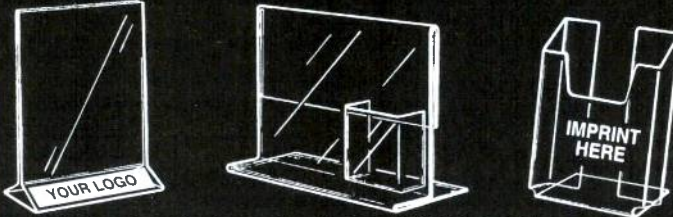
**P. O. P. DISPLAY**

**PLASTICRAFTERS**

DIVISION OF GEORGE PATTON ASSOCIATES INC.

AMERICA'S CHOICE FOR STOCK OR CUSTOM ACRYLIC DISPLAYS

Sign Frames • Brochure Racks • Poster Holders • Kiosks



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

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

**PRINTING**

**OUT OF HOME LITHO**

FULLFILLMENT SERVICES

DEALER SNIPES

**77" PRESS CAPACITY ♦ SHORT AND LONG RUNS**

TRANSIT SIGNS - BUS, SUBWAY, AIRPORT, TAXI ♦ OUTDOOR & MALL POSTERS ♦ BACKLIT

**Compton & Sons, Inc.**

Posters Since 1853

CENTRAL SHIPPING LOCATION, ST. LOUIS, MO - LOWEST COST

SAME-DAY QUOTING **800-325-1451** FAST TURNAROUND

Fax Specs For Quick Quote (314) 991-4726

**PRODUCT PLACEMENT**

**HUGE SAVINGS ON PRODUCT PLACEMENT NETWORK TV SHOWS MAJOR MOTION PICTURES**

Minimal Cost for High Reach  
Call Bob at:  
The Production Resource Center  
(800) 473-2613

**PROMOTIONS**

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

**PROOFREADING**

**EDITORIAL EXPRESS**

EXPERIENCED - FAST - PRECISE

Advertising • Collateral  
Catalogs • Annual Reports  
Magazines • Manuals

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

**RADIO COMMERCIALS**

The Other Guys Charge You A Bundle To Cover The Cost Of Their Big Space Ads.

Our Productions Sound Great, Too.

But When You Hear Our Prices,

They Sound Unbelievable.

800/789-RADIO

Sounds Almost Too Good To Be True.

Good Spot. That's a good Spot.

(800) 9AD DOGS

Doggone Funny Radio & TV

We must be crazy!

Award-winning radio commercials

From concept, to copy, to completion.

National buyout, no residuals, only \$5995!

Call Media Creations (714) 581-2462

**KILLER ADS. LIVEABLE RATES.**

Copy • Production • Voice Talent

RADIO ACTIVITY Free demo 214-823-2304

**Catch a Creative Genius**

ADWEEK CLASSIFIED

**RADIO COMMERCIALS**

Outstanding Creative Radio Commercials, Expertly Produced with Aplomb.



**BARZRADIO**

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

**GREAT RADIO**

YOUR SCRIPTS OR OURS



**THE Chuck Blore COMPANY**

Call Mark Savan

(213)462-0944 (800)443-2020

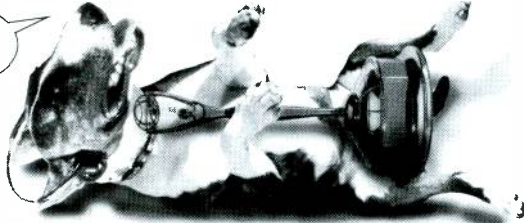
**USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE**

**EASTERN SERVICES & RESOURCES**

**RADIO PRODUCTION**

**Cookie loves her Clios.**

Wheeee!  
I'm naked!



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

**Sarley, Bigg & Bedder**  
*Radio at its best*

**RADIO PRODUCTION**

**MAL SHARPE**, the original  
**Man-on-the-Street**  
Interviewer

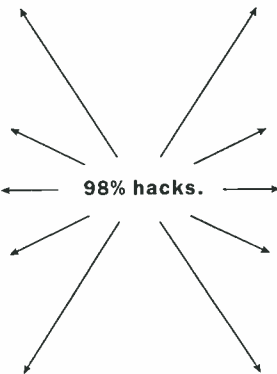


Campaigns now  
running in Chicago,  
San Francisco,  
Philadelphia  
& Minneapolis.

**CALL (510) 843-7655 (CA)**

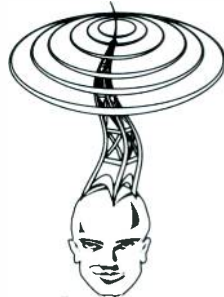
**RADIO PRODUCTION**

**Radiolana**



503-224-9288.

**RADIO PRODUCTION**



**Radio Free  
Anxiety**

We write radio. We produce radio.  
We offer strategic help. Call for our demo.  
It's recommended by award-winning  
gardeners nationwide.

212.989.9292 fax 212.989.5195

**USE  
ADWEEK MAGAZINES  
TO GET NATIONAL  
EXPOSURE**

**RADIO PRODUCTION**

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

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

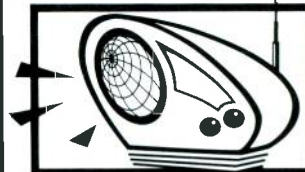


**1-800-776-OINK**

**RADIO PRODUCTION**

**LISTEN TO  
EVERYBODY  
ELSE'S REEL  
FIRST. THEN  
LISTEN TO  
OURS.**

(See you soon.)



**WorldWideWadio**  
H O L L Y W O O D

**CHECK OUT OUR DEMO CD!**  
Phone: 213 957 3399 Fax: 213 957 7050  
Email: wadio@wwwwadio.com

**SLIDE CHARTS**

**Datalizer**  
Slide Charts, Inc.



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

**STOCK FOOTAGE**

**VIDEO RESOURCES NY INC**

World's largest Collection of Rare T.V.  
Shows and Commercials from the Golden  
Age of Television, Educational Films \*  
Cartoons \* Silent Films \* Gov't Films \*  
We're one stop shopping.  
**800-442-7066 \* Fax (212) 596-0189**

**TRANSCRIPTION SERVICES**

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

**TRANSLATIONS/  
LANGUAGE SERVICES**

ALL LANGUAGES/VO & TRANS. 888 4VOICES

**TV PRODUCTION**

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

**YELLOW PAGE SERVICES**

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

**ADWEEK ONLINE:**

- ✓ Current Adweek (6 regions),  
Brandweek, Mediaweek by  
Monday 9 a.m.
- ✓ Help Wanted ads - all regions
- ✓ Fully searchable Archive back  
to 1992, Accounts in Review,  
Adweek's Client / Brand  
Directory, and much more
- ✓ Daily World news updates
- ✓ One hour free online time

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

Call 800-641-2030 or 212-536-5319

Fax: 212-536-5310 or

e-mail: [adweek@adweek.com](mailto:adweek@adweek.com)


First with news that lasts.

1515 Broadway, NY, NY 10036



# OFFERS & OPPORTUNITIES

## NOTICE



**NOTICE TO PROSPECTIVE PROPOSERS**  
**RFP 97-21 Transit Advertising Program**

The Santa Clara Valley Transportation Authority (VTA) seeks proposals from qualified firms to sell, display and manage an advertising program on its fleet of buses and light rail vehicles for a three year term with two additional one year options, exercisable by VTA. In addition, options are included for light rail vehicle exterior advertising and a painted bus program. Parties interested in obtaining a copy of this Request for Proposals may do so by faxing their request to (408) 955-9729 or by contacting the Contracts Office at (408) 321-5636. Please include the following information:

- Name of Firm
- Address
- Contact Person
- Telephone AND Fax Numbers
- Request For Proposal (RFP) 97-21

*Proposals due on or before 4:00 PM, on July 31, 1997*

## TRAVEL PROMOTIONS



**Put a Tropical Paradise To Work For You**  
 Motivate Your Customers With Travel Promotions to Exciting Tropical Locations

We can create promotions with customer-motivating prizes to sun-drenched tropic isles. One low price includes: ☺ trip packages (airfare, hotel, auto rental, attractions, dinners) ☺ predesigned merchandising materials ready to add your product and promotion information ☺ complete fulfillment services For more information, call Kelli at 1-800-237-2183 or check our web page, [www.TropicIsle.com](http://www.TropicIsle.com)

A ProCo/MacCarthy & Company Partnership. Tropic Isle Promotions is a registered trademark of MacCarthy & Company. All rights reserved.

## BUSINESS OPPORTUNITIES

**NEED A (NEW) HOME?**  
 You and your pet accounts will receive the best of care in a thriving agency just 1/2 hour from Manhattan in lower Westchester. We're also open to agency merger. Fax info to: Advertiser at 212-692-9835

**SALES/PUBLISHING MANAGEMENT**  
 Growing 4-color magazine, with unique concept & contracts to publish consumer annuals, seeking individual interested in management & ownership opportunities. Call 203-426-2666. Lv. message.

## POSITIONS WANTED

**PACKAGE DESIGN SALES PRO**  
 Self-starting, experienced, successful, sales professional seeks position with creative, organized like-minded package design firm.  
 ADWEEK Classified, Box 4004  
 1515 Broadway, 12th fl.  
 New York, NY 10036

**Outstanding Marketing & Advertising Team Available**  
 (due to summer slowdown)  
 Will work 1-on-1 with you to develop creative/media/production projects.  
 Call Dick Grider @ 212.213.5333.

**Catch a Creative Genius**  
 ADWEEK CLASSIFIED

# EMPLOYMENT

## Strategist Extraordinaire

Strategic Planner wanted to lead international marketing companies to their best customers. If you combine quantitative research design and analysis skills with business operations knowledge and customer insight, we need you to help us develop breakthrough direct marketing programs.

Qualified candidates will have 3+ years of experience in marketing management or market research at a major direct agency, packaged goods company or market research company. Experience should encompass hands-on quantitative research work (research design, questionnaire development, reviewing tabs, writing analysis), analysis of market and sales data, excellent presentation and communications skills, solid direct marketing foundation and proven strategic talent. MBA is a plus. Travel a must.

This is a career-making opportunity for a dynamic, disciplined and energetic strategist who thinks out of the box and does what it takes to win. OgilvyOne is an Equal Opportunity Employer. EOE M/F/D/V.

**OgilvyOne**  
 worldwide

Please fax resume and salary requirements to:  
 212 237-6639 Attn: BL

**We love to see other people work.**

Because that means we've done our job. Every year, we fill thousands of interim and contract assignments with hundreds of agencies and companies nationwide. We place all types of experienced marketing, advertising, communications and creative professionals. And some of the jobs turn permanent. So if you're available to work now and live in the tri-state area, send us your resume. We'd like nothing better than to see you busy.

Paladin Resource Department  
 270 Madison Avenue, Suite 201  
 New York, NY 10016  
 Fax: 212/689-0881  
<http://www.paladinstaff.com>  
 EOE/M/F/D/V



**PALADIN**  
 INTERIM STAFFING  
 Chicago • New York  
 Los Angeles

**MARKETING DIRECTOR**  
 CFO Publishing, a division of The Economist Group, is seeking an experienced Marketing Director to lead strategic growth in advertising. Responsibilities include developing a marketing plan, full marketing support for a national sales staff including presentation and sales promotion materials, and conducting a direct-marketing trade campaign. The ideal candidate will have a minimum of 5 years marketing experience in the business-to-business environment, possess a minimum BA/BS and be a highly motivated self-starter. A competitive salary, plus bonus and an excellent benefits package are offered. Please send resume to:  
 Ad Director **CFO Publishing**  
 111 West 57th St., 11th fl, NY, NY 10019 or FAX: (212) 258-2185

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

# USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE.

## HELP WANTED

## INTERNET MARKETING MANAGER

[www.qvc.com](http://www.qvc.com)

### The future of retailing.

iQVC is the interactive division of QVC, Inc. responsible for all of our online services including our Web Site. The challenge is to create an online shop that is as successful and compelling as our main channel. This involves keeping pace with a fast-moving technology and an ever-changing market landscape.

Working as a key member of our iQVC division, this Marketing Manager will develop and negotiate a marketing program that incorporates online events, advertising and strategic business relationships on the Internet. Duties will include: creating strategies that take advantage of hyperlink opportunities; forging online alliances in order to bolster press coverage and traffic; marshalling company initiatives into interactive events and seeing those events through from conception to completion; strong creative efforts for various promotions, campaigns, and partnerships; and participation and representation of iQVC in industry-related events/meetings. Requirements include: a Bachelor's degree in a related field; a demonstrated ability to link marketing with the online/Internet marketplace; experience in brand building; and strong negotiating skills. A history of building business/products through creative entrepreneurial efforts is a plus.

QVC offers a competitive salary, comprehensive benefits, a state of the art work environment, and opportunity to grow personally and professionally. Send resume to: iQVC, Human Resources Dept. JMB/BW/IMM, 1200 Wilson Drive, West Chester, PA 19380. Equal Opportunity Employer. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.

**iQVC**  
interactive shopping

## MARKETING RESEARCH

(Fort Lee, NJ)

**Project Director** with 4-6 years experience in custom survey research related to marketing.

**Qualitative Researcher** with 2 years experience in mktg/adv, including focus groups.

Please fax your resume, cover letter and salary requirements to:  
201-346-1616

CALL 1-800-7-ADWEEK

### Advertising

## AD SALES REPRESENTATIVE

Energetic, highly motivated individual needed to maintain active and prof'l contact with accounts within territory. Prospect and develop new business as well as service and renew existing accounts. Will work with magazine and trade show management to establish specific goals relating to space sales, travel frequency, account contact, letter writing, proposals, show coverage, telephone usage, etc. Response also incl tracking sales activity and working with and reporting to management on new sales strategies, promotional ideas, circulation ideas or any areas affecting the magazine or the market.

Please send salary requirements and resume to:

Miller Freeman, Dept. SR PR  
One Penn Plaza, NY, NY 10119

Fax: 212 643-4807

EOE

## MARKETING MANAGER

NYC radio program syndicator seeks Marketing Manager for in-house creative services team. Oversee and execute marketing campaigns, plan special events, coordinate marketing activities. Reports to VP, Marketing. Requires strong organizational, copywriting and communication skills. BA and 1-3 years agency and/or marketing experience required. Desktop publishing a plus.

Fax cover letter, resume and salary requirements to:

Lee Rafkin  
(212) 586-1024

## COPYWRITER

A well-known, medium-sized New Jersey ad agency is looking for an experienced copywriter with excellent skills in all media. Sense of humor, sense of humanity, common sense all required.

Send resume and a few good samples to:

ADWEEK Classified, Box 3992

1515 Broadway 12th fl.  
New York, NY 10036

## J.CREW COPYWRITER

We seek a recent college graduate who is a sports expert/enthusiast with an interest in and knowledge of our product. Someone who is a pattern-finder, puzzle-solver, as much as a writer.

Interested?

Send a letter, resume, etc. to:

J. Crew  
770 Broadway  
New York, NY 10003  
attn: Ellen FitzSimons 11th Floor  
FAX (212) 209-8355

(We can respond only to those candidates selected for further consideration. No phone calls or agencies please.)

## ADVERTISING SPACE SALES

ADWEEK Magazines seeks a dynamic, eager and imaginative telemarketing sales rep for our classified advertising department. Although this is a full-time telemarketing position, we're looking for someone with the intelligence and poise of an outside sales pro. 1-3 years experience preferred. Salary & commission + benefits. Fax resume & salary history to:

Harold Itzkowitz  
(212) 536-5315

No Phone Calls, E-mail, or unrequested visits, please. We're an equal opportunity employer

## SALES Graphic Design Boutique

Small company with major accounts in consumer packaging and collateral material. In business 25 years. Looking for someone with smarts, graphics background and contacts to enable us to expand. Pleasant, low key group. Possible equity position up the road.

Fax resume with salary requirements to:  
212-972-8525

## LOCAL BROADCAST BUYER

A growing Media/Barter company, located in Stamford, CT, is in need of experienced local broadcast buyers (2-5 years minimum). Servicing mainly Fortune 500 corporations, we require "professional" negotiators with strong computer skills. Trade/Barter experience and/or proficiency with CORE would be ideal. A pleasant working environment and a lot of opportunity await the right candidates. Please forward a resume with a cover letter indicating your salary objective to:  
**ADWEEK Classified, Box 4001**  
1515 Broadway, 12th fl.  
New York, NY 10036

All applications will be kept confidential.  
We are an equal opportunity employer.

## ACCOUNT EXECUTIVE

We're a full-service sales promotion agency with package-goods, service and media clients across the country. We help clients plan and implement sports marketing programs, sales promotions and events of all sorts. If you have 3+ years experience on the agency or client-side, thrive in a high-stress environment and can truthfully say you **always** deliver we want to talk to you about joining our account service team.

Fax a letter top-lining your key accomplishments along with salary history and resume to:

(212) 685-0757

## ACCOUNT EXECUTIVE

for ad agency near Albany, NY. 5-year exp. minimum. Need highly motivated self-starter. Team player will work on consumer & business-to-business.

Resume: R.T. Blass, Inc.  
Pitts Road  
Old Chatham, NY 12136  
or Fax 518-766-2445

## CAREER SURFING?

[www.rga-joblink.com](http://www.rga-joblink.com)

Roz Goldfarb Associates  
(212) 475-0099

Looking for the perfect job?  
**ADWEEK CLASSIFIED**

### RATES for Employment and Offers & Opportunities

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

Classified Asst: Michele Golden

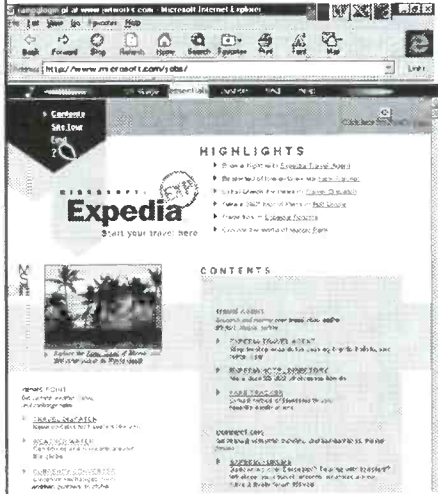
**MINIMUM:** 1 Column x 1 inch for 1 week: \$158.00, 1/2 inch increments: \$79.00 week. Rates apply to EAST edition. **Special offers:** Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$30.00/week.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

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



**HELP WANTED**

# Nothing beats selling a hot item.



Software's just a part of the picture at Microsoft. Take MSN (Microsoft Network) for example. It features some of the hottest properties on the Internet, each that provides exciting new advertising options to some of the most influential advertisers in business – and hot opportunities to savvy marketing professionals at Microsoft. Ready to get in on something big? No one can take you farther than Microsoft.

- Business Development Manager – Seattle**
- Research Manager – Seattle**
- Sales Evangelist – New York City, San Francisco and Seattle**
- Advertising Sales Manager – New York City and San Francisco**

Microsoft offers a competitive salary and excellent benefits. Email your resume in ASCII text format to: [resume@microsoft.com](mailto:resume@microsoft.com) (indicate Dept. A05n7-0714 within the text of your resume) or mail to: Microsoft Corporation, Attn: Recruiting A05n7-0714, One Microsoft Way, STE 303, Redmond, WA 98052-8303. No phone calls please. We are an equal opportunity employer and support workplace diversity.

**Microsoft**  
[www.microsoft.com/jobs/](http://www.microsoft.com/jobs/)

## The Washington Post

### COPYWRITER-CONSUMER MARKETING

The Washington Post is in search of an experienced, top-notch Copywriter to work in the Consumer Marketing Department to write ads, ad campaigns, and broadcast copy. To qualify you must have three to five years of copywriting experience and have a proven ability to conceptualize and write dynamic print, broadcast, and direct response copy. If selected, you will work with creative staff in our Circulation and Marketing Departments to achieve our goals to increase circulation and readership in the Metro area.

If you qualify and are interested in working in a fast-paced, deadline-driven department, send your resume, writing samples, and salary requirements to:

**The Washington Post**  
 Consumer Mktg Copywriter/EH-ADV  
 1150 15th Street, NW, Washington, D.C. 20071

### BACK UP THE BOSS

Right-hand person to NJ agency president. Account Service pro. Heavy client contact, interact with: associations, media, vendors, creative, etc. Details, details, details. Not afraid to go after new biz. Some travel. Experienced, reliable, flexible pro. Person of the highest integrity. Good with people; the ultimate team player. Great communications skills. Strongest references only. Reply in confidence to:

**Cuffari & Co., Inc.**  
 FAX 201-746-8180

## European Imports

### 1997 328is

- Alloy Wheels
- 2.8 liter V6
- ABS



M.S.R.P.....\$34,995  
 DISCOUNT.....\$5,000

**BUY FOR \$29,995**

Blk/tan, power everything, 12 speaker CD, sun roof, leather, loaded. Can be yours with the right job. Call Portfolio. Whether you're an art director, copywriter, sr. graphic or broadcast designer we market you to the employers who have the best permanent and freelance job opportunities. And that lets you look through the classifieds for stuff like this instead of a job.



**CALL PORTFOLIO AT 1-888-88-FOLIO,**  
 in New York, 212-358-1200; Philadelphia, 610-617-0900; Washington D.C. 202-293-5700

<http://www.portfolio.com>

## HELP WANTED

### AMCAST/ABC SEEKING NEW BUSINESS DEVELOPMENT MANAGER

An exciting, new position is being created by ABC/Disney's national sales team, Amcast, which will be dedicated exclusively to the development of new radio \$\$\$ for the ABC O&O radio stations. Must be motivated, industrious and capable of developing new business at both the agency and client levels. Strong communication, management and presentation skills required. Must be capable of presenting, selling and closing at the highest levels. Must have either brand management, account management or previous experience in the development of new business \$\$\$\$. Will be accountable for results and compensated accordingly.

Interested candidates should fax their cover letter with resume to:

Bob McCurdy

Amcast Radio Sales

125 West 55th Street, New York, NY 10019

Fax#: 212-424-6192

EOE

### SALES PROMOTION DIRECTOR

Spring Broadcasting of New Jersey, LLC, is seeking an assertive, creative, detailed people person to head regional New Business Development Department. Broad understanding of marketing required. College background in related field plus experience in consumer/retail promotion, merchandising, and event marketing preferred. Strong compensation. Attractive location: beaches, forests, nightlife. If you can design, present, and implement integrated marketing solutions, send letter and resume to:

Bill Hazen @ 950 Tilton Rd, Northfield, NJ 08225.

fax 609.272.9208. E-mail billrhazen@aol.com.

Spring Broadcasting is an Equal Opportunity Employer.

#### Advertising

### TRUE NORTH'S PHILADELPHIA OFFICE TIERNEY & PARTNERS

#1 agency in Phila. has  
immediate openings  
for experienced

### ACCOUNT MANAGEMENT

professionals at all levels from Acct. Exec. to Management Director. If you want to work on great accounts in a "user-friendly" atmosphere, in the "city that loves you back," T&P is the place to be. Agency exper. and strong commitment to clients a must. Excellent benefits. Send or fax resume w/salary requirements to:

B. Nolan, Tierney & Partners  
200 S. Broad St., Phila., PA 19102  
Fax #: 215-790-4146

EOE

### MARKETING CONSULTANT

We are a CT-based consulting group that helps Fortune 500 companies find new means to grow. We are looking for a self-starter to help with the research and creative thinking in developing business solutions. Must have good analytical and communication skills. Two to three years experience in brand management or account exec. for major ad agency is required. MBA is a plus. Salary, profit sharing and benefits are competitive, plus you don't have to commute to Manhattan.

Fax resumes to:

CoKnowledge  
Attn: Human Resources  
203-256-5608

### ADVERTISING Account Supervisor

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

Fax resume to:  
MATLOCK & ASSOCIATES, INC.  
(212)532-4010

### ADVERTISING SPACE SALES

New Fashion Consumer magazine seeks a dynamic and enthusiastic AD Salesperson to join NY office. AD sales or AD agency experience preferred. Send resume and cover letter:

ADWEEK Classified, Box 4005  
1515 Broadway, 12th fl.  
New York, NY 10036

### SENIOR ART DIRECTOR

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

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

### MARKETING MANAGER

Chiquita Brands International, one of the world's leading producers and distributors of fresh and processed food products, has an excellent opportunity for a Marketing Manager in its Consumer Packaged Goods division. This position will be responsible for the marketing and brand management of several Consumer Packaged Goods products, with a heavy emphasis on new product development.

The ideal candidate will possess a Bachelor's degree in business administration or marketing and a minimum of 3 to 5 years of sales or marketing experience in the consumer packaged goods industry, preferably in the food industry.

In exchange for your expertise we offer an attractive salary/benefits package and the opportunity for a professionally challenging role with a dynamic global leader. For confidential consideration, please send your resume and salary requirements to: Chiquita Brands International, Human Resources, Dept. KM/JB, 250 East Fifth Street, Cincinnati, OH 45202 or Fax: 513-784-6648.



Chiquita  
Brands  
International

Equal Opportunity Employer

### Account Director

A major advertising agency with a high profile automotive account is currently seeking an Account Director for our Gulf region field office. Ideal candidate will possess 8+ years regional account management experience in a major agency. Automotive experience a must. Please send resume to:  
Dept. AD  
P.O. Box 2505  
Santa Ana, CA 92707

### ASST. MEDIA PLANNER

Entry-level asst. media planners needed for award winning agency, Angotti Thomas Hedge. Strong oral/written/math/computer skills required. Looking for bright, energetic hard workers for national/local consumer accounts. College degree required.

Fax resume to:  
personnel department:  
(212) 867-2656

### Creative Manager

Our in-house editorial, graphics, photography, and Web publishing unit needs an energetic leader with great people skills and a fresh vision to create a corporate voice and look through advertising and collateral. Position involves no management of staff, but does require providing creative leadership.

B.A. in graphic design or other creative field. Minimum 5 years experience in design or photography.

We offer a competitive salary and benefits package. Please submit successful corporate identity efforts along with resume, cover letter, and salary requirements to: American Red Cross, National Headquarters, Staffing and Employee Relations, 8111 Gatehouse Road, 3rd Floor, Attn: DM/Y729, Falls Church, VA 22042-1203



American  
Red Cross

EOE M/F/D/V

### SENIOR MEDIA PLANNER

3+ years experience. Strong Local TV & Radio skills, knowledge of retail, Excel, Word, & IMS. Must be well organized and motivated for promotion to Supervisor. Strong benefits working for media management co. Salary Open. Fax resume with cover letter stating salary requirements to:

Media Planning Director  
(212) 245-6591

### GENERAL/DIRECT ADV

Vintage Resources is now the leader in placing Direct Mktg & Adv pro's in the tri-state area. We focus on your indiv talents. We reward your efforts w/the best career opply & negotiate the best compensation pkges.

Acct Dir's.....to \$140K  
Database Pro's.....to \$155K  
A.E.'s.....to \$50K  
Acct Supv's-strategic.....to \$80K  
Media Planners.....to \$50K  
Media Supv's-visible.....to \$80K  
Send resume w/sal history to Vintage Resources, 11 E. 44th St., Ste. 708, NY, NY 10017 or fax (212) 490-9277

### CLIENT SERVICE REPRESENTATIVE

Leading mid-town provider of Agency systems seeks service-oriented professional for expanding client service group. 3-5 years of Broadcast buying experience a must. Knowledge of Strata or ADSERVE beneficial.

ADSERVE Advertising Systems  
49 W 27th St.

New York, NY 10001

Fax (212) 213-5996

Email:hr@adserved.com

### MEDIA ASSISTANT

Established barter company seeks assistant to the media trade director. Must be detail oriented and proficient in Microsoft Word. Salary commensurate with experience.

Please fax resume to:

Maria Rivera

Fax: # 212-751-3593



## HELP WANTED

## SALES DEVELOPMENT MANAGERS

Time Inc. has numerous exciting opportunities for individuals from the Ad Agency community in the area of Advertising Sales Development. For the purpose of increasing advertising revenue, you work closely with our sales and marketing teams at individual magazines on all aspects of strategic development for key accounts.

Responsibilities include identification of new opportunities, proposal development, and competitive and category analysis. You create the ideas to break new business and work with promotion and design teams to execute the plans as a partner with the sales force. The ideal candidate has outstanding verbal and written communications skills, a working knowledge of primary and syndicated research, is familiar with print advertising, participates and executes creative concepts for clients, possesses strong presentation ability, and is a leader as well as a team player. A minimum of four years experience in advertising is sought, with preferences for the functions of media planning, account management, and research.

If you are confident, dedicated, organized, and interested in a position with the dynamic consumer magazines of Time Inc., you may send your resume to: **Recruiter CS, Time Inc., Time and Life Building, 1271 Avenue of the Americas, 40th Floor, New York, New York 10020-1393** or FAX to: 212-522-4510. Time Inc. is an Equal Opportunity Employer.

# Time Inc.

## WANTED:

### AN ART DIRECTOR / ASSOCIATE CD WHO'S MADE THE ONE SHOW MORE THAN WE HAVE.

The industry has recognized your talent. Perhaps you want more creative control? More ownership? We can give it to you. We're Darien & Kilburg, Inc. of San Francisco. We've got everything from packaged goods to NHL Hockey. We need an art director who wants to go to the next level in their own personal career. You're confident in what you have to offer. See what we have to offer. Send resume & samples to Robert Kilburg, Creative Director.

(No phone calls.)

## DARIEN&KILBURG

639 Front Street / 4th Floor  
San Francisco, CA 94111  
FAX: 415-362-3223  
bkilburg@dksf.com

## SALES PROMOTION ACCOUNT MANAGER

Retail Merchandising Partnerships (RMP) is looking for an account manager. This is a Philadelphia-based position requiring experience creating, selling & executing trade & consumer promotions for large retailers & manufacturers. The ideal candidate will have 3 or more years experience in sales promotion, sponsorship marketing, or consumer goods marketing. Do you have marketing expertise? Are you creative? Do you have established relationships in your field?

This is an excellent opportunity for an aggressive, well connected, self-motivated individual with a desire to join an entrepreneurial division of a progressive radio broadcaster.

Write W. Cohen

**Retail Merchandising Partnerships**

10 Presidential Blvd., Bala Cynwyd, PA 19004

EOE

# DO YOU YAHOO!?

*Yahoo! is the leading Internet media company, producing one of the world's most recognized and trusted guides to the Internet. We are looking for a few good folks: self-starters, leaders, and evangelists. People with an infectious enthusiasm about the Internet and a sense of humor who want to help create our future. Join our dynamic team, responsible for marketing the hottest Internet media properties. Positions available in San Francisco, Los Angeles, Detroit, Atlanta, and New York City.*

### INSIDE SALES REPRESENTATIVES

Work closely with the sales managers and advertisers in your area to support advertising sales and promotions for all Yahoo! properties. These positions require previous advertising sales experience, excellent telephone prospecting and communication skills, a passion for extraordinary customer service, and a working knowledge of online services and PC applications. We are looking for detail-oriented team players who enjoy the fast pace and challenges of a dynamic sales environment. BS degree, or equivalent, preferred.

### ADVERTISING SALES MANAGERS

You will manage business development, evangelize interactive advertising and promotions to major advertisers, roll out new Yahoo! properties, and be an expert resource for agencies and reps in your area. These positions require a successful track record in media, publishing or advertising sales, established local media contacts, a working knowledge of interactive services, excellent presentation and communication skills, and a tireless sense of urgency. We are looking for bright, energetic, professional self-starters who can represent the popular Yahoo! Internet properties and apply creative thinking to exceed our aggressive sales goals. BS degree, or equivalent, preferred.

So, if you Yahoo!, send your resume via e-mail to [hr@yahoo.com](mailto:hr@yahoo.com), by fax to (408) 731-3301, or by mail to 3400 Central Expressway, Suite 201, Santa Clara, CA 95051. We offer an exciting, flexible work environment with great benefits and an attractive compensation package that includes commissions and stock options. EOE

<http://www.yahoo.com>

## DO YOU DELIVER?

### Needed: Account Services Manager Who Can

#### Are You Ready To Be A Leader? Are Client Relationships Your Specialty?

You are a Senior AE or Account Supervisor with service skills that win clients and keep clients, seeking to move into a management position.

You manage presentations, meetings, strategies, research and analysis, and deliver on the ultimate promise of any agency-becoming a full marketing partner with every client.

If you combine these abilities, we need your help. Take the lead and manage our account relationships to the next level, and beyond.

We are **The Lunar Group**, a full-service agency with sights set high.

Seek us at 973.887-3500 (Fax 973.887.3722)

or [ad@lunargrp.com](mailto:ad@lunargrp.com) or at 9 Whippany Road, Whippany, NJ 07981.

## HELP WANTED

**GROUP CREATIVE DIRECTOR**

Poppe Tyson Interactive, a leading interactive marketing communications and strategic business solutions agency, is searching for a Group Creative Director for the New York office.

The Group Creative Director will be responsible for providing strategic and creative direction on Fortune 500 accounts while managing a group of Art Directors, Copywriters and Designers. The qualified candidate must have at least 4 years advertising agency and interactive experience with solid presentation and writing skills. A strong conceptualizer with the ability to think visually a must. Proven leadership and managerial skills necessary. Compensation will be based on capabilities and experience.

email [mbohacs@ny.poppe.com](mailto:mbohacs@ny.poppe.com)

or fax to (212) 367-4045

**POPPE TYSON**

EOE/IAA & M/F/D/V

**BRAND MANAGER**

VSE designs, builds and markets premier voice mail and Internet 'virtual' entertainment services worldwide and is seeking an energetic, detail oriented, take charge person to join our marketing team.

You'll be responsible for managing all our various brands (including Psychic Source & TeleCafe) and coordinating with our ad agency and marketing partners. Duties include advertising, promotional, direct mail, and event coordinating out of our Holland, PA office (approx. 20-min, from Philly and Trenton, NJ). This position requires a degree in Business and/or Marketing and four years consumer product or entertainment brand marketing experience.

Please send resume, references, summary of significant contributions/achievements and detailed salary history to...

**M. Lalor at VSE, Inc.**

295 Buck Rd., Suite. 203, Holland PA, 18966

Fax...215-953-0201

Email...mlalor@vseinc.com

**BUSINESS DEVELOPMENT ASSOCIATE**

Highly creative San Francisco design firm is looking for a Business Development Associate with established track record to work in New York office. The position requires a minimum of five years experience, strong writing and presentation skills and a thorough understanding of branding and packaging design strategies.

Please forward a cover letter, outlining specific qualifications and salary history to: Alex Wright, Human Resources, via mail to:

Primo Angeli Inc. 590 Folsom Street, San Francisco, CA 94105 or fax to (415) 974-5476.

No telephone calls please.

**ADVERTISING SALES**

Female teen publication seeks aggressive, creative sales professional with beauty and fashion experience preferred. Excellent verbal and written skills a must. Fax resume:

(212) 988-0621

**JR. AE**

Seeks college grad for entry level AE position on national packaged goods account. Ideal candidate should be a personable, self-starter, "idea" person with excellent computer and organization skills. Join our growing team and start your career.

Fax resume to:  
203/357-7167

**BRAND MANAGER**

Headquartered in the Midwest, our client is a leading multi billion-dollar consumer products company. Seeking 6-8 yrs. experience in marketing with at least 3 years in brand mgmt. MBA preferred. Contact: S. Fox, P.O. Box 65354, Tucson, AZ 85728.

Classified Advertising  
1-800-7-ADWEEK

**SALES MANAGERS****Boston & Washington DC Territories****THE GOOD NEWS...**

**You're ready to manage!**

**THE BAD NEWS...**

**Your boss has to retire first.**

You have a history of sales achievement and a file of success stories to prove it. You've generated leads, telemarketed and acquired new business for an ad agency for at least 3 years. You genuinely like people, and can motivate a sales team with your enthusiasm. You understand recruitment advertising. You have a unique opportunity with BSA.

We're a talented, creative group of recruitment advertising specialists. We work hard. We work smart. And we want to work with you. SALES/AE POSITIONS ALSO AVAILABLE. Rush your resume and salary history to:

Michelle Cotton, VP, Mid-Atlantic Region, BSA Advertising  
1835 Market Street, Box 23, Phila., PA 19103-2996, FAX: 215-557-5810

No phone calls, please. EOE.

**You've Done The Big Agency Thing.  
Now, Do Your Own Thing.**

Southern New England shop is looking for a creative director with big agency credentials -- and lots of enthusiasm and drive -- to help take us to the next level. Here's the chance to run your own show in an established agency ready to establish an even bigger name for itself. Reply in confidence, including your resume, salary requirements, and five samples of the best things you've ever done creatively.

Box 701, ADWEEK  
100 Boylston St., Ste. 210  
Boston, MA 02116

**Write Now!**

We need a copywriter with 5 years agency or real-world experience, and a background in healthcare, tourism and financial services. Must work in print as well as broadcast. Internet definitely a plus. Send 3 nonreturnable samples of your best work, resume and salary requirements to:

Human Resources  
O'Neal & Prella, 95 Elm Street  
P.O. Box 1139, Hartford, CT  
06143 1139.

No phone calls please. EOE

**O&P**

**TRAVEL PR**

Receptionist wanted for friendly, midtown PR/Adv. agency. Resp. include phones, mail, coordination & maintenance of PR mailings, traffic of releases. Computer literate. Oppty. for advancement.

Fax resumes to: (212) 223-0260

**INTERNET ADVERTISING SALES**

Rapidly expanding Online Advertising Company is seeking 2 Internet Pros with the ability to handle high profile accounts such as National Geographic Online. You must have a solid sales history and extensive knowledge of the Internet is a real +. We offer an excellent starting package which includes salary and full benefits.

Fax resumes to:  
212-576-1129 Attn: DWSA!

**ACCOUNT EXECUTIVE**

NYC-based sports publication is seeking aggressive, knowledgeable and successful salesperson to join New York staff. Will be responsible for maintaining & increasing current accounts & developing new business. A minimum of 2-3 years ad sales experience is required.

Please fax resume to:

(212) 741-8871

**SENIOR COPYWRITER**

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

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

**USE ADWEEK MAGAZINES  
TO GET NATIONAL EXPOSURE.**



**HELP WANTED**

**INTERNET ART DIRECTOR WANTED  
AT GREY DIRECT e.marketing.**

Phenomenal opportunity available within web creative department. Team member needed to interface with project staff from AE to HTML programmer. You will contribute to, oversee and execute projects from concept through copy/layout, participate in development of project schedules, assist creative director. You must be able to maintain budgets on art-related out of pocket costs; hire, negotiate and direct project artists/photographers. Experience using Quark Express, PhotoShop, Adobe Illustrator and other design related software. Understand the basics of direct marketing, the internet and HTML.

Grey Direct offers Profit Sharing, 401(k), a full range of benefits, salary to \$41,000 - and if you have what it takes - tremendous opportunity for growth and advancement.

Send, fax or E-mail your resume and cover letter along with salary requirements to:

Taylor Donaldson

**Grey Direct**

875 Third Avenue, 5th Floor  
New York, NY 10022

Fax: 212-303-6708

E-mail [tdonaldson@greymarketing.com](mailto:tdonaldson@greymarketing.com)

(include resume in body of message, not as attached file)

eee m/f

visit our website at [www.greydirect.com](http://www.greydirect.com)

**Print Production  
Print Traffic**

**Can you start tomorrow?**

Paladin Interim Staffing has immediate openings for print production and print traffic professionals with 3-5 years advertising agency experience. Work at terrific agencies and companies in the tri-state area; some jobs have the potential for turning into permanent positions. If you're freelancing or available to work now, send your resume today. We'll take it from there.

Paladin Resource Department  
270 Madison Ave., Suite 201  
New York, NY 10016

Fax: 212/689-0881

E-mail: [newyork@paladinstaff.com](mailto:newyork@paladinstaff.com)

EOE/M/F/D/V

  
**PALADIN.**  
INTERIM STAFFING  
New York • Chicago  
Los Angeles



**ATTN: ADWEEK CLASSIFIED ADVERTISERS:**

ADWEEK Classified closes on **Wednesdays** at **4:30 p.m.**

All copy and artwork must be in **no later** than **WEDNESDAY**. Copy received after Wednesday will be held and run in the next available issue. We appreciate your cooperation.

**Combine the Best  
of Print and Web:**

Exp. Print rep to sell space in multiple mags to agencies & interactive marketing mgr. Contacts & Exp. in print sales will really pay off. Fax resume to: WSA at (415) 771-6956.

**FILM & TV JOBS**

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

**THE CONVENIENT CLASSIFIED CONTACT FORM**

USE THIS HANDY COUPON TO FAX OR MAIL YOUR AD

**ADWEEK  
BRANDWEEK  
MEDIWEEK**

CLASSIFIED MANAGER: M. MORRIS

MAIL TO : ADWEEK CLASSIFIED 12TH FL.

1515 BROADWAY, NEW YORK, NY 10036

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

REGION: East \_\_\_ New England \_\_\_ Southeast \_\_\_

Midwest \_\_\_ Southwest \_\_\_ West \_\_\_ All \_\_\_

CATEGORY \_\_\_\_\_

\*FREQUENCY: 1x \_\_\_ 2x \_\_\_ 4x \_\_\_

MORE: (Specify) \_\_\_\_\_

\*Not applicable to Advertising Services Categories

AD COPY (Attached additional sheet if needed) \_\_\_\_\_

NAME \_\_\_\_\_

PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

FAX \_\_\_\_\_

**PAYMENT**

CHECK  MASTERCARD  VISA  AMER.EXP.

Signature \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Card # \_\_\_\_\_ Expires \_\_\_\_\_

# CULTURE TRENDS

## Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports, for the week ending July 12th provided by *Sound Scan*.

<i>This Week</i>	<i>Last Week</i>	<i>Peak Pos.</i>	<i>Wks. on Chart</i>	<i>Title</i>	<i>Artist</i>
1	1	1	5	<b>I'll Be Missing You</b>	Puff Daddy & Faith Evans
2	3	2	12	<b>Bitch</b>	Meredith Brooks
3	2	1	11	<b>MMMBOP</b>	Hanson
4	4	2	20	<b>Return Of The Mack</b>	Mark Morrison
5	5	4	4	<b>Look Into My Eyes</b>	Bone Thugs In Harmony
6	7	6	18	<b>I Belong To You</b>	Rome
7	6	3	8	<b>Say You'll Be There</b>	Spice Girls
8	New	8	1	<b>Sunny Came Home</b>	Shawn Colvin
9	12	9	7	<b>Do You Know</b>	Robyn
10	13	10	3	<b>Quit Playing Games</b>	Backstreet Boys
11	9	8	10	<b>G.H.E.T.T.O.U.T.</b>	Changing Faces
12	8	8	9	<b>It's Your Love</b>	Tim McGraw (with Faith Hill)
13	17	13	2	<b>Semi-Charmed Life</b>	Third Eye Blind
14	10	5	21	<b>The Freshman</b>	The Verve Pipe
15	11	2	33	<b>You Were Meant For Me</b>	Jewel

© 1997 Billboard/Soundscan, Inc.

## MTV Around the World

Week of 7/7/97

### MTV Europe

<i>Artist</i>	<i>Title</i>
1. Hanson	MMMBop
2. Notorious B.I.G.	Hypnotize
3. Jon Bon Jovi	Midnight In Chelsea
4. Puff Daddy w/ Faith Evans	I'll Be Missin You
5. Daft Punk	Around the World

### MTV Latino

<i>Artist</i>	<i>Title</i>
1. Andres Calamaro	Flaca
2. Jon Bon Jovi	Midnight In Chelsea
3. Hanson	MMMBop
4. Man Ray	Amorazul
5. Savage Garden	I Want You

### MTV Brasil

<i>Artist</i>	<i>Title</i>
1. Planet Hemp	Queimando
2. Titas	Pra Dizer Adeus
3. Michael Jackson	Blood On the Dancefloor
4. U2	Staring At The Sun
5. Claudinho & Bochecha	Conquista

### MTV Japan

<i>Artist</i>	<i>Title</i>
1. Michael Jackson	Blood On the Dancefloor
2. The Seahorses	Love Is the Law
3. Jamiroquai	Alright
4. Aerosmith	Falling In Love
5. Jon Bon Jovi	Midnight In Wrench

### MTV US

<i>Artist</i>	<i>Title</i>
1. The Wallflowers	The Difference
2. R. Kelly	Gotham City
3. Meredith Brooks	Bitch
4. Smashing Pumpkins	The End Is the...
5. Mighty Mighty Bosstones	The Impression That I Get

## Billboard's Heatseekers Albums

Best selling titles for the week ending July 12th by new artists who have not appeared on the top of Billboard's album charts.

<i>This Week</i>	<i>Last Week</i>	<i>Wks. on Chart</i>	<i>Artist</i>	<i>Title</i>
1	1	13	<b>K's Choice</b>	Paradise In Me
2	2	5	<b>Boney James</b>	Sweet Thing
3	New	New	<b>Robyn</b>	Robyn Is Here
4	New	New	<b>The Beatnuts</b>	Stone Crazy
5	New	New	<b>Ween</b>	The Mollusk
6	6	18	<b>Sneaker Pimps</b>	Becoming X
7	4	7	<b>Lee Ann Womack</b>	Lee Ann Womack
8	5	2	<b>Los Tigres Del Norte</b>	Jefe De Jefes
9	8	26	<b>Barenaked Ladies</b>	Rock Spectacle
10	3	2	<b>Blink 182</b>	Dude Ranch
11	7	20	<b>Freak Nasty</b>	Controversiee...
12	13	47	<b>Jaci Velasquez</b>	Heavenly Place
13	17	8	<b>Allure</b>	Allure
14	New	New	<b>Suga Free</b>	Street Gospel
15	New	New	<b>Edwin McCain</b>	Misguided Roses

© 1997 Billboard/Soundscan, Inc.



## CALENDAR

The Outdoor Advertising Association of America presents an out-of-home media seminar July 20-21 at the Waldorf-Astoria Hotel in New York. Sessions will cover planning strategies, creative concepts, case studies, measurement and new products. Contact: 212-688-3667.

The Marketing Society of the Cable and Telecommunications Industry (CTAM) will hold its annual conference July 20-23 at Marriott's Orlando World Center, Orlando, Fla. Contact: 703-549-4200.

Summer Internet World '97 will be held July 21-25 (conference runs July 21-25, exhibits run July 23-25) at McCormick Place in Chicago. Contact: 1-800-MECKLER.

The National Association of Broadcasters presents its "Service to Children" symposium July 30 at the Park Hyatt Hotel in Washington, D.C. Contact Victoria Cullen at 202-429-5368.

The Florida Magazine Association annual conference and trade show will be held Aug. 21-23 at the Sanibel Harbor Beach Resort in Fort Myers, Fla. Contact Lynn Hupp at 407-774-7880.

The National Association of Broadcasters radio show will be held Sept. 17-20 at the New Orleans Convention Center. Contact: 202-429-5419.

Suburban Newspapers of America presents the Fall Publishers'/Retail Advertising Managers' "Focus" Conference Sept. 21-24 at the Sutton Place Hotel in Vancouver, B.C., Canada. Contact: 312-664-6610, ext. 3296.

# Media Notes

## NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

**Ford Named 'Atlantic' Publisher**  
U.S. News & World Report New York sales manager Scott Ford has been named publisher of U.S. News' sister book *The Atlantic Monthly*. Both magazines are owned by Mort Zuckerman. Ford replaces Jayne Young, who resigned in May.

**Ludwin's Loyal to NBC**  
A senior NBC executive who has been pivotal to the network's late-night success has renewed his contract. Rick Ludwin, senior vp of specials, prime-time series and late night, has signed a multiyear renewal. Ludwin, a 17-year veteran of the network, also is credited with developing NBC's top-rated sitcom, *Seinfeld*, which he still supervises. He also shepherded the franchise series *Unsolved Mysteries*, which recently left the schedule, and was involved in choosing Jay Leno to host *The Tonight Show*.

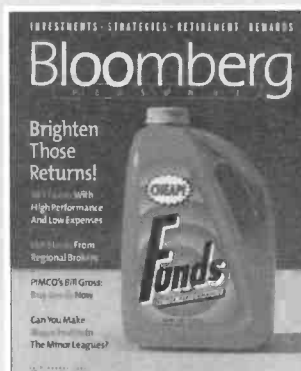
**ABC to Do More A&E Bios**  
ABC News will increase its production for A&E's signature series, *Biography*. The news division already has produced about 40 episodes of *Biography* since 1994 and will produce 40 more over the next two years, including installments on James Earl Ray, Thurgood Marshall, Wayne Newton, Leni Riefenstahl and Nelson Rockefeller. ABC owns 37.5 percent of the cable network.

**CBS Extends PGA Deal**  
CBS Sports last week reached an agreement with the Professional Golf Association of America to extend the broadcast rights to the PGA Championship through 2005. CBS acquired the rights to the PGA Championship in 1991. Sites for upcoming PGA Championships

are: Winged Foot Golf Club, Mamaroneck, N.Y., 1997; Sahalee Country Club, Seattle, 1998; Medinah Country Club, Chicago, 1999; Valhalla Golf Club, Louisville, Ky., 2000; Hazeltine National Golf Club, Chaska, Minn., 2002; Oak Hill Country Club, Rochester, N.Y., 2003; and The Country Club, Brookline, Mass., 2005.

the contract out or wait for it to expire, and then add the station to the company's planned seventh national broadcast network.

**Lucent, Nielsen Share Info**  
Lucent Technologies and Nielsen Media Research have signed an agreement to partner in a broad range of information technologies. Nielsen said it plans



### Riding a bullish tide to higher frequency

Less than a year after its launch, *Bloomberg Personal* last week announced that it will double its frequency to monthly, starting with the September issue. *Bloomberg Personal* has positioned itself as a book that teaches readers how to analyze and choose investments with a long-term view, said editor Bill Inman. "A growing number of investors are realizing there's a world of choices beyond information presented in mass-market magazines," Inman said. "Those are the investors we had in mind when we created *Bloomberg Personal*, and the response has been overwhelming." *Bloomberg Personal's* circulation is 160,000. The September issue will hit newsstands on Aug. 19. The title is published by Bloomberg L.P., the finance-oriented multimedia company.

### Paxson Bids First on KADY

Paxson Communications has made an \$8 million bid for Riklis Broadcasting's recently bankrupted Oxnard, Calif., UPN affiliate, KADY-TV. But the sale of the UHF station is far from final; it is subject to an auction to occur in the fall that may unseat Paxson. In any case, the purchase would be subject to Federal Communications Commission approval. The station's affiliate contract with the UPN remains at issue. Paxson could either buy

to leverage Lucent's work in advanced video and audio in an accelerated series of research and development projects that may enable the introduction of new audience-metering technology.

### HBO Gets Into Kids Biz

Venturing into kids territory, HBO has made a deal with Jim Henson Productions to air an episode of Jim Henson's *The Storyteller* and four installments of Jim Henson's *Greek Myths* that have never been seen on

## 'Personal' Issues Go Monthly

# Media Notes

CONTINUED

U.S. television. In all, nine episodes of *The Storyteller* will be shown, including one "lost" segment that never aired. The animated series, which premiered on HBO in 1987 combining live action and puppetry, was written by Oscar winner Anthony Minghella (*The English Patient*). Neither *The Storyteller* nor *Greek Myths* has been available in the U.S. on home video or in syndication. Specific airdates have not been set.

## Prisma to Shop World Cup Rights

Prisma Sports & Media, a Swiss-based sports rep firm, will market the worldwide TV rights to the 2002-2006 FIFA World Cup soccer tournaments. The Kirch Group, which controls the rights to the world's largest sports event, not only granted Prisma the rights, it has taken a 25 percent ownership stake in Prisma. The rights package covers all TV markets outside the U.S.

## Clear Channel to Buy WZTR

Clear Channel Communications has expanded its presence in Milwaukee with last week's purchase of oldies-format WZTR-FM from Madison, Wis.-based Shockley Communications for \$14.5 million in cash. Clear Channel also owns Milwaukee's WKKV-FM, an urban contemporary; WMIL-FM is country; and WOKY-AM is nostalgia/big band. Clear Channel owns or programs 170 radio stations and 19 TV stations in 39 markets.

## Universal Rolling With 'Maury'

Just a month after signing a deal to become the new distributor for *The Maury Povich Show* starting with the fall 1998 season, Universal Enterprises has already received re-up commitments from 41 TV stations (representing 56

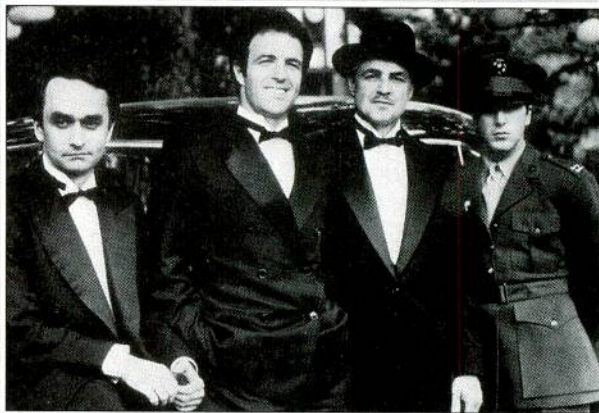
percent U.S. market coverage) currently carrying the talk show. Top-market stations that have resigned include WNBC in New York, KCAL in Los Angeles and WGN in Chicago. In addition to the NBC Television Stations, other major group deals have been signed with Fox, Hearst-Argyle, Post-Newsweek, Young Broadcasting, Pulitzer Broadcasting, Scripps-Howard Broadcasting and LIN Television Corp. Universal takes over the distribution rights from Paramount.

## Kramer Upped at DIC

Gary Kramer has been promoted to director of sales, DIC Merchandising, overseeing licensing of DIC Entertainment properties including the new *Mummies Alive* syndicated series by Ivan Reitman and *Where on Earth Is Carmen San Diego?*, formerly on Fox Kids Network. In related news, *Mummies Alive* will get a major promotional push this fall from retail giants K mart and Wal-Mart through contests and in-store signage. Toy licensee Hasbro Inc. has committed to a "six-figure" on-air campaign prominently mentioning K mart and *Mummies*, according to Joy Tashjian, president of worldwide marketing for DIC Entertainment. Claster Television has sold the morning half-hour strip within 7-9 a.m. windows in 112 markets representing 89 percent of the country.

## Y&R Sells Clients Reruns

Young & Rubicam New York plans to lead some of its clients down the path of addressable advertising, thanks to a deal signed with Your Choice TV. Y&R is the first agency to sign with YCTV, which plans to offer time-shift programming, letting subscribers purchase



**Mob scenes: (l. to r.) John Cazale, James Caan, Marlon Brando and Al Pacino make a comeback on USA**

## USA Honors the Father

USA Network will celebrate the 25th anniversary of the release of *The Godfather* the week of July 21, as part of its summer prime-time lineup. Beginning July 22, USA will run the original movie airing over two nights, followed by *The Godfather II* the next two nights, all from 9-11 p.m. The following weekend, USA will air a recut, nine-hour amalgam of both movies, rearranged chronologically. That film, called *The Godfather Saga*, includes footage not included in either original flick. The first five hours run on July 26 from 5-10 p.m.; *Saga* concludes July 27 from 4-8 p.m.

reruns of popular programming for a nominal fee on a pay-per-view basis. By selling advertisers into those reruns, YCTV hopes to deliver a far more targeted audience.

## The WB Ups Daniels to EVP

One of the top execs at The WB has signed a new four-year contract and has been promoted. Susanne Daniels becomes executive vp of programming for the young network. She has been instrumental in developing many WB shows, including the breakout hit *Buffy, the Vampire Slayer*; the net's top-rated show; *The Jamie Foxx Show*; and *Dawson's Creek*, which premieres later this year. Daniels was hired by WB founders Jamie Kellner and Garth Ancier at the network's inception.

## 'Despierta' Scores for WXTV

WXTV, the Univision Television Group's Spanish-language station in the New York market, scored big ratings with its May-sweeps debut of a.m. talk show

*Despierta America* (*Wake Up America*). *DA* pulled in a top-ranked 7.8 rating/27 share average from 7-9 a.m. in Nielsen's Hispanic Station Index. The two-hour morning program helped WXTV post an impressive 170 percent share increase over year-ago programming in its time period (a 2.5/10).

## 'Arthel & Fred' Preps for Fall

All American Television has added to the production ranks of its syndicated talker *The Arthel & Fred Show* in preparation for a Sept. 8 launch. Paul Buccieri and Robert Weiss, the show's creators and executive producers, along with co-executive producer Judy Meyers, named the following new staffers: Michael Weinberg, supervising producer; Steve Grant, director; Susan Gold and Laurie Muslow, talent execs; writing partners Liz Tucillo and Craig Carlisle have signed on as comedy executives; and Kevin Rupnick is on board as production designer.



# Students Talk Back

(ENTHUSIASTICALLY)



*"I thought the pace and level of detail gave me a great overview...in addition the instructor's industry experience aided immensely in his use of examples."*

D.J. VIOLA, ASSISTANT BUYER,  
GM MEDIAWORKS

*"Great class! Learned a lot! Thanks!"*

ASHLEY NEWMAN, MEDIA COORDINATOR  
LOEFFLER KETCHUM MOUNTJOY



*"The Media School provided me with a solid foundation for developing effective media plans and analyzing media buys."*

KARLA HUFF, MARKETING MANAGER  
NIKE

## WHO SHOULD ATTEND?

**AGENCY** – Media Planners, Buyers, Media Directors, Account Executives, Account Managers...

**CORPORATE** – Advertising Directors, Media Managers, Marketing Directors, Brand Managers...

**ADVERTISING SALES EXECUTIVES** – Broadcast, Cable, Print, Out-of-Home, Point-of-Purchase, New Media...

**ANYONE WHO NEEDS MORE KNOWLEDGE IN** – terms, planning, buying, negotiation, media evaluation...

## OUR TEACHERS

Our teachers paid their dues at agencies like J. Walter Thompson and DDB Needham. They translate media jargon into English and share their professionalism with you.

## EXTRA-PRESENTATION SKILLS WORKSHOP

Add an optional third day and practice organizing and presenting a real media plan. We'll help make you a star.

**COST 2-DAY – \$750 30-DAY ADVANCE REGISTRATION.**

For more information: Call 610-649-0704; Fax 610-642-3615

Mail: Box 110, Ardmore, PA19003; email: mediaschool@juno.com

## THE MEDIA SCHOOL

A Division of MEDIAWEEK MAGAZINE

Please send me more information. I'm interested in:

- |  |   |
|--|---|
| <input type="checkbox"/> SAN FRANCISCO, JULY 17, 18              | <input type="checkbox"/> TAMPA, NOVEMBER, 6, 7                  |
| <input type="checkbox"/> BALTIMORE, JULY 17, 18                  | <input type="checkbox"/> SAN FRANCISCO,<br>NOVEMBER 12, 13, 14* |
| <input type="checkbox"/> MINNEAPOLIS, JULY 24, 25                | <input type="checkbox"/> BOSTON, NOVEMBER 13, 14                |
| <input type="checkbox"/> DETROIT, AUGUST 7, 8                    |   |
| <input type="checkbox"/> NEW YORK, AUGUST 14, 15                 | <input type="checkbox"/> NEW YORK, DECEMBER, 4, 5               |
| <input type="checkbox"/> DENVER, AUGUST 19, 20                   | <input type="checkbox"/> LOS ANGELES,<br>DECEMBER 9, 10, 11     |
| <input type="checkbox"/> SAN DIEGO, SEPTEMBER 9, 10              | <input type="checkbox"/> CHICAGO, DECEMBER 10, 11, 12           |
| <input type="checkbox"/> ROCHESTER, SEPTEMBER 11, 12             |   |
| <input type="checkbox"/> CHICAGO, SEPTEMBER 17, 18, 19*          |   |
| <input type="checkbox"/> WASHINGTON DC,<br>SEPTEMBER 24, 25, 26* | *PRESENTATION SKILLS WORKSHOP<br>OFFERED IN THIS CITY           |
| <input type="checkbox"/> NEW YORK, OCTOBER, 15, 16, 17*          |   |
| <input type="checkbox"/> DALLAS, OCTOBER, 16, 17                 |   |
| <input type="checkbox"/> ATLANTA, OCTOBER, 21, 22                |   |
| <input type="checkbox"/> CINCINNATI, OCTOBER, 29, 30             |   |

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Mail to: The Media School, Box 110, Ardmore, PA 19003

Fax to 610-642-3615

# THE MEDIA SCHOOL

mediaschool@juno.com

## BIG DEAL

### COLGATE TARTAR CONTROL PLUS WHITENING

**Advertiser:** Colgate-Palmolive  
**Agency:** Young & Rubicam, N.Y.  
**Begins:** Oct. 1  
**Budget:** \$29 million  
**Media:** Breakdown unavailable

The marketing battle over shiny smiles will intensify next month when Colgate-Palmolive drops \$29 million in ad support behind a new toothpaste entry, Colgate Tartar Control Plus Whitening. It's the latest salvo in a category-wide whitening-product blitz that will also see entries this summer from SmithKline Beecham and Chesebrough-Pond's.

The Colgate product ships to retail in August and will flank last year's big entry, Colgate Baking Soda & Peroxide Whitening toothpaste. C-P's marketing plan includes specific campaigns for Hispanic and African-American consumers.

The support level for Tartar Control Plus Whitening exceeds the budget for the baking soda and peroxide product launch last year, indicating C-P's belief in whitening technology. According to Colgate, the whitening segment of the \$1.5 billion U.S. toothpaste category is growing by 66 percent, versus less than 1 percent growth for the category as a whole.

The new entry also offers Colgate a whitening product that competes in the tartar control segment, which remains the biggest slice of the category overall.

In the year ended May 25, Colgate was the No. 2 toothpaste manufacturer with \$288 million in sales, up 3.3 percent from the year before, according to Information Resources Inc. Crest, from Procter & Gamble, was the top-seller with \$387 million in revenues.

SmithKline Beecham will also add to its whitening arsenal with the launch of Aquafresh Whitening Striped Gel, now rolling into stores. Budget couldn't be determined, but one buyer said Beecham and agency Grey Advertising, N.Y., will tag mentions for the new product onto spots for Aquafresh Whitening toothpaste, launched in 1995. That brand got \$16.7 million in ads last year, according to Competitive Media Reporting.

—Sean Mehegan

# Real Money

## ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

### WRANGLER WESTERN WEAR

**Advertiser:** VF Corp.  
**Agency:** The Martin Agency, Richmond, Va.  
**Begins:** July 25  
**Budget:** \$13 million-plus  
**Media:** TV  
 VF Corp.'s Wrangler will on July 25 launch its biggest-ever fall Western wear campaign, a \$13 million-plus effort aimed at the everyman and everywoman who'd like to tap into the sense of freedom the Western life evokes.

The two spots, directed by Bob Giraldi, will air nationally on network and cable in 30- and 60-second versions. The buy includes *Monday Night Football* and movies on ABC; *Walker*, *Texas Ranger* and *48 Hours* on CBS; and other sporting events and sitcoms.

Both spots in the "Urban Fantasy" campaign highlight Wrangler's core product, cowboy-cut jeans, and provide escapism through Western imagery. Although "Cattle Drive" features only men's product, both spots should appeal to both men and women, said Brian Goldberg, Wrangler's vp-marketing communications.

Wrangler's 1996 market share of the denim category was slightly more than 10 percent. Along with its other brands, such as Lee, VF Corp.'s share was about 30 percent, said Oppenheimer & Co. analyst Leslie McCall. VF's total sales were \$5 billion. Ad spending for the overall Wrangler brand, which includes Western and Mass Market divisions, was \$23 million in 1996, according to Competitive Media Reporting. This figure has increase about 35 percent during 1997, a Wrangler rep said. —Becky Ebenkamp

### CELESTIAL SEASONINGS PRODUCTS

**Advertiser:** Celestial Seasonings  
**Agency:** Dailey & Associates, L.A.  
**Begins:** August  
**Budget:** \$12 million  
**Media:** TV, print, radio  
 Celestial Seasonings will devote \$12 million in advertising to its various products during

the fall cough and cold season, about three times what the company spent last year, as it extends its franchise with a line of herbal dietary supplements.

The new Celestial Herbal Extracts, seven products ranging from ginkgo to echinacea to ginseng, will get about \$2 million in ads starting in August with radio ads, to be followed by print in *Health and Prevention Family*, among other publications.

CS will also spend \$10 million on ads for its teas via network cable and spot TV starting in early September, with FSIs planned for November and January. Last year, CS spent about \$4 million on its tea line, per CMR.

The sharp ramp-up in spending is the result of heightened competition in the estimated \$900 million herbal remedy category, growing by 20 percent or more yearly. A number of smaller companies have launched herbal lines with aggressive ad budgets of \$10 million or more, raising the stakes for the more established players.

In the year ended May 25, Celestial Seasonings was the No. 2 brand in the \$640.4 million tea category with \$72.3 million in sales, per Information Resources Inc. Lip-ton led the segment with about \$250 million in sales. —Sean Mehegan

### HARLEY-DAVIDSON

**Advertiser:** Harley-Davidson  
**Agency:** Carmichael-Lynch, Minneapolis  
**Begins:** August  
**Budget:** \$3 million (est. annual total)  
**Media:** TV

Harley-Davidson next month takes the wraps off two new bikes as it returns to active advertising to soften its image with less testosterone and leather and more "poetry" of the open road.

The No. 1 cruiser motorcycle manufacturer did minimal advertising last year, but next month it will break a TV spot for its





# CMR Top 50

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

Week of June 23-29, 1997

Rank	Brand	Class	Spots
1	MCDONALD'S	V234	93
2	WENDY'S	V234	46
3	BURGER KING	V234	41
4	DOMINO'S PIZZA	V234	31
5	TYLENOL--EXTRA STRENGTH GLTB	D211	30
6	KODAK--CONVENTIONAL FILM	G230	27
7	GENERAL MILLS--TEAM CHEERIOS CEREAL	F122	26
8	COLGATE--WAVE TOOTHBRUSH	D121	23
9	RED LOBSTER	V234	21
10	1-800-COLLECT	B142	20
	PAYLESS SHOE SOURCE	V313	20
12	DOWNY ULTRA FABRIC SOFTENER DISPENSER	H235	18
	MILLER LITE BEER	F310	18
14	M&Ms	F211	17
15	LIFE SAVERS CANDY	F211	16
	SEARS--AUTOMOTIVE	V321	16
	WILLOW LAKE--SHAMPOO & CONDITIONER	D142	16
18	BOSTON MARKET	V234	15
	FORD TRUCKS--WINDSTAR	T117	15
	NIKE--MEN'S SNEAKERS	A131	15
	NISSAN AUTOS--MAXIMA	T112	15
	OLIVE GARDEN RESTAURANT	V234	15
	SPRINT LONG DISTANCE--RESIDENTIAL	B142	15
	WRIGLEY'S--EXTRA CLASSIC BUBBLE GUM	F211	15
25	FORD AUTOS--CONTOUR	T111	14
	KINGSFORD MATCH LIGHT CHARCOAL	H234	14
	KRAFT--MACARONI & CHEESE DINNER	F125	14
	LOREAL BODYVIVE--SHAMPOO	D142	14
	MAYTAG--REFRIGERATORS	H211	14
	PANTENE PRO-V--SHAMPOO & CONDITIONER	D142	14
	POST--WAFFLE CRISP CEREAL	F122	14
	TACO BELL	V234	14
	WARNER BROS.--WILD AMERICA MOVIE	V233	14
34	7 UP--REGULAR & DIET	F221	13
	KELLOGG'S--CRISPIX CEREAL	F122	13
	PEPCID AC HEARTBURN TABLETS	D213	13
	RAGU HEARTY--SPAGHETTI SAUCE	F117	13
38	AMERICAN DAIRY ASSN--CHEESE	F131	12
	AMERICAN EXPRESS--TRAVELERS' CHEQUES	B150	12
	BUENA VISTA--NOTHING TO LOSE MOVIE	V233	12
	CLAIROL NATURAL INSTINCT--HAIR COLOR	D141	12
	COCA-COLA CLASSIC	F221	12
	MILLER GENUINE DRAFT BEER	F310	12
	NABISCO--AIR CRISP CRACKERS	F163	12
	PEPSI	F221	12
	SCHICK TRACER FX--RAZOR	D126	12
	SEARS--BUILDING SUPPLIES	V321	12
48	AQUA FRESH--WHITENING TOOTHPASTE	D121	11
	COLUMBIA--MEN IN BLACK MOVIE	V233	11
	HALLMARK--CORP.	B321	11

new Sportster bike, its least expensive cruiser, and will roll out another model soon thereafter, both under the 4-year-old tagline, "The Legend Rolls On." Harley spent less than \$1 million last year, according to Competitive Media Reporting, but is expected to spend more than \$3 million by year's end as it looks to paint a more accessible image with a more accessible product as it faces a raft of new competition and cannot meet demand for its bikes, with consumers selling their spots on dealer waiting lists.

BMW is launching its first-ever cruiser this summer. Polaris Industries is gearing up for its entry into the motorcycle, specifically the cruiser, market. A startup company, Excelsior-Henderson is starting in the cruiser category as well.

Harley ads in July magazines offer an image teaser to the upcoming product launch, themed around an imaginary book. In one ad, the headline reads, "Chapter 16: The Hopelessly Addicted," while the copy that follows is presented as an excerpt from "The Book of Harley-Davidson." "There's devotion, and there's whatever you call what



Harley rolls a more accessible image.

gets inside the heart of the Harley-Davidson rider," the copy begins. It is a big departure from the large art and short headline format used in recent years, and the print schedule includes *Rolling Stone* and *Men's Journal* along with enthusiast magazines.

"Because of our heritage, we can say things that others wish they could say," said advertising manager Tom Watson. "We have incredibly high unaided awareness. What we're going for here is strategic awareness through the long copy and by being in a new assortment of titles." —David Kiley

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

# Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

## Quizzically Yours

SHOCKING POLLING FIGURES FROM THE MEDIA PERSON Research Bureau indicate that an unacceptably

high percentage of you have been using summer vacation and general lethargy as excuses to slack off on your responsibility to keep up with current events. MP ought to chastise you severely for your dereliction. But because he is a caring, giving, nurturing human being, he instead opts for a better way: education. ♦ Simply take the quick and convenient Media Person Current Events Quiz and you'll learn all you need to know to be a good citizen who pays his or her taxes on time and does

not play heavy-metal music at night, disturbing the neighbors. Just check the correct answer after each question below. Because MP knows your patience is limited, the test is single-choice.

1. Name a famous space station that breaks down two or three times a day. (CLUE: It's "rim" spelled backwards.)

Answer: Technically, Mir is not actually a space station at all but the press preview of a realistic new ABC sitcom that will be premiering in the fall. Titled *Men Behaving Ineptly*, the series follows the wacky adventures of

a rickety old spacecraft piloted by two Russians and two Americans, none of whom can understand the others' language and constantly bicker over who should go outside and fix the solar power panels that are always on the fritz. From all indications, the show should be a laff riot, unless it crashes and burns before September and/or Jamie Tarses gets fired.

2. What well-known international military organization, based in Europe and named after a prominent ocean, recently admitted new members?

Answer: Once the evil Soviet Union suffered its embarrassing collapse, NATO could have simply gone the way of so many obsolete military alliances, handing out medals to

everyone involved, calling the movers and turning off the power. But that would have been the coward's way out. Instead, NATO officials did some hard thinking and came up with a creative solution: expansion! Today NATO has well over 640 member nations, including the latest three initiates, Bermuda, Sea World and The Sharper Image, and is eagerly looking forward to the day when an enemy will appear. In the meantime, it is con-

### What unstable Time Warner exec recently called for replacing what country's unsingable national anthem with "America the Beautiful"?

sidering the possibility of declaring war on Mike Tyson.

3. What unstable Time Warner executive married to a humorless actress recently called for replacing what country's unsingable national anthem with "America the Beautiful"?

Answer: In a speech before the prestigious American Association of Dozing Chair Filers, Ted Turner proclaimed that "The Star-Spangled Banner," one of America's few patriotic songs not written by Irving Berlin, was too warlike. Immediately, the PC light flashed on and the audience rose as one, pumping fists into the air and chanting, "Ted! Ted! Ted!" A Time/CNN/TBS poll showed that 86 percent of Americans agreed with

Turner, with 11 percent favoring "We Will, We Will Rock You." (The rest were tone-deaf.) The only American dissenting was Andy Rooney, who stated, "I think you need a warlike anthem to get the players riled up before hockey games."

4. What insect is being imported from South America to control the ferocious fire ant, a builder of mounds across the South and the source of a painful bite that can kill allergic people and livestock? (Clue: Correct answer DOES NOT involve Mike Tyson.)

Answer: Department of Agriculture scientists began releasing thousands of Brazilian phorid flies in Florida last week. This creature, the mortal enemy of the fire ant, lays its egg inside the ant's body. The larva then hatches and eats its way toward the ant's head, eventually causing the head to fall off. This confuses the fire ant and causes it to bump into other ants, causing arguments and fights to break out in the anthill. Once the fire ants have been eliminated, the scientists will begin searching for a way to control the phorid flies.

5. What corrupt Western desert state revoked Mike Tyson's boxing license for reckless dining?

Answer: Nevada. (Sometimes you have to give 'em an easy one or they get frustrated and quit.)

6. What two amazing facts have scientists gleaned from NASA's Mars Pathfinder mission?

Answer: First, they learned for the first time the chemical composition of the Red Planet's surface: It is made up of dirt. Second, and perhaps even more important, they discovered that the six-wheeled Sojourner rover, which in three days on Mars covered a distance of approximately 10 feet, is not going to sell as well as had been hoped as a sport-utility vehicle for the average middle-class Martian family.

Key: If you answered four questions correctly, you're safely average and will blend in happily with the populace. More or less than that, you stick out. You're a nonconformist. Watch out, they're gonna get you. ■





The images of luxury products create a timeless dream

# LUXE

Inside Marketing to the Elite

1 Year (4 issues) - \$24.95

In November 1997, Adweek Magazines will launch a new publication devoted to the exclusive world of marketing luxury goods and services. Make sure you're among the first to receive the premiere issue.

Order your subscription today!

To order, or for more information, call

(800)722-6658

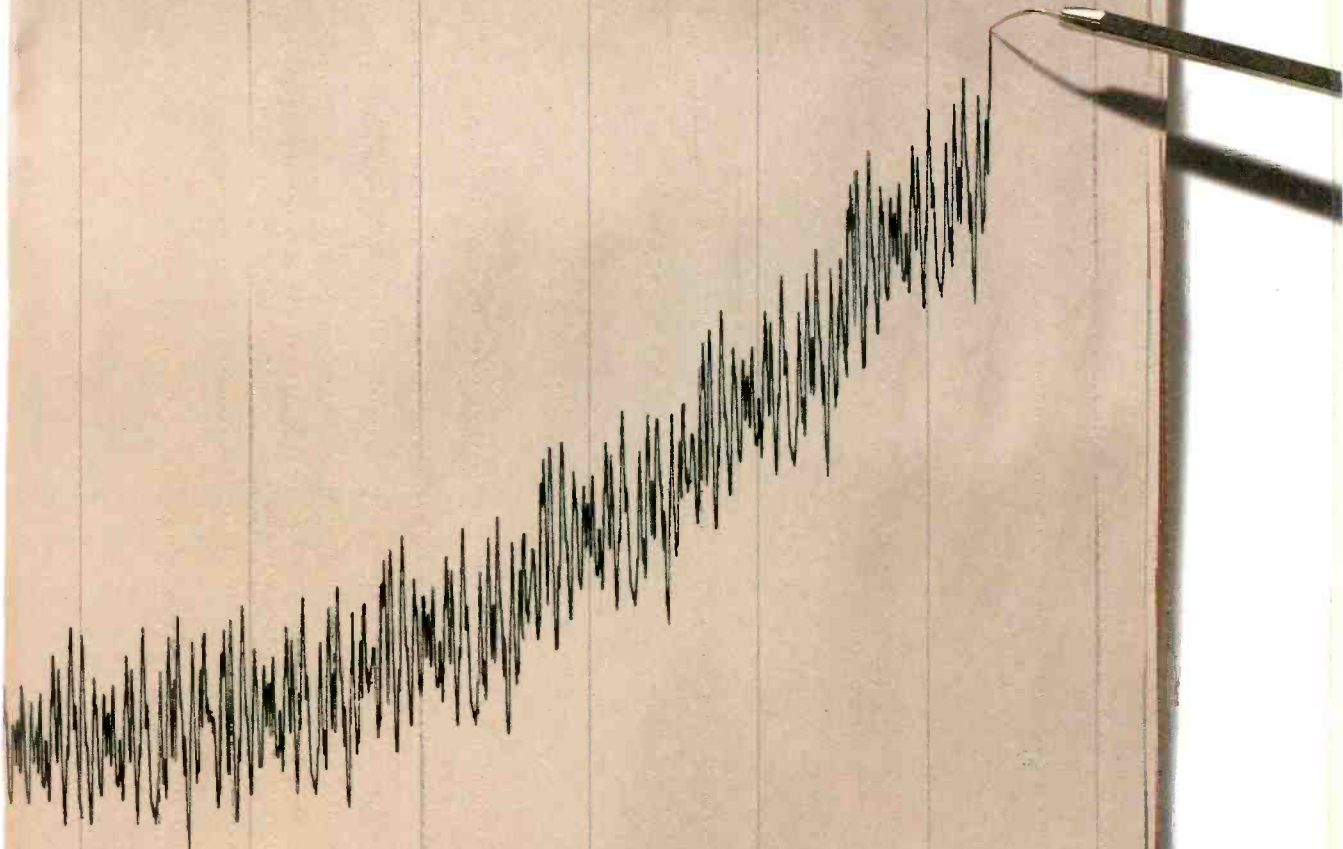
Or use the order card contained in this issue.

# Los Angeles Times

CIRCULATION  
1,964,777 DAILY / 1,314,000 SUNDAY

DAILY 85¢  
DESIGNATED AREA 95¢

IF YOU FEEL A SUDDEN MOVEMENT  
IN L.A., IT'S PROBABLY COMING FROM  
THE LOS ANGELES TIMES.



*More growth than any other paper in the country.*

**+47,691\* daily.**

People are shifting to The Times because we listen to our readers' needs and give them more of what they want from a daily newspaper. That's the same way we do business with our advertisers. When you advertise in The Times, you market to Los Angeles with the most effective and trusted media partner in Southern California. Innovative. Influential. Indispensable. And growing. The Los Angeles Times.

\*Audit Bureau of Circulation FAS-FAX, 6 months ending March 31, 1997.

Call 213-237-3146 to find out how The Times can make your business move and shake in Los Angeles.