

MEDIAWEEK

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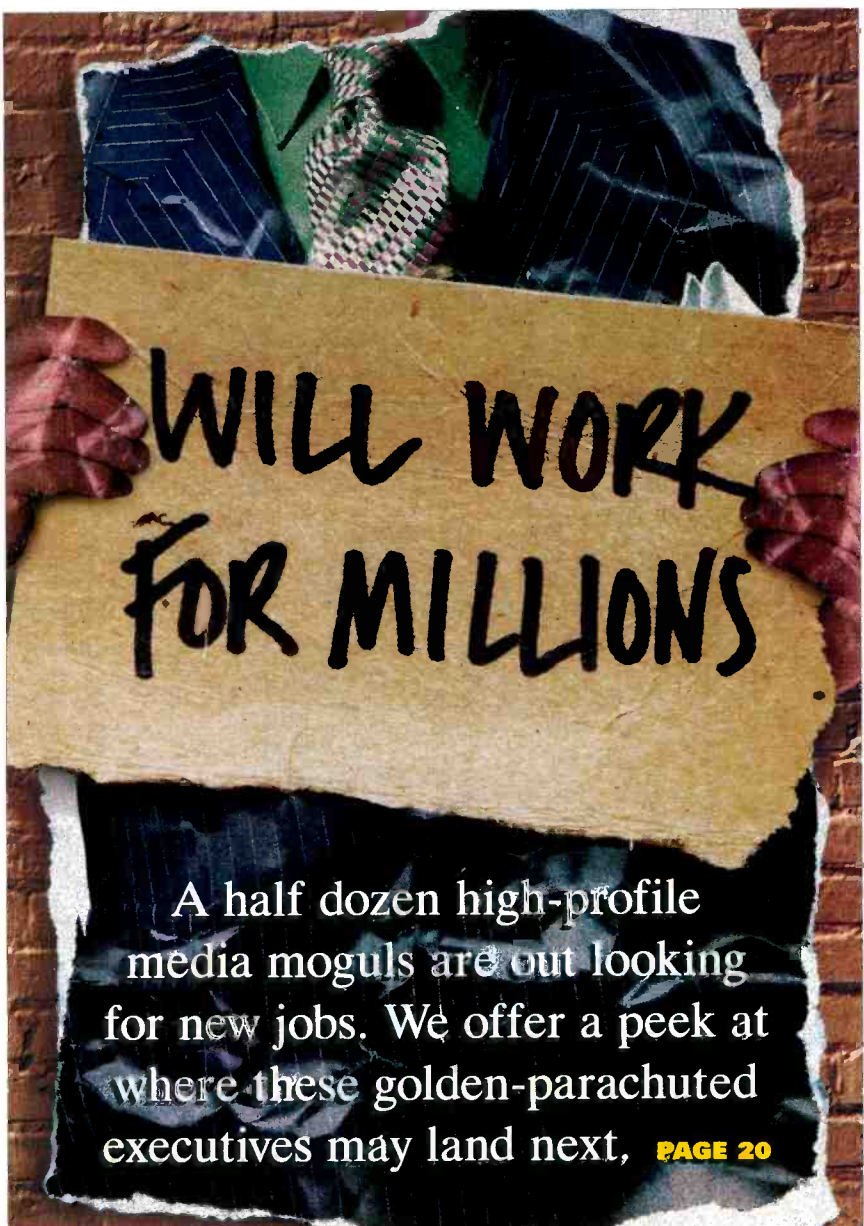
Jacor: Next in Line

No. 3 radio group seen as switching from buyer to seller **PAGE 4**

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A half dozen high-profile media moguls are out looking for new jobs. We offer a peek at where these golden-parachuted executives may land next, **PAGE 20**

MARKET INDICATORS

National TV: Moving
4th-quarter scatter money is still coming in, but the majority of business is done. Prices remain 15-20 percent over record upfront CPMs.

Net Cable: Active
Market is flush but has few places to spend. Some niche nets are boosting CPM increases north of 20 percent. The majors are closer to 5 percent.

Spot TV: Healthy
Political buys are heating up the Northeast. Football, baseball play-off inventory is moving well. Autos, movies, telecom, package goods all brisk. Market is awaiting usual boom in 4th-quarter toy biz.

Radio: Tighter
Little inventory is available for mid-October, and buyers forecast big business for November TV sweeps as increasingly radio-reliant cable nets compete with broadcast in holiday crush for prime ad time.

Magazines: Solid
Automotive, building materials and luxury goods are spending big; fashion also is strong. One shelter book just closed its fat-test issue of the decade.

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Laura K. Jones SEP 30 1997

AT DEADLINE

Broadcaster Lee Still Fighting for License

Lawyers for veteran broadcaster Zeb Lee of WZLS in Asheville, N.C., argued before the federal court of appeals in Washington on Sept. 26 that their client should be able to keep his interim license. Biltmore Forest Consortium, whose owners include Rep. Mel Watt (D-N.C.), now operates the station, which has been the subject of a 10-year ownership battle. A new provision in the federal budget bill would mandate auctions for the few stations whose ownership disputes are still alive at the FCC. The appeals court asked the FCC in a letter to explain how this new law would affect Lee's case. The answer was: We're not sure. The statute says auctions are mandatory, but the conference report isn't as clear. Meanwhile, North Carolina Republican senators Jesse Helms and Lauch Faircloth have expressed concern that the nominee to chair the FCC, William Kennard, will be confirmed this week, before the Lee case is resolved. Kennard, an acquaintance of Rep. Watt, was FCC general counsel during crucial decisions in the case.

Comcast Confident Against DirecTV

A Comcast Corp. executive said last week the company is confident it will not be penalized by the FCC over a complaint by DirecTV last week that charges Comcast with unfair methods of competition. DirecTV filed the complaint over Comcast SportsNet, a regional sports network to launch in Philadelphia on Oct. 1. Comcast has refused to offer the service to DirecTV. Joe Waz, vp of external affairs and public policy for Comcast, said the part of the 1992 Cable Act that forces cable operators to make their networks available to competing distributors pertains only to satellite-delivered services. Comcast SportsNet is delivered to area cable and wireless operators by microwave.

Sponsors Exit ABC's 'Sacred' Drama

Following a boycott call from the Catholic League for Religious and Civil Rights, five advertisers have withdrawn their ads from ABC's new drama *Nothing Sacred*. According to the League, Weight Watchers, Isuzu, Kmart, Benckiser and DuPont asked ABC to shift their ads from the drama about a rebellious priest to other ABC programs. A Weight Watchers representative said the company wanted its ads moved in response to consumer complaints about the show's controversial plots. A Kmart representative confirmed the retailer is moving its ads, but said they ran mistakenly in the premiere episode because of the premiere-date change; Kmart had told ABC it wished to avoid *Nothing Sacred*.

Miller Seen As Buyer for NYT Co. Magazines

The New York Times Co. is about to wrap up its long-running effort to sell most of its magazine properties. "We have a primary candidate, and we hope to make an announcement [about the buyer] by the end of the month," Gordon Medenica, group publisher of the six titles on the block, including *Tennis* and *Snow Country*, said last week. "It's in the lawyers' hands now." Medenica would not identify the candidate, but a well-placed source at the magazine group said that it is Miller Publishing. Another Times source said the asking price is well under the once-rumored \$100 million. Miller has assembled an eclectic group of properties in recent months, acquiring *Vibe*, *Spin* and *Where*, a tourist guide. A Times Co. representative declined to comment on the sale; phone calls to Miller went unreturned.

Sullivan Resigns UPN Post

The suspense about whether Mike Sullivan, UPN's president of entertainment, would stay with the network under new chairman Dean Valentine ended last week with Sullivan resigning. Sullivan said he would not seek a new contract upon the expiration next month of his current deal. He plans to start his own independent film company. A UPN representative declined to comment on who Valentine is considering for Sullivan's replacement. Hollywood insiders said that NBC Productions' Tom Noonan and DreamWorks' Dan McDermott are likely candidates.

CBS Celebrates Christmas With Tiger

As CBS Sports looks to grab a piece of new NFL or NBA TV contracts, it is launching a premier sports event all its own: *Tiger and Friends*, an all-star golf outing pitting star swinger Tiger Woods against Ken Griffey Jr., Kevin Costner and possibly Michael Jordan. Slated to air on Christmas Day from 2-4 p.m., the match will be formatted so that every time Tiger loses a hole, the threesome playing against him gets to remove a club from his bag. Woods' rep firm, IMG, Cleveland, is selling ads; sources familiar with the show said AmEx and Nike are likely to sponsor.

Gaylord/Westinghouse Gets IRS Nod

Gaylord Entertainment Co. said it received a favorable ruling last week from the Internal Revenue Service on its tax-free, \$1.55 billion merger with Westinghouse. The deal, expected to close Sept. 30, gives Westinghouse control over The Nashville Network and Country Music TV.

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Fox Affils Hurry to Fill 'Vicki' Void; Syndicators Rush In

Fox's abrupt announcement last week that it will cancel *The Vicki Lawrence Show* on Oct. 3 after a five-week run has affiliates scrambling to fill the 9-10 a.m. time slot and syndicators moving quickly to provide replacement programming.

The failure of *Vicki*, which averaged a 0.9 rating/4 share, ends Fox's year-long attempt to fill the time period with its own programming; *Vicki* predecessor *Fox After Breakfast*, a hit on Fox's FX cable network, never caught on after Fox moved it to broadcast.

On many Fox stations, *Vicki* lead-out *Home Team With Terry Bradshaw* has also been struggling, averaging a 1.0 rating/5 share since its Sept. 8 premiere.

Affiliates said they will likely use short-term solutions to fill the *Vicki* slot, including syndicated sitcoms or second-run talk shows. Syndicators are expected to roll out several new talk shows earlier than expected. Columbia TriStar, which has scheduled a fall 1998 rollout of *Donny & Marie*, hosted by the Osmond singing duo, may move the premiere to as early as January, station sources said. ColTriStar reports that in less than a month it has sold *Donny & Marie* in 115 markets representing 75 percent U.S. coverage.

MGM Domestic Television has also indicated it may bring out its Meshach Taylor talk show early, according to Fox affiliate sources. Station reps in New York said that MGM has been scheduling station presentations for the project, which is in finished pilot form. MGM officials were unavailable for comment.

Syndicators with incumbent shows also are making moves to fill Fox stations' morning slots. Bob Raleigh, senior vp of Worldvision Enterprises, said that a dozen Fox affiliates have signed on for second runs of Worldvision's courtroom strip *Judge Judy* in the 9-10 a.m. time slot since the *Vicki* cancellation announcement. —Michael Freeman

Consumer Groups Ask FCC To Freeze Cable Rates

Cable operators came under fire again last week from a variety of consumer groups for raising (continued on page 6)

Once a Buyer, Now a Seller

Jacor seen as switching sides in merger roulette

RADIO / By Claude Brodesser

Having come up short in bidding wars for two major station groups in recent weeks, Jacor Communications, the country's third-largest radio company, may soon become a seller. Sam Zell, the Chicago real estate magnate who controls Covington, Ky.-based Jacor, is said to be mulling a merger or outright sale of the 164-station group after failing to convert two bids to grow the company.

A highly placed source at Hicks, Muse, Tate & Furst, the U.S.' second-largest radio group, said last week that his company has had discussions with Jacor about a possible deal. "Jacor is

ton-based American Radio Systems (which was sold this month for \$2.6 billion to CBS) and for New York-based SFX (sold in August for \$2.1 billion to Hicks, Muse's CapStar Broadcast Partners unit). As the wave of consolidation touched off by relaxed station-ownership regulations in the Telecommunications Act of 1996 continues, the mantra has become "Get big or get out."

With ARS and SFX gone, the list of large, independent radio groups has now dwindled to just a handful. Analysts last week said that it would make sense for such companies—including Jacor, Emmis Broadcasting and Cox Radio—to sell out now while prices are high. Jacor's stock jumped 6.4 percent last week, from 42¹/₁₆ on

Sept. 22 to 44³/₄ at the market's close last Friday.

Jacor, a mixed bag of large- and small-market stations, would make a good fit with Hicks, Muse, analysts said. Hicks has set up separate operating units for stations in large and small markets, and the company is not afraid to spend money to grow—it has doled out close to \$4 billion in the past three months alone to acquire

radio and TV properties.

"Jacor could be a perfect fit for Hicks," said Thom Moon, senior vp at Duncan's American Radio, a radio economics research group.

Another plus for a Jacor-Hicks link is that there is little overlap between the two companies' station rosters, so a deal would not likely encounter regulatory problems. Denver is the only market where there would be considerable overlap; Jacor owns nine stations in the market, while Hicks' Chancellor Media unit owns six.

Speculation abounded last week that Walt

Cluster Clout

Jacor Communications owns multiple outlets in several of the U.S.' largest radio markets:

Market (rank)	Stations	Total Ad Revenue in Millions (est.)	% Market Share (est.)
Los Angeles (2)	1 FM, 1 AM	\$28.1	5.3
Atlanta (10)	3 FM, 1 AM	43.0	22.3
Cleveland (13)	1 FM, 2 AM	13.6	17.0
Tampa (15)	5 FM, 2 AM	30.9	33.9
Denver (18)	5 FM, 4 AM	50.1	44.2
St. Louis (20)	3 FM, 1 AM	7.5	7.9
Cincinnati (25)	3 FM, 2 AM	43.9	48.7
San Diego (27)	6 FM, 4 AM	48.0	41.2

Source: Duncan's American Radio

for sale," the Hicks, Muse source said. "They are talking to everybody." The source added that Dallas-based Hicks, Muse, which recently acquired SFX Broadcasting, is "very interested" in Jacor.

Austin, Texas-based Clear Channel Communications, the country's fifth-largest group, is also said to have interest in Jacor.

Analysts estimated that Jacor could command a sale price of close to \$3 billion, including debt. Representatives of Jacor, Hicks and Clear Channel declined to comment.

Jacor was an aggressive bidder both for Bos-

Disney Co.'s ABC Radio might either buy—or sell out to—Jacor. Executives of the 27-station ABC Radio declined to comment, but a high-level source at ABC stated flatly that a Jacor-ABC union was not in the works.

In addition to its stations, many of which are clustered in large markets (see chart), Jacor also owns lucrative radio programming services. The company distributes two of the highest-rated syndicated talk radio programs in the country, *The Rush Limbaugh Show* and *The Dr. Laura Schlessinger Show*. Jacor earlier this year paid \$160 million to acquire Premiere Radio Networks (distributor of *Rush*); more recently, the company paid \$71 million for Multiverse Networks (*Dr. Laura*).

Jacor's syndicated programming would be a key selling point in a deal with Hicks, Muse, which just last week launched its own programming venture, AM/FM Radio Networks. The unit will provide programming for all 344 Chancellor and CapStar stations and will also seek to syndicate shows to other station groups. AM/FM execs would not comment on what the program service's initial offerings may be, but a source familiar with the operation noted that Jacor's *Rush Limbaugh* and *Dr. Laura* would immediately make the company a major programming force.

Among the other remaining independent radio groups, Indianapolis-based Emmis Broadcasting has been the subject of merger speculation for more than a year. The 14 station group generates \$140 million in advertising revenue per year, according to BIA Research. Atlanta-based Cox Radio's 48 stations bring in \$214 million.

Meanwhile, as stock prices rise and station groups continue their consolidation binge—more than \$20 billion worth of deals this year—advertisers should expect to see increases in radio ad rates. To media buyers' consternation, radio is positioning itself for what it perceives as a long-overdue increase in pricing. The timing is right: Now largely unfettered by government ownership regulations, the radio industry's fewer, more powerful owners have less competition for radio ad dollars. Consolidated groups can pitch advertisers more efficient buys and provide far larger areas of coverage, at a time when advertisers' broadcast television dollars are buying fewer eyeballs due to falling ratings.

Much has been made of the efficiencies to be gained from consolidation, but the chief financial officer of one radio group sounded a note of caution. "Radio should not be hanging its hat on digital technology and clustering," the executive said. "Soon radio will have the weight of a TV station or a newspaper, and the money's got to come from the top line—from advertising." ■

Nets Shift Gears on HDTV

Bowing to pressure from Congress, broadcasters rev up on digital

WASHINGTON / By Alicia Mundy

It's not often that a single Senate hearing has any real impact on issues, industries or politics. But a Commerce Committee hearing earlier this month on digital TV has altered the dynamics of the relationship between Congress and broadcasters, and the aftermath may be expensive for the networks. Broadcasting officials say that fallout from the hearing is forcing them to review their plans for HDTV programming and to pour more resources into digital TV development.

At ABC, the immediate result has been, as one Commerce Committee staffer put it last week, "the Preston Padden Recovery Act of 1997."

The sea change began this summer with reports that the networks were losing their enthusiasm for HDTV. On Aug. 12, ABC TV president Padden announced that there were many options for using the new digital broadcast spectrum, including multicasting and paid-subscription TV. Padden's remarks were followed by a more direct pronouncement from David Smith of Sinclair Broadcasting, who said that his stations would pass on HDTV.

Sen. John McCain (R-Ariz.), Commerce chairman, called for a public hearing on HDTV as soon as the Senate came back into session this month. Padden and other broadcast execs came to Washington like French aristocrats in a tumble to the guillotine. They kept their heads, but left town with their tails between their legs.

What happened? According to a veteran staffer on the House Telecommunications Subcommittee, the broadcasters "forgot a Washington rule: You can fool Congress a lot of the time, but don't brag about it out loud."

Earlier this year, McCain opposed giving broadcasters the digital spectrum for free, speculating that they would use it for profitable multicasting instead of developing high-definition pictures and transmission systems as first promised. McCain was fighting a losing battle. But through his somewhat impolitic Aug. 12 remarks on the broadcasters' apparent retreat on HDTV, Padden became an unwitting ally to McCain's cause.

In an interview last week, Padden said that he was "very frustrated" at the Sept. 17 Commerce hearing. The ABC president said about his Aug. 12 speech: "I never intended to infer or imply that we were never going to do HDTV. It was supposed to be a cheerleading speech." Padden added that he was attempting to emphasize the possibilities posed by the new digital technology

to "reinvigorate...these three great broadcast networks that some people think are dinosaurs...I didn't expect it to be a controversial speech."

At the Commerce hearing, Padden said ABC will give HDTV "a fair market test...[offering] such HDTV programming as viewers have come to demand."

That statement did not completely satisfy McCain or Rep. Billy Tauzin (R-La.), chair of

the Telecom Subcommittee. Ken Johnson, a spokesman for Tauzin, said that the lawmaker made clear to Padden in a private meeting that the nets must produce HDTV or they will face high user fees for the digital spectrum. Tauzin "told Padden there will be a quid pro quo. By appearing at the Senate panel, the congressman was making a strong statement," his rep said.

Mark Buse, a spokesman for McCain, said that as a result of the Commerce hearing, "the broadcasters know we will be vigilant [on HDTV]. Members of Congress are much more aware of the broadcasters and the spectrum issue. The situation has changed."

Padden noted in the interview that ABC is planning to broadcast the Oscars next spring in a special digital format. "And we are launching HDTV programming next fall," he added.

Officials with other broadcast nets confirmed that as a result of the Commerce hearing, they are accelerating HDTV development to show good faith to Congress. "There's a certain amount of chaos," a CBS exec said last week. "We know we must act much more quickly than planned." Taking a swipe at Padden's August remarks, the CBS exec added: "We were all going to develop HDTV eventually. But I wish ABC would let us know the next time they're going to put us on the spot." ■



ABC's Padden backs off previous "cheerleading" remarks on HDTV.

MEDIA WIRE

their rates far faster than inflation or common sense would allow. The Consumers Union and the Consumer Federation of America last week petitioned the Federal Communications Commission to impose a one-year freeze on cable rates, arguing that such a move would save consumers some \$1 billion, according to their estimates. The groups also said that cable prices for consumers have risen faster since 1992, when rate controls were imposed by congressional mandate.

Although the FCC is not expected to take action, the cable industry's main lobbying arm nevertheless issued a statement last week on the cable industry's behalf, saying: "Consumers now have real choices in multichannel video providers. If consumers are unhappy with cable, they have choices today." The National Cable Television Association statement also pointed out that cable subscribers have continued to grow, from 63.4 million in May 1996 to more than 65 million today. —Michael Bürgi

MPA, ASME Issue Guidelines Against 'Prior Review'

The Magazine Publishers of America and the American Society of Magazine Editors last week issued for the first time a joint statement regarding the practice of giving advertisers "prior review" of editorial content. The one-paragraph statement includes specific guidelines and in part reads: "Magazines should not submit table of contents, text or photos from upcoming issues to advertisers."

The editors' group issued a similar statement on its own several months ago, following a major *Wall Street Journal* article that noted that companies including Chrysler Corp. require advance notification of the specific editorial content of magazines in which their ads are to run. Chrysler has said it will conform to the guidelines.

"ASME's statement wasn't prescriptive," said MPA president Donald Kummerfeld. "I felt we should clearly say, 'This is the line you shouldn't cross.' But we don't think this is revolutionary. This is just restating our position. Publishers are as concerned as editors about editorial integrity." (continued on page 8)

ABC Close on Big Bowl Deal

\$40Mil pact with Nokia would be first for new college football series

TV SPORTS / By Langdon Brockinton

ABC and Nokia, the Finland-based telecommunications company, are closing in on the first major sponsorship deal for the network's new College Football Championship Series, which will kick off in January 1999. With the deal, said to be worth \$40 million over four years, Nokia would retain its title sponsorship of the Sugar Bowl.

Nokia also would get commercial time on ABC's broadcasts of the three other major games in the Championship Series—the Rose, Orange and Fiesta Bowls—as well as time on some of the network's other sports and non-sports programming, sources said. In addition, Nokia would receive spots on several other ABC and ESPN bowl-game telecasts.

ABC has exclusive rights to college football's top four bowl games each January from 1999 through 2002—a package the network has dubbed the College Football Championship Series. A national championship game between the top two-ranked teams will be rotated each year among the Rose, Sugar, Orange and Fiesta.

ABC also is said to be in talks for Championship Series sponsorships with FedEx and Frito-Lay (Tostitos), the current title sponsors of the Orange and Fiesta Bowls, respectively. The present deals that FedEx, Frito-Lay and Nokia have with their respective bowls expire with the January 1998 games. ABC, which has taken over sales of the title sponsorships from the individual bowls, is giving the incumbents first crack at renewing their entitlements via major Series-wide deals.

Although the Rose will continue as the only one of the four bowls without a title sponsor, ABC's contract allows the network to pursue a presenting sponsor. Because of the Rose's prestige, the price for a presenting label is likely to be higher than the \$10 million per year Nokia is expected to pay for its Sugar Bowl entitlement.

In addition to talking to the current title sponsors of the major bowls, ABC is also pitching four-year Championship Series packages to a number of other major advertisers, including General Motors, Ford, Chrysler and Nike. So far, no deals have been struck. ■

NBC Musters Monday

New "She-TV" sitcom lineup leads strong first week for network

TV PROGRAMMING / By Richard Katz

The first full week of the new TV season signaled few changes in the status quo. NBC came out on top, as usual. Fox got off to a good start. And while CBS and ABC had some encouraging premieres, the two networks still showed weakness in many spots.

One of the week's biggest surprises was the premiere of NBC's "She-TV" Monday sitcom lineup, which defeated CBS' veteran comedy slate. Buyers had forecast doom for NBC's female-skewed Monday block, but, led by *Caroline in the City*'s trouncing of CBS' *Cybill* at 9 p.m., NBC edged CBS on the night with a 10.6 rating/16 share to CBS' 10.1/16, according to Nielsen Media Research.

"When *Caroline* can

knock off *Cybill*, that's a major upset," said Paul Schulman, president of media-buying firm Paul Schulman Co. "NBC got off to a much stronger Monday night than anyone expected."

NBC's Thursday-lineup premiere—which included the mega-hyped live episode of *ER*—scored huge numbers for the No. 1 network. *ER* attracted a 28.5 rating/45 share, *Seinfeld* hit a 24.6/37 and new series *Veronica's Closet* scored a 23.3/35.

NBC also won Tuesday night and finished second on Wednesday. But buyers predicted that the network's new *Built to Last* (Wednesday, 8:30 p.m.) will likely be the first show to bite the dust this season. The series drew a dismal 5.6/9 in its premiere. "*Built to Last* isn't," Schulman quipped. Another low point was



Endangered species? ABC's *Timecop* (starring T.W. King, center) had a weak premiere.

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Separately, the MPA is finalizing its official response to last month's Food and Drug Administration ruling that prescription drug companies can advertise their products on television. The MPA must file its response by Oct. 14.

Kummerfeld declined to outline the response, but he did give an idea of what may be included. "The required brief summaries [for TV drug ads] are neither brief nor summaries," said Kummerfeld. "There is an issue of consumer protection."

The president said that the MPA will not go so far as to try to persuade the FDA to reinstate its ban on TV drug commercials. "We have to compete for that advertising on the merits of our medium," Kummerfeld said. "We're not asking for preferred status."

The MPA has coordinated several meetings with publishers concerned about the new FDA policy, said Kummerfeld. The MPA chief said that it is too early to tell how much prescription drug advertising revenue magazines could lose to television. —Jeff Gremillion

News Corp. Taps Disney To Run Magazines and Books

Rupert Murdoch's News Corp. last week combined its U.S. magazine division, online properties and HarperCollins book publishing company into a new unit, the News America Publishing Group. Anthea Disney was named chairman and CEO of the group. The magazine division includes *TV Guide* and the political journal *The Weekly Standard*.

Since joining New Corp. seven years ago, Disney has overseen almost all of the individual properties that make up News America. She has served as *TV Guide* editor, online editor and, most recently, HarperCollins president and CEO.

Said Murdoch: "I cannot emphasize enough her creative side along with her breadth of management experience, coupled with her in-the-trenches understanding of the company's publishing businesses."

Prior to joining News Corp., Disney served as editor of Wenner Media's *Us* and Condé Nast's *Self* and as deputy managing editor of New York's *Daily News*. —Jeff Gremillion

CBS' new Friday kid-oriented lineup of *Family Matters*, *Meego*, *The Gregory Hines Show* and *Step by Step*, beaten soundly by ABC's youth-skewed "TGIF" lineup, with all four CBS entries finishing fourth in their time periods.

ABC's new *Monday Night Football* lead-in, *Timecop*, also may be marked for death after finishing fourth in its time slot. Bill Croasdale, president of national broadcast for Western International Media, said that ABC could replace *Timecop* with an hour of ESPN's *SportsCenter*, a more compatible lead-in to football. "It would be a heck of a lot cheaper," Croasdale noted.

CBS fared well on Monday with the premiere of Steven Bochco's cop drama *Brooklyn South*, which scored a 12.2/20 despite competing with football.

Fox last week built on impressive earlier premieres of *Party of Five*, *Ally McBeal* and *Melrose Place*. The fourth network also scored a winning debut from *The Visitor* on Sept. 19; the show (which earned a 7.9/16 in households) won first place in adults 18-34, 18-49 and 25-54.

On Wednesday night, ABC's critically acclaimed *Dharma & Greg* premiered with a strong 11.5/18 in households and won its 8:30-9 p.m. time slot in the all-important 18-49 category. CBS handily won the night in households with its three-hour *CMA Awards*, which achieved a 13.3/21. Although Fox was down 15 percent in 18-49 ratings on Wednesday compared to the previous week (when it competed against reruns), *Beverly Hills, 90210* (6.0/17) and *Party of Five* (5.9/14) were way ahead of their performances last season. ■

Slow Going for Action Shows

Glut of product and tight time periods are bruising the genre

SYNDICATION / By Michael Freeman

Despite sagging ratings in the genre, more than a dozen new action-adventure series will have their premieres in syndication this month and next. Station reps say that the latest crop of action shows doing battle for viewers is likely to experience a shakeout. With time periods tightening, stations are becoming less willing to settle for the under-3 Nielsen ratings that the majority of action hours earn these days, down from 8s and 10s just a few years ago.

The action genre continues to churn out a host of new offerings each season—14 new shows are joining 10 returning series in syndication this fall. That glut also must compete this season against two new off-network hits from Twentieth Television, *The X-Files* and *NYPD Blue*.

"With *X-Files*, *NYPD Blue* and *Walker, Texas Ranger* [Columbia TriStar] getting double runs on [some] stations, that's a loss of six hours" in available time periods, noted Bill Carroll, vp and director of programming for Katz Television Group. If the off-net entries catch on with viewers, as expected, it will spell more trouble for low-rated action hours, Carroll said.

Among shows that have premiered so far, Tribune Entertainment's *Nightman* and Eye-mark Entertainment's *Pensacola: Wings of Gold*

have managed to earn ratings in the 3s. Reps, however, attribute the strong starts largely to the strength of the syndicators' own station groups.

The strength of station lineups and lead-in programming are keys to survival for distributors of action hours. "There will be some shakeout by virtue of who holds what real estate in some markets," said Steve Mulerrig, senior vp and general sales manager for Tribune. "It all comes down to the haves and have-nots."

Independent distributors of action hours that do not own stations are likely to find it much harder to generate viewer sampling of their new shows. PolyGram Television, a startup, saw its syndication revival of the former CBS drama *Due South* earn an average 2.4/6 in its first week on the air. The show has clearances primarily on CBS affiliates and smaller independent stations.

New "branded" action series premiering over the next few weeks—including *Honey, I Shrank the Kids* (Buena Vista),

Police Academy (Warner Bros.), *Fame L.A.* (MGM) and *Conan the Adventurer* (Western International)—may get decent sampling even on weak station lineups, reps say. But several untested new franchises are likely to have a tougher time, including: *Ghost Stories* (All American), *Wild Things* (Paramount), *Soldier of Fortune* (Rysher) and *Sushi TV* (Summit Media). ■



Matt McCollm, star of Tribune's *Nightman*

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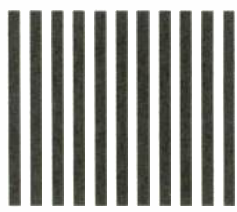
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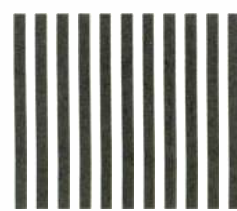
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USA Aims Much Higher

More original programming seen as one way to hike revenue

CABLE TV / By Michael Bürgi

USA Networks, long one of the best bargains in town for agency media buyers, will ramp up the price of its advertising time over the next few years, thanks to the benefits—and pressures—of a single corporate owner: Seagram Co.

USA has room to improve its advertising revenue stream, said Frank Biondi, chairman/CEO of Universal Studios, which is owned by Seagram and will oversee USA's holdings. Biondi believes the revenue stream can be fattened with a more aggressive original program strategy.

"We're going to push them to get their pricing up," explained Biondi. "USA is doing well, but not as well as the industry average. If we can get it up to the industry average, it's certainly an improvement."

After more than a year of corporate bickering in and out of court, Seagram and Viacom finally agreed last week to a deal in which Seagram will pay Viacom \$1.7 billion in cash for Viacom's 50 percent stake in USA and sibling network Sci-Fi Channel.

Just how Biondi persuades USA's management to improve—it is expected to remain stable for now under the watch of USA's founder and CEO Kay Koplovitz—remains to be figured out. Biondi said it's conceivable that Universal's TV production arm will place a network-quality show on USA before long. "The economics of USA aren't quite there yet," Biondi added. "We could do it for about an hour or two a week, but definitely not 15 or 20 hours."

Biondi recalled how MTV Networks in the early '90s increased its CPMs in the market by producing more original programming. That model, though not completely analogous, can and will be applied at USA, which includes the more niche-oriented Sci-Fi Channel.

Though its household ratings are consistently among the top three cable networks, USA's CPMs for most dayparts are nowhere near the top. The network demos are heavy in adults and women 25-54, which are readily available elsewhere on cable. That scenario has made the 72 million-subscriber network an inexpensive buy for agencies looking for mass reach in cable. USA's ad

sales department, led by executive vp John Silvestri, has historically pushed CPMs as far as it can go with the demographics USA offers.

"They get a fair amount of grief that they don't necessarily deserve," said Stu Shlossman,

senior vp/director of national broadcast at DDB Needham.

"They're essentially an independent, much like [TNT and TBS], so they're selling tonnage. And tonnage means it's got to be an efficient buy. If USA sells too high, we simply won't buy it."

Much of the pressure to strengthen revenue comes from some Seagram share-

holders, who have been lukewarm to the results of Seagram's entertainment holdings. According to industry estimates, USA generates some \$170 million in cash flow on revenue of nearly \$600 million (of which close to \$400 million is ad revenue).

On the programming side, Rod Perth, president of USA programming, said it will take a bit of time to go through Universal's film and TV vaults to see what works for USA. "I still have to figure out the combination to the vaults," said Perth. "But by no means does this restrict us" from working with other producers.

One thing is clear: Paramount, the Viacom-owned studio, will still have a relationship with USA. *JAG*, a Paramount show currently on CBS, will provide the first example of that new relationship when it begins reruns on USA.

In return for giving Paramount an after-market on USA for its programming, Viacom signed a noncompete clause that prevents it from launching a competing service to the Sci-Fi Channel. The network, which has been on a distribution and ratings tear for the past year, now counts 43 million subscribers. ■

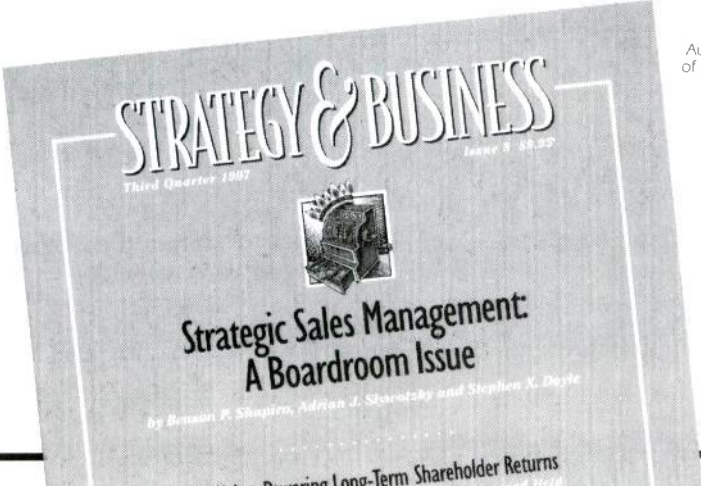



Kay Koplovitz remains at helm.

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Buyers point to bigger production budgets, broader audience

NETWORK TV / By Richard Katz

From improving show budgets to venturing beyond an urban audience, Dean Valentine has a long battle ahead, according to media buyers. However, contrary to many industry observers who have criticized UPN for hiring an executive with so little experience with affiliates, most buyers said Valentine, the just-hired chairman of UPN, is a good choice because of his programming development background. They contend that attracting affiliates by putting better shows on the air will be more effective than trying to fix distribution deficiencies through affiliate-sales tactics. "Good programming will get you a better distribution sys-

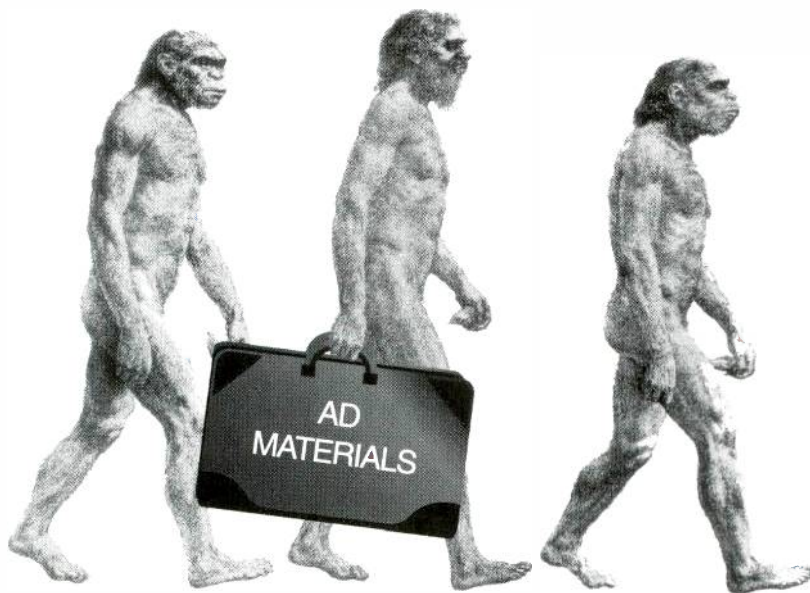
tem, because people will want to air your shows," said Paul Schulman, president of New York-based media-buying company Paul Schulman Co.

Another media buyer, agreeing that Valentine was a good hire for UPN because of his programming expertise, asserted that Valentine faces a tough road in getting better programming because UPN traditionally has been unable to get network-level production budgets across its entire schedule. "The big challenge for Valentine is getting [parent company] Viacom to invest in terms of development," said the buyer, who spoke on condition of anonymity. "That's a prob-



Valentine: Mixed reviews on possible success.

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lem he will have to overcome."

Weak programming budgets at UPN have led to negative reviews, buyers said. "Hitz and *Head Over Heels* are not very strong shows; they're not funny," said Schulman.

Spending more money on the promotions side might also help turn the weblet around, said Gene DeWitt, president of New York-based DeWitt Media. "Tune-in promotion and viewer promotion are at least as important as the programming," said DeWitt. "That will drive distribution."

Another area needing Valentine's repair is UPN's need to broaden its programming beyond a core urban viewership. "It's limiting," said Schulman. "*Moehsa* is terrific, but [UPN] really has to get more signature shows on their air to expand their appeal."

Added DeWitt, "There's nothing wrong with being an ethnic network, but if you're going to be a demographic [driven] network, you may have trouble paying your rent."

Valentine, for his part, admits as much. Last week, shortly after he was named to lead UPN, he said that opportunity abounds for UPN to gain an audience "because there are so many audiences out there who are underserved, and there was so much sameness in what I saw."

Buyers, meanwhile, have said that while UPN generally has urban appeal, male action dramas such as *Star Trek Voyager* only confuse the network's brand image in the eyes of viewers and advertisers. Also, *Voyager* is only a shadow of its once-glorious ratings star. "They bet the house on *Star Trek Voyager* and it seems to be trending down," said Aaron Cohen, senior vp/director of national broadcast and programming for The Media Edge. "How do they start a new franchise or reinvigorate the one they have?"

Though archrival the WB has lower ratings and audience share than UPN, buyers said the WB has done a better job with its brand identity. "[UPN] has an image problem," said Cohen. "Compared to the WB, they really haven't established an image."

His new network may need an image enhancement, but Valentine's image is stellar in the ad community. "He's a good choice," said DeWitt, echoing the opinion of most ad agency executives contacted for this story.

Media buyers, meanwhile, expressed mixed feelings about UPN's prospects—given today's environment of extreme competition for viewers. "UPN has toddled before they walked, but in the long run they'll do fine," offered DeWitt.

Not so, said a pessimistic Cohen. "There's no reason to have high hopes—except if you work for UPN." ■

TV SPORTS

By Langdon Brockinton

Elite Holiday Feat: Women's Hoops

Honda's run-and-gun offense showcases powerhouses; 'Sports Illustrated' takes Spain terrain

Women's college basketball has fashioned a new event this season: the Honda Elite 4 Holiday Classic, airing Dec. 21 on ESPN and ESPN2. Chicago-based sports marketer Intersport Television created the event showcasing traditional powerhouse matchups Iowa vs. Vanderbilt and Connecticut vs. Stanford. Intersport, which is also selling all commercial time for the two telecasts, has struck a three-year title-sponsorship deal with Honda, said Charles Besser, the sports marketer's president.



Honda is no stranger to women's sports, having sponsored for years the Broderick Cup, honoring the Collegiate Woman Athlete of the Year. As title sponsor of the Lakeland, Fla.-based Elite 4, the automaker gets eight 30-second spots on each telecast, according to Jacqui Weber, director of special events at Intersport. UConn-Stanford airs at 4:30 p.m. ET on ESPN, while Iowa-Vandy tips off at 7 p.m. ET on the Deuce. Honda executives could not be reached for comment.

Meantime, another Intersport creation, the fifth annual State Farm Women's Basketball Hall of Fame Tip-Off Classic from Champaign, Ill., will air Nov. 23 on ESPN and ESPN 2; North Carolina meets Florida and Illinois faces Old Dominion (Va.) in the second game.

'Sports Illustrated' and 'Diario AS', a daily sports newspaper in Spain, have signed a two-year, six-figure licensing deal in which an *SI* piece will run each week in *MAS*, the paper's Saturday magazine. As part of the agreement, which is a component of *SI*'s new effort to extend its brand internationally, an *SI* story—a minimum of four pages and reprinted in Spanish—will run weekly in *MAS*. Additionally, *SI*'s logo will appear throughout the piece and on the mag's table of contents. "Within six months, we hope to have more overseas publishers involved," said Alvaro Saralegui, *SI* general manager. Talks have also begun with other European publishers and meetings have been set for late October with some Latin American publishers. Asked whether other interna-

tional efforts would have similar arrangements, Saralegui said: "We'll see what each market wants and create a suitable deal."

Under the *SI-Diario AS* arrangement, which commenced Sept. 13 with an article on the Women's National Basketball Association, *AS* pays the Time Inc. magazine a licensing fee for the right to run the stories. It's a six-figure deal, sources said.

Furthermore, *SI* has the right to sell advertising in its story section. Therefore, once the maga-

zine signs similar agreements with other European countries, it will have the opportunity to offer advertisers space in several overseas sports publications.

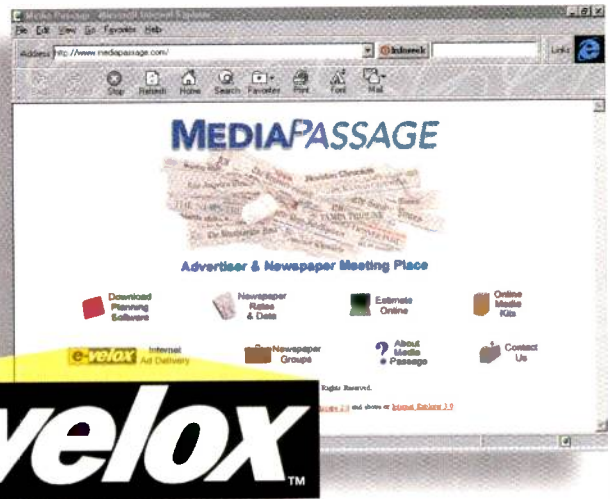
Boasting a Saturday circulation of about 200,000, *Diario AS* is owned by Grupo Prisa, Spain's largest media company. According to Saralegui, *SI*'s presence in *MAS* will be promoted by Grupo Prisa partner Canal Plus, a colossal European pay-TV service, and by Grupo Prisa's own newspaper and radio holdings. ■



Rebound: UConn star Nykesha Sales returns.

PHOTO BY LUCY CONNOR FOR SPORTS ILLUSTRATED

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OPINION

By Jonathan Sims, VP/Research, Cabletelevision Advertising Bureau

The Case for Cable

Tom Cosgrove's commentary in last week's issue of *Mediaweek* (Fall TV, Sept. 22) is long on commentary but short on facts. Here's a point-by-point response to Mr. Cosgrove's remarks: "*CAB [gives the] impression that TV viewers would rather make a dental appointment than an appointment to watch broadcast programming.*"

That's not exactly how we've put it in the past, but cable has certainly taken quite a bite out of broadcast. Over the past three seasons, 6 million homes have switched from broadcast to cable. That's a swing of 10 prime-time share points.

"The Big Four broadcast networks reach 9 out of 10 households every week during prime time..." This statement is divorced from the reality of current national TV planning and buying. The vast majority of TV brands can't reach 90 percent of their target in a week, nor in a standard four-week planning cycle. And that's because the typical media plan can't afford to buy the required broadcast GRPs to attain such lofty levels. In any event, practically every brand today uses a combination of broadcast and cable to optimize reach and effective (3-plus) reach. And, today, many ad agencies are focusing on "recency" planning, which will place an even greater emphasis on basic cable.

"CAB conveniently ignore[s] the issue of national coverage... Yet, viewers/consumers in non-cable homes are an essential part of nearly any media/marketing campaign." Cable programming is now distributed in 76 percent of TV households, and everyone in the business knows that the non-cable universe (24 percent) is not nearly as affluent as the cable universe. Indeed, the now-defunct NTA (National Television Association)—the marketing arm of broadcast network TV—uncovered a very telling statistic: Non-cable homes have a greater propensity (than cable homes) to purchase generic store brands that cost less than nationally advertised brands. Need we say more?

"CAB's main arguments center around an irrelevant and misleading summary statistic: basic cable." We don't know why a summary statistic on cable viewership is "irrelevant" and "misleading," but we disseminate this figure to advertising managers across the country in order to assist them in their re-allocation of media funds by source of viewing.

"There is little question that cable, as a distribution system, has attracted a prime-time audience. But viewers watch networks and programs, not basic-tier cable." Does the author realize that

"basic-tier cable" is simply a compilation of all cable "networks and programs" that are being watched every night by the viewing public?

"No single cable network comes close to any broadcast network in terms of average rating." Advertisers are just as concerned with the quality of an audience as its quantity. Cable need not apologize on either score. As for planners and buyers, their focus is not on individual program ratings. Their primary concern is to judiciously allocate clients' money between broadcast and cable and among specific networks. As for rating size, should we assume broadcast is a mere shadow of its former self, since its average rating is a fraction of what it once was?

"The older, larger and more established basic cable networks are suffering from the same erosion that the CAB so eagerly ascribes to broadcast TV." This statement defies logic. How could the cable industry add 2 million viewers in prime time last season with the "larger, more established" networks eroding?

"Cable has been effective at building frequency with the 245-plus networks that comprise basic cable... but no single network has delivered consistently large prime-time ratings." The 245 figure is a red herring. Nielsen measures 40 ad-supported networks, which account for about 85 percent of the "basic cable" audience statistic that the author finds so "misleading." As for cable as a frequency builder, the author has it backwards. Basic Cable is inherently a reach medium. According to the Nielsen Cable Activity Report (2Q97), the reported cable nets collectively attained a 95 percent weekly come in homes that receive cable programming. Cable builds frequency when added to a TV plan already saturated with broadcast. But that doesn't make cable a frequency medium.

"...only broadcast television defines appointment viewing." Given how the viewing public has embraced basic cable, the broadcast "appointment" book has quite a few cancellations.

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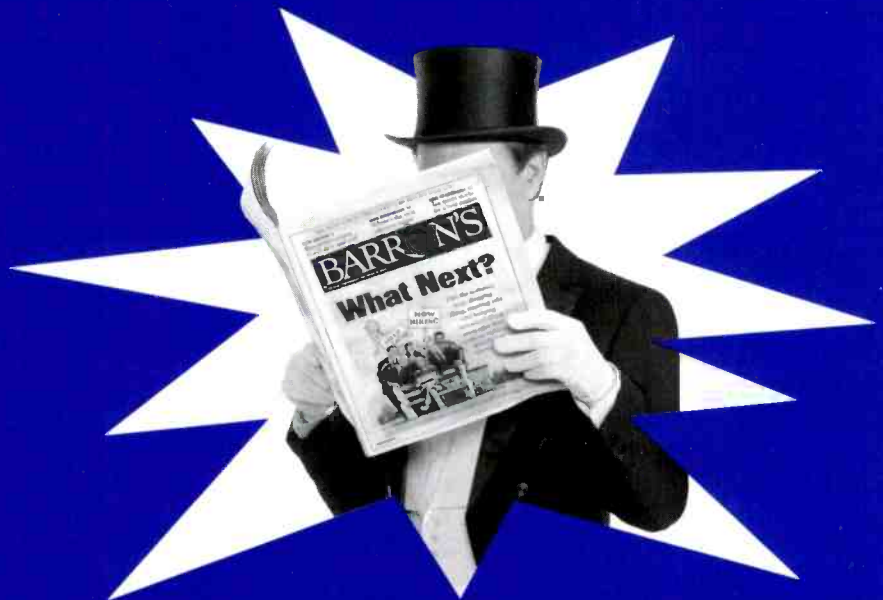
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News Directors, Start Your Choppers

• THE LOCAL TV NEWS BATTLE IN LOUISVILLE, Ky., has escalated into a full-scale air war this year as the market's second- and third-ranked stations have chased top dog WHAS-TV with new helicopters, additional newscasts and a blitz of on-air promotions.

Pulitzer Broadcasting's CBS affiliate, WLKY-TV, ranked third in news for a decade, has in the past six months awakened from its slumber with a fusillade of new news programming and promotion. "It's ungodly—huge," said Tom Walthall, group media director at Louisville's Doe-Anderson

hour of early news at 5:30 p.m. and expanded its noon newscast to a full hour. Overall, the station has increased its news reports from 17 hours per week in January 1996 to 36.5 hours per week today. WLKY has hired 25 additional news staffers and has moved up from third to second behind A.H. Belo Corp.'s WHAS-TV (an ABC affiliate) for the 5 and 6 p.m. newscasts.

In late (11 p.m.) news, WLKY gained a tie for second with Cosmos Broadcasting's WAVE, an NBC affiliate, in the May sweeps; both stations earned an average 18 share.

While WLKY and WAVE slug it out for second place, Louisville TV news leader WHAS has maintained a comfortable lead. WHAS posted a commanding 32 average share in late news last May, following a 31 in February and a 35 in November 1996.

WLKY and WAVE both sent their first news helicopters aloft last February, joining WHAS in the Louisville skies. "It sort of became 'My copter's bigger than your copter' for a while," said Jim Ensign, vp and media direc-

tor at Doe-Anderson.

WAVE sources said the station is spending \$12,000 to \$15,000 per month for its helicopter; WLKY's monthly copter bill is said to be \$15,000.

Blade Communications' Fox affiliate, WDRB-TV, hires a chopper as needed for use on its 10 p.m. newscast, spending about \$25,000 per year. The show averages an 8.5 rating and a 15 share. Because all the local stations now use choppers, "there's no advantage," in the view of John Dorkin, president

and general manager of WDRB.

Given the market's size (No. 50 in TV households in the U.S.), the tendency to switch over to a live report from a chopper during a newscast is sometimes questioned, even by the news directors who have the whirlybirds. "A lot of this aerial footage is really a stretch," said one Louisville TV news director who requested anonymity. "But there's an attitude of 'We paid for it, we're going to use it.'" —CB

LOUISVILLE/RADIO

Third-Place Cox Is Looking to Move Up

• COX BROADCASTING IS ON THE PROWL FOR more radio stations in Louisville. "Absolutely," said Brent Millar, general manager of Cox Radio-Louisville, the No. 3 player in a market currently dominated by Clear Channel Communications and Jacor Broadcasting. "We are actively pursuing other stations here," said Millar, who declined to identify potential acquisition targets. "Cox is very interested in developing clusters in all its markets, and we hope to grow our base in Louisville."

Cox's three stations generate about 9 percent of the market's total radio revenue. The market's Louisville Slugger is Clear Channel, whose seven stations control nearly 50 percent of the take. Jacor's six sticks hold a collective 25-30 percent share. Louisville's radio ad revenue is expected to finish this year 10-12 percent ahead of the 1996 figure of \$35 million, analysts said.

Clear Channel, Jacor and Cox are all aggressively courting local advertisers that have not spent much money in radio in recent years. For Covington, Ky.-based Jacor, which entered Louisville last February with the acquisition of the Regent Communications group, the approach is to directly pitch decision-makers.



Dogfight: Pulitzer's WLKY this year sent its first copter into the air war for Louisville news viewers.

Advertising. Local media buyers claim that WLKY has bumped some paid ads to air spots promoting its new helicopter and newscasts, issuing makegoods to advertisers. "I can't say that's never happened, but we do have a [set amount] of airtime set aside for promotion," said Bill Stanley, WLKY general sales manager.

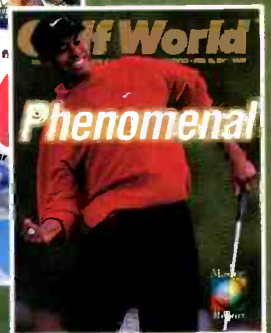
"We're battling the traditional view of us as a stepchild and a cheap shop," said Michael Sipes, WLKY news director.

On June 2, WLKY launched another half

OUR DEEPEST CONDOLENCES TO THE COMPETITION

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THE UNFAIR ADVANTAGE™



Source: MRI Spring 1997

GOLF DIGEST/THE GOLF COMPANY • WORLDWIDE PUBLISHING • SPORTS MARKETING • WEB ADVERTISING
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"With a cluster of stations, we can reach beyond what traditionally has been radio territory," said Tom Schurr, vp/marketing manager for Jacor's Louisville properties. Added Schurr: "It's an education process. Many [local advertisers] perceive newspapers and television to be the big-reach mediums and perceive radio to be a target medium. But now, radio is both." Consolidation has transformed the radio industry in the past two years, leaving more stations in the control of fewer ownership groups.

Clear Channel, like Jacor a major national station group, also is promoting its clout to Louisville advertisers that now use newspapers and television more extensively than radio. Retailers, auto dealers and banks are among the prime targets, said Bob Scherer, vp/gm for Clear Channel's Louisville stations. Clear Channel earlier this year created a new position, director of sales, to package multiple-station buys for advertisers.

Clear Channel also is moving to develop nontraditional sources of revenue for its stations, including Internet ad sales and advertising-supported toll-free information lines for listeners. The phone lines supply two minutes of info on topics including medicine and law. Scherer said that Clear Channel has made ad deals totaling more than \$100,000 for its Internet and Info Line services.

Among Louisville's three big players in radio, Cox is the only group currently using a central sales staff for all its stations. "We sell our stations as combos," noted gm Millar.

While Cox scouts possible acquisitions, the group has made some changes to its existing Louisville properties. Late last month, Cox changed its modern adult contemporary station, WHITE-FM, into an R&B oldies stick, WLSY-FM, targeted at black listeners. "We felt that there was a fairly large hole in the market for doing an oldies-based format aimed at African Americans," Millar said. Cox also owns a second oldies-format station in Louisville, WKRA-FM. "We want to dominate the baby-boomer demographic—the 35-to-54-year-olds—and we feel we've created an oldies franchise" with the two stations, Millar said.

Two other stations in the market, Blue Chip Broadcasting's WGZB-FM (urban contemporary format) and WMJM-FM (adult urban contemporary), also are aimed primarily at African American listeners. —LB

LOUISVILLE/NEWSPAPERS

Gannett Fine-Tunes The 'Courier-Journal'

• MORE THAN A DECADE AFTER GANNETT CO. bought the *Louisville Courier-Journal* from the founding Bingham family, the newspaper and the market are still getting adjusted to each other. Gannett has attempted to expand the paper's reach by diversifying its local coverage and beefing up national news, alienating some longtime readers in the process.



Manassah: Diversifying the C-J's readership.

Ed Manassah, *Courier-Journal* president/publisher, said that the paper has made "considerable effort to add depth to our coverage that reflects the full community, not just white men." Manassah noted that the paper's readership among African Americans has grown significantly.

Some longtime readers believe that the paper has slipped a bit since the arrival of Gannett in 1986. "There's a perception that the paper doesn't have the quality it once had," said John Yarmuth, editor of *The Leo*, a Louisville weekly newspaper. Critics note that Gannett or other wire-service stories have supplanted local coverage on the front page and that culture pieces, such as reviews, which formerly were

written by local staffers, have been replaced with syndicated columns.

Chain ownership of the venerated *Courier-Journal* has also brought more turnover to the paper's management ranks. In June, Gannett tapped Bennie Ivory as executive editor and vp of news, making him the paper's third top news editor in less than two years. Ivory, who was transferred from Gannett's Wilmington, Del., property, *The News Journal*, succeeded Mark Silverman, who earlier this year left to become editor and publisher of Gannett's *The Detroit News*. In Louisville, Ivory joined a new No. 2 on the news side, Debbie Henley, who left *The New York Times* to become managing editor of the *Courier-Journal*.

Silverman had taken over the paper's top news post from longtime editor David Hawpe when Manassah created separate positions to oversee news and the editorial page. Hawpe remains vp/editor, in charge of editorials.

Through August this year, the *Courier-Journal's* daily circulation was down 1 percent, to 232,000, and Sunday circ was off 0.7 percent, to 318,000. The paper last year increased its weekday single-copy price from 35 to 50 cents.

Manassah would not talk specific numbers. "We are up in revenue, and we are up significantly in volume," he said. Local media buyers estimated the *Courier-Journal's* annual ad sales in the range of \$75 million to \$85 million. Manassah credited recent gains in part to an upgrade in color printing. —Jeff Gremillion ■

SCARBOROUGH MEDIA PROFILE: LOUISVILLE

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

	Top 50 Markets %	Louisville Market %	Louisville Market Index (100=average)
MEDIA USAGE			
Read any daily newspaper (average issue)	58.8	56.0	95
Read any Sunday newspaper (average issue)	68.5	69.1	101
Total radio average morning drive M-F	25.5	20.4	80
Total radio average evening drive M-F	18.2	16.8	92
Watched BET past 30 days	8.0	9.3	116
Watched ESPN past 30 days	38.4	46.5	121
Watched MTV past 30 days	23.6	21.4	91
Watched The Weather Channel past 30 days	42.5	50.6	119
Watched TNN past 30 days	25.0	35.0	140
Subscribe to any online service	16.2	10.6	66
DEMOGRAPHICS			
Age 18-34	34.1	32.2	95
Age 35-54	38.9	39.4	101
Age 55+	27.0	28.4	105
HOME TECHNOLOGY			
Connected to cable	75.4	78.3	104
Connected to satellite/microwave dish	3.7	6.5	174
Subscribes to basic cable TV only	37.5	32.3	86
Subscribes to basic cable TV plus pay channel	37.9	46.1	122

Source: 1996 Scarborough Research—Top 50 Market Report



gourmet

This fall, we're adding to our recipe.

more gut

We already cater to the most sought after readers in the country. Now we're offering a satisfying new Dining In, Dining Out section, every Wednesday. Reaching a world of readers who want meatier information on food travel tours, recipes, wine, even kitchen equipment. Do you have something to say to them? Call Dan Cohen, Senior V.P., Advertising, at 212-556-1493.

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The Great Job Hunt

By

**Valerie Burgher,
Michael Bürgi,
Michael Freeman,
Richard Katz
and Alicia Mundy**

They are the **media industry's MIA**. Certainly, they're conspicuous by their absence. But even with all the security of their **golden parachutes**, these moguls must land somewhere new, **sometime soon**. But can someone who's been showered with **millions** to go away take less to come back? We suppose it depends on who's doing the **offering**.

Edgar Bronfman
 President/CEO, Seagram Co.
 Montreal, Canada

Dear Edgar,

I'm interested in running that L.A. company you bought from the Japanese, Universal, MCA or whatever you call it now. Though my old friend Frank Biondi has been doing a fine job running the company for you, just in case he goes somewhere else or you feel like splitting the company up, please keep me in mind. Aside from playing around on the Imax board, my highest-profile appearance lately has been on the Charlie Rose show. I'm really itching to kick some media ass again.

Your pal,
 Michael



For many years, Michael Fuchs (top) was one of the most feared and respected television executives. Before his fall from Gerald Levin's grace and his dismissal from Time Warner two years ago, he had even been considered the heir apparent of the Time Warner empire. After working up the ranks of HBO for most of his career, Fuchs has kept a low profile lately, enjoying the eight-digit severance package he received from Time Warner.



Michael Fuchs The Hamptons

OBJECTIVE

To be a mogul again. If Frank Biondi can run a multimedia company, so can I. Said company must be larger than \$10 billion in revenue. Money is not an issue, thanks to my former employer.

EXPERIENCE

Chairman, HBO and the Warner Music Group. I controlled the single largest chunk of Time Warner revenue for TW chairman Gerald Levin, despite the protestations of Bob Daly and Terry Semel. On my watch, management was streamlined to Levin's taste, until I got streamlined as well.

I may not have started HBO, but I turned it into the one cable network everyone in Hollywood wants to do a project with, in front of or behind the cameras. And HBO has more Emmys than any other network in town.

SKILLS

I can schmooze a Hollywood cocktail party better than Michael Ovitz (used to), and thanks to my music group experience (though short-lived), I'm just as comfortable at a Motown get-down (as long as Danny Goldberg isn't there).

Over the years, I've cultivated an eye for talent, business and entertainment. For example, Jeff Bewkes now has my old job at HBO, and word has it he's up for a promotion at Time Warner. On the entertainment side, Dennis Miller owes his current living to me. I've got a nose for the prestige projects like *And the Band Played On*, but my gut told me that *Real Sex* would have staying power. Ted Turner wishes his TNT movies were as good or as award-winning as mine were.

I'm the best damned hatchet man in the business. Gerry Levin needed to consolidate his power base and I accomplished it for him, maybe too well.

Mort Zuckerman
New York Daily News

Dear Mort,

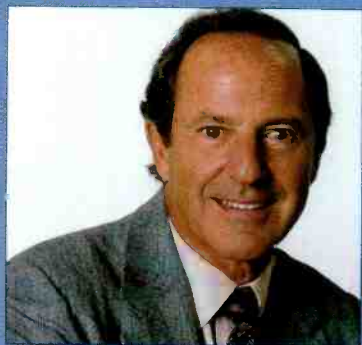
I'm writing to ask that you find something for me to do at the Daily News. But before you decide to go downmarket again, I urge you to consider my 27 years of experience at The New York Times, which might, as they say, "class up the joint." As you well know, although Arthur Sulzberger all but handed a position that was rightfully mine to Arthur Junior, my qualifications to run the Times were never in question. (The Boston Globe acquisition was my idea, thank you very much.) The News could use a man like me—I'm Web-friendly, flexible and boy, do I miss the smell of printing ink in the morning.

Your chum,
Lance

P.S. You don't have any kids, do you?



Just a slip of a boy when he took an entry-level job in the classified-ad department in the '60s, Lance Primis (top) climbed his way up the corporate ladder of *The New York Times*, where his industriousness and nose for expansion earned him strong consideration as publisher. But when Punch came to Pinch, Primis was lanced. He landed on the board of a major radio chain, but now that chain's been merged with CBS and his future there is unclear.



LANCE PRIMIS

OBJECTIVE

After a charming but ultimately unsatisfying stint in the radio business, I would like to return to the world of newspapers in a position of power. Having worked for the so-called best, I am now available to the rest. Non-family-owned operations a definite plus.

EXPERIENCE

The New York Times (1969-1996)

Began career in 1969 as an entry-level classified-ad rep. Moved from ad director in 1980 to vp for advertising in 1981. By 1982 had senior vp status; named executive vp and general manager in 1986. In 1988, promoted to president and general manager of the Times; served as chief operating officer from 1992 until 1996.

American Radio Systems Inc. (1997-present)
Boston, Massachusetts

Currently serving on board of directors, but now that CBS has snatched up ARS and Mel Karmazin is on the job, this medium may not be big enough...for one of him.

SKILLS

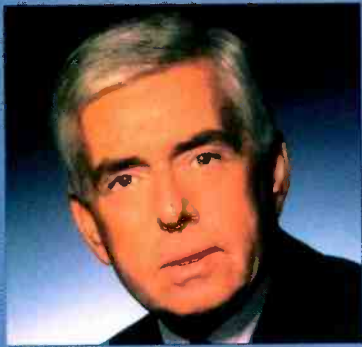
Loyalty. You show me another media mogul who's spent 27 years working for the same company—and, for that matter, another major publisher who has experienced every aspect of the business he or she is in.

Rupert Murdoch
News Corp.
Los Angeles, Calif.

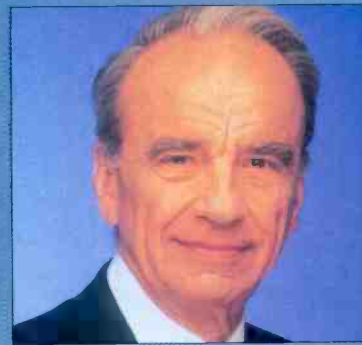
Dear Rupert,

As you know, I'm an honorable man. How about hiring me to run the Fox Network? I'd fit in very well. I know how to run a network that barely has a news organization. I'm an "independent thinker." Of course, you hired Roger Ailes to start a domestic news division, but this notion of "full, fair and balanced coverage of news events" you're advertising might need a little extra outside help. I'm willing to adhere to the Murdoch philosophy. I can create a solid newsmagazine to compete with the other nets. We can call the first one "Sex, Violence and Roll the Credits." You decide; I'll report when you're ready.

Yours truly,
Peter



Peter Lund (top) built his career up from local TV stations to become the president of CBS. When owner Lawrence Tisch slashed costs, the most respected news division slipped behind competitors and CBS also lost its NFL contract to Fox. Then Westinghouse purchased CBS, and rather than Lund being placed in charge, Mel Karmazin, Westinghouse's largest shareholder, took over Lund's TV stations and Lund promptly quit.



Peter Lund
New York, N.Y.

OBJECTIVE

To run a domestic broadcast television network again.

EXPERIENCE

Joined CBS in 1977 and worked my way up the corporate ladder, ultimately becoming head of the network in 1995. Remained well-liked inside and outside the company despite owner Larry Tisch doing his best to kill morale by cutting millions of dollars from the budget. This tactic caused hundreds of employees to lose their jobs, decimating what was the most respected news division in broadcast television. It also allowed Fox to take CBS' NFL games away, a shift that caused many important affiliates to defect to Fox, leaving CBS with weak UHF stations in many large markets. I also remained a popular consensus builder, despite the network's slide from No. 1 to No. 3.

SKILLS

Although stripped of my responsibilities for running the CBS owned-and-operated TV stations, I am an excellent broadcast executive with expertise in ad sales, programming, network operations, finance and marketing. The media and analysts said that the CBS stations were not run well and did not make enough money, but they were all wet.

The real reason Westinghouse/CBS chairman Michael Jordan gave my station responsibilities to Mel Karmazin is because Mel owned something like 1.7 percent of the company's stock and can make things very uncomfortable for Michael if he doesn't get his way.

Barry Diller
Chairman, Home Shopping Network
Miami, Fla.

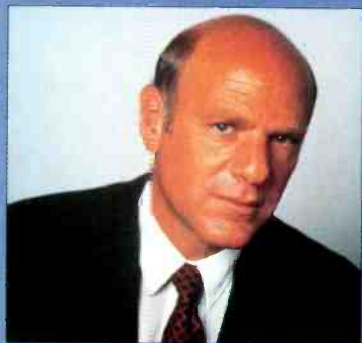
Dear Barry,

You and I go back a long way. I was there when you wanted to create a brave new world in home shopping with QVC. So now you're onto another new horizon, and I've got time on my hands. Sounds like we should be talking, right? Thinking it over, I really want to be a "software" guy, too. Just keep me in mind once you are ready to move forward. Let's do lunch in Aspen and talk it over. You're probably tired of all that damned sunshine in Miami, anyway, right?

Regards,
Peter



In his early days with Tele-Communications Inc., Peter Barton (top) was the man to negotiate a hardball carriage deal with an ornery programmer or fix operations at an ailing holding. Then, in the early '90s, Barton helped the Liberty Med a group expand its holdings into some 90 different networks, very few of them wholly owned. Earlier this year, he resigned from the company to start his own software/programming company.



Peter Barton
The Slopes
Aspen, Colorado

OBJECTIVE

I want to try my own hand at developing content. I've spent years managing the good Dr. John Malone's portfolio of programming investments, and I know that John Hendricks, who founded and created the Discovery Channel, and Bob Johnson, who did the same with Black Entertainment Television, aren't any smarter than I am—and look what they've done.

EXPERIENCE

President/CEO, Liberty Media. I have overseen every aspect of John Malone's programming holdings in the cable business—the stuff he's collected over the years from offering up distribution on his TCI cable systems for a piece of the action. When I left earlier this year, there were about 90 networks in the bin, and Malone was thinking of bringing Liberty back into TCI's fold to make a few billion more.

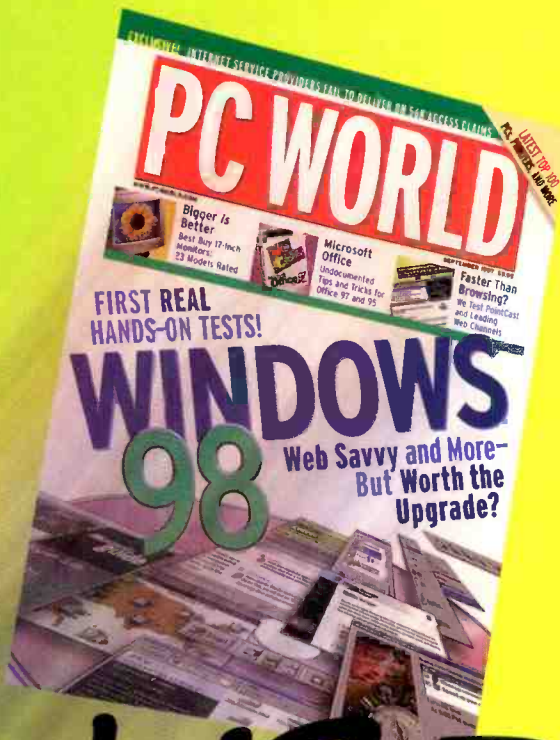
SKILLS

I know more about how a cable network operates—any type of cable network—than anyone on Earth. Give me 30 seconds with a business plan and I'll tell you the day, month and year it turns a profit and how many subscribers it'll have. Or for that matter, if it will ever reach black ink. I could do a deal so complex even God's own lawyers couldn't figure out who ends up on the plus side (that would be me, by the way). Working for Malone taught me that, but Harvard Business School training didn't hurt.

Nobody puts on a better game face. When Malone chose Leo Hindery over me as his right-hand fix-it man, no one could have known how crushed I was.

ONE HOT BOOK!

PC World outperformed its competition across the board, scoring major victories in three critical categories — circulation growth, bonus over rate base, and newsstand growth — according to the June 1997 ABC Fas-Fax Report.

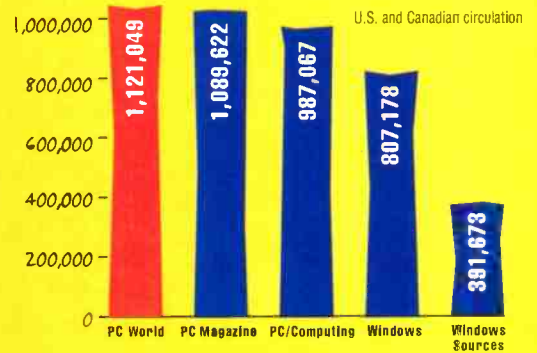


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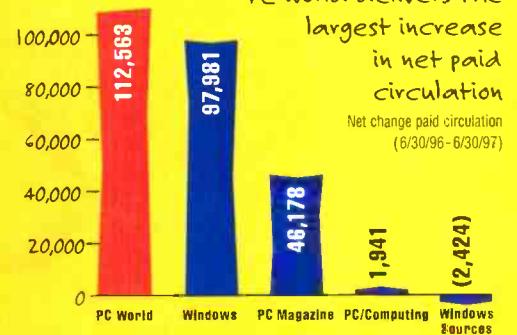
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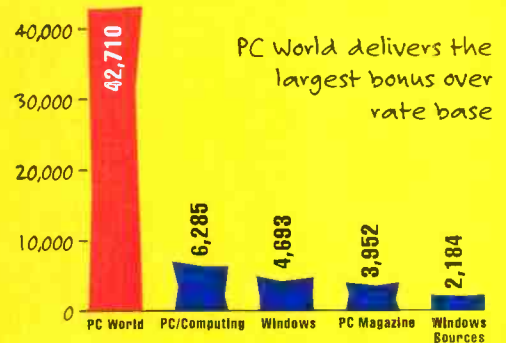


Source: Circulation numbers taken from the June 1997 ABC Publisher's Statements Paragraph 10, Geographic Analysis of Total Paid Circulation, and represent the following analyzed issues: PC World, May 1997; PC Magazine, March 4, 1997; PC/Computing, March 1997; Windows, May 1997; and Windows Sources, March 1997. Total calculated by PC World and represents combined U.S. & Possessions and Canadian subscription and single copy sales figures.

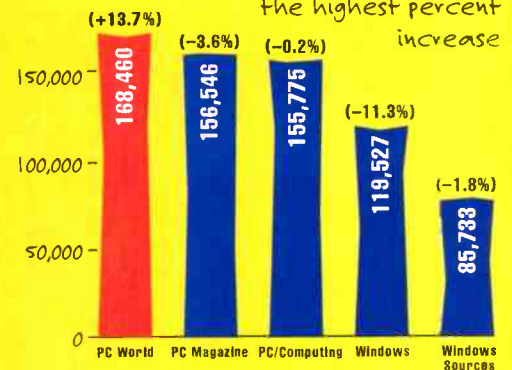
PC World delivers the largest increase in net paid circulation



PC World delivers the largest bonus over rate base



PC World leads in newsstand circulation and achieves the highest percent increase



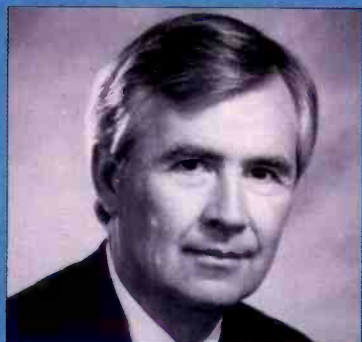
Source: Analysis by PC World from the ABC Fas-Fax Report for the 6-month period ending June 30, 1997.
 *Total average paid circulation

Ray Smith
CEO, Bell Atlantic
Philadelphia, Pa.

Dear Mr. Smith,

I would like to encourage you to once again consider that for \$10 billion or so (a mere drop in the ocean, especially since Bell Atlantic has merged with NYNEX), Bell Atlantic could buy a large MSO (such as Cablevision or Cox) and enjoy huge profits from this still largely monopolistic business. I believe I would make an ideal candidate to run such an MSO for you. As a classy statesman of the cable industry, I have no desire to exact revenge on the lying bastards who pushed me out of the company I created with a college chum 34 years ago.

Sincerely,
(Not-so-famous) Amos



Until recently, Amos Hostetter (top) was the respected founder and chief exec of the top 5 cable operation, Continental Cablevision. The Hostetter-led company was considered the most forward-thinking and consumer-friendly of the big cable operators. Last year, Hostetter sold out to U S West; however, U S West—without consulting Hostetter—decided to move the company (renamed MediaOne) and dump him, too. Hostetter was not pleased.



Amos Hostetter Boston, Massachusetts

OBJECTIVE

To find a position in the communications industry that would enable me to take revenge on a certain Baby Bell conglomerate that lied to me, betrayed my faith and moved the family-oriented company that I created from scratch from Boston to Denver.

EXPERIENCE

Created a cable company in 1963 before it was fashionable (and even before there was any programming to transmit; in the early years I continuously ran a Super-8 film of my family's vacation in Aruba). Built a huge MSO serving 5 million customers.

SKILLS

Unlike most cable companies, Continental was unique because it was not hated and despised by its customers. I helped the company accomplish this by implementing innovative tactics such as instructing local system personnel to actually answer customer phone calls and show up for installation appointments on the day they had been scheduled. In addition, Continental bucked the standard industry pitfall of service outages whenever it rains.

In addition to my extensive experience gained from running Continental/MediaOne since 1963, I am skilled at corporate espionage. A week before I was scheduled to meet with U S West executives about my future with the company, I employed an operative to obtain a draft of a forthcoming press release to be issued from U S West's Denver HQ. It announced that I would be retiring from MediaOne as the company moved from Boston to Denver.

Also gained public relations skills just prior to leaving my last position. When I resigned from my post as chairman of MediaOne, instead of agreeing to state to the public that I was happy about leaving the firm, I issued my own press release saying I was quitting due to "irreconcilable differences" to leave no doubt that I had been double-crossed.



Mark Kendall, Media God

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Bill Gates
CEO, Microsoft Corp.
Redmond, Wash.

Dear Bill,

I think I would make a dandy chief corporate counsel for Microsoft. As you know, I was a communications litigator for years before taking over the FCC. I know how Washington works and how to get around in its legal catacombs. And it won't hurt that my hatchet man, Bill Kennard, will be taking my place at the FCC. More importantly, you and I are on the same wavelength and share the same spectrum. And, like my very close friend and college roomie, Al Gore, we know that the information age is the future, computers are your friends and we are all Net Nerds. I look forward to helping Microsoft break the bonds of regulation with which Washington would shackle it.

Logging off,
R. Hundt



Before resigning as chairman of the FCC, Reed Hundt (top) managed to buzz TV execs over "public interest" issues such as cable TV rates, the effects of TV violence, sex and profanity on kids and free airtime for political candidates. He singlehandedly forced the FCC to change its digital-TV technical specifications to meet the computer empire's needs last year by inviting Bill Gates (below) to jump into the 6-year-old commission's work.



REED HUNDT Washington, D.C.

OBJECTIVE

I need a job. Not just any job. A special job that will allow me to smite the wicked and get in my enemies' faces without having to apologize. My enemies include the broadcasters, the TV networks, the cable industry, an assortment of international telephone conglomerates and many politicians.

EXPERIENCE

Since my triumphant nomination hearings in 1993, I have been the chairman of the Federal Communications Commission and Al Gore's Boy. In that role I have fought for the public interest and have been the administration's Culture Czar.

One of my first acts was to cut the rates of cable companies across the nation, thereby helping the little people fight the big cable monopolies in their communities. (These efforts were thwarted in 1994, but it should be noted that it took an Act of Congress to overturn my work.)

My close relationship with the Senate and House led to the passage of the monumental Telecommunications Act of 1996, whose purpose is to someday make television-watching safe for families and children of all ages.

Most importantly, in 1997 I saved Silicon Valley's ass by holding the entire digital TV commission hostage and insisting that they mandate TV-set standards that would meet the needs of the computer industry, and not just those of the broadcasters and average TV viewers.

SKILLS

Although several of my detractors have called me an arrogant bastard, I am first and foremost a people person. My powers of persuasion have been attested to by none other than John Malone of TCI, who once said I could probably convince Mother Teresa to vote Republican.

Theodore Waitt

Gateway 2000, North Sioux City, SD.
34. Married, 4 children.

Talked out of joining family cattle business. By father. Left college senior year to start computer mail order business in farmhouse. With \$10,000 start-up loan secured by grandmother's CD.

"Everybody was heading to Silicon Valley. So I picked a cornfield."

Cofounded Gateway 2000 with partner, Mike Hammond. 1985. Direct-market PC seller and manufacturer based in South Dakota. First year revenues \$100,000. Explosive growth due to low costs, fast service. Expanded overseas, 1993. Marketing coup: chose Holstein as company mascot.

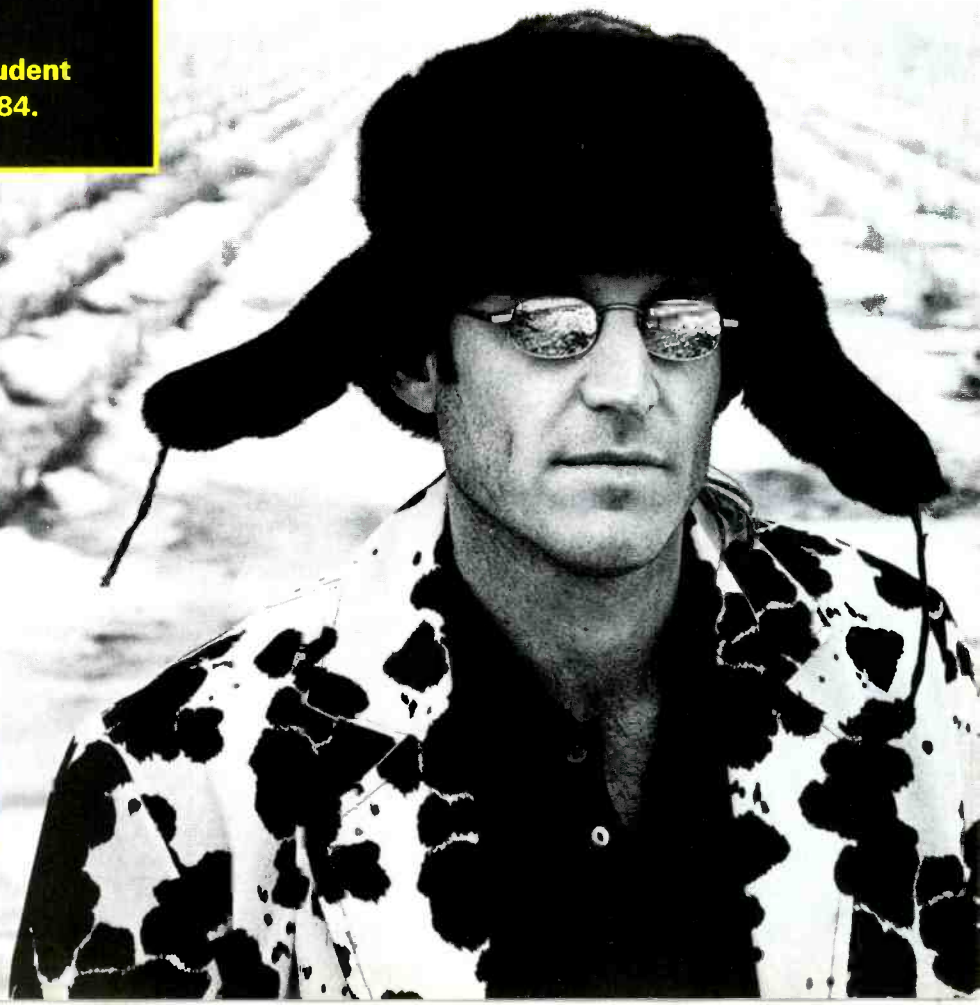
"It was either the family cow or the family dog. 'Bunky' lost."

1996 revenues: \$5 billion.

Started reading Forbes as a student at the University of Iowa in 1984.

Forbes
CAPITALIST TOOL™

www.forbes.com





Dennis Holt

Entrepreneur:

Started world's first media buying service in 1964. Started Western International Media in 1970 — now a \$4.7 billion business.

Style:

Works 12-14 hours a day. Sits on many boards, holds many trusteeships.

Education:

South Central Los Angeles' Manual Arts High School. Baseball scholarship at USC.

Awards:

Mediaweek's "Media Executive of the Year," 1995, and dozens of others.

Personal Interests:

Planted over 1 million trees in South Carolina Wetland Preserve. Favorite Charity: Challengers Boys and Girls Clubs.

His Thoughts on Media:

As the advertising industry continues to buzz about new technology, the art of personal service is being forgotten. All the new toys will be available to any agency or buying service willing to make the investment.

Unfortunately, most agencies don't have the vision to initiate new forms of communication. Often they see the client as a "source of income" rather than a friend and partner in marketing.

But relationships count; friends don't fire friends. And, in this service business, great service will always be more important than technology.

As the newsweekly of the media business, MEDIAWEEK follows closely the leadership ideas of key media executives. These are the people who determine the content of media, the mix of advertising media and the flow of advertising dollars.

We hope this ad series sheds a little light on the immediate future of the media business and on MEDIAWEEK'S mission: to know where money is being spent on media, and why. To subscribe call 800-722-6658.



MOVERS

RADIO

William G. Thompson has been promoted to chief financial officer at Triathlon Broadcasting Co. Thompson previously served as corporate controller for the San Diego-based, 31-station radio group.

TV STATIONS

WBRC in Birmingham, Ala., has named **Peggy Carpenter** as vice president of news. Carpenter had been news director at the Fox O&O since July 1995.

PRINT

Vanity Fair has promoted **Leslie Picard** from advertising manager to advertising director. Picard replaces Nancy Landsman Berger, who was promoted to VF associate publisher...**Jonathan Stone** has been promoted from national advertising director to associate publisher at Hachette Filipacchi's *Boating*. Stone was associate publisher for *Bicycling* prior to joining *Boating* in 1995...**Colin Rock** has been appointed senior account manager of *National Geographic Traveler*. Rock was most recently senior account manager for *Emerge* magazine.

PRODUCTION

Eileen O'Neill has been promoted to marketing manager for Tribune Entertainment Co. O'Neill, most recently station relations coordinator of TEC's *The Geraldo Rivera Show*, will be responsible for all East Coast and central region station relations for TEC's new *Gene Roddenberry's Earth: Final Conflict* and *NightMan* series, while maintaining her role in *Geraldo*.

The Media Elite

Edited by Anne Torpey-Kemph

Morris Unplugged

Viewers watching CNBC's *Hardball* on Sept. 12 caught a glimpse of an on-camera fight that the producers and staff of Chris Matthews' show won't soon forget. Matthews, syndicated columnist and author of several books on Washington, was hosting a segment on William Weld's losing campaign

against Sen. Jesse Helms (R-N.C.) to win Senate confirmation as U.S. ambassador to Mexico. The guests included *Newsweek*'s Howard Fineman (who sat with Matthews in a Washington studio) and, on a feed from New York, disgraced political consultant Dick Morris. Asked about Weld's strategy, Morris said that

Weld was aiming to take over the moderate Republican wing, adding: "It's a little like getting to lead a church after being crucified." Viewers then heard Matthews, a solid Irish Catholic, bristle: "I didn't like that comment one bit." Morris suddenly disappeared from the screen as Matthews said: "We're gonna try a change in the format. We're gonna cut off Dick Morris on this show." Matthews turned to Fineman and finished the segment.

What producers, technicians and folks in CNBC's control room in Fort Lee, N.J., also heard was: "You're off the show! Get him outta here. Cut his camera!"

Morris frantically called Washington, trying to speak to Matthews, but was blocked. While Matthews fumed, the gang up in Fort Lee, according to sources, were chortling "Great TV!" CNBC ended up running an "abridged" version of the incident, possibly to avoid having the show rated "V" for violence.

There is no word on whether Morris will be invited back to play *Hardball* again. —Alicia Mundy



Hardball host Matthews (l.) knocked Morris out of the box.

Network Chiefs Spar Over Who Is Age-Appropriate

Although most of a recent diversity summit held in Hollywood by the Directors Guild of America dealt with issues of race and gender, an audience Q&A prompted a spirited exchange about age.

"The reality is there are a lot of very young executives making decisions about who they want to work with," said Warren Littlefield, president of NBC Entertainment. "I couldn't get hired today at NBC," the 45-year-old

exec continued. "I'm too old."

"You sure couldn't get hired at CBS," lobbed in CBS Entertainment president Leslie Moonves, another panelist.

"Yeah, at CBS I'd be too young," shot back Littlefield, sparking a round of high-fives between the two competitors and lightening up the otherwise serious event.

The summit concluded with the DGA's first Diversity Awards. Said award recipient John Wells, part of the creative team behind NBC's *ER*, which has a multicultural cast and crew: "I hope this is the first and last time the Guild gives this award. I wish we didn't need it." —Betsy Sharkey



CBS' Moonves and NBC's Littlefield perpetuated an age-old rivalry.

MEDIA DISH

Ultimate Reality Meets Virtual Reality at Fox Event



DOUG HYUN/FOX

At the *Simpsons*-styled house in Las Vegas earlier this month to introduce the CD-ROM game *Simpsons: Virtual Springfield*, based on the hit Fox television series, were (l. to r.) Bart, *Simpsons* creator Matt Groening, Lisa and Marge.

'Gourmet' Toasts Daniel's Good Tastes



At the "America's Top Tables" awards luncheon Sept. 15 at Daniel, ranked by *Gourmet* as New York's best restaurant: (l. to r.) James Truman, editorial director, Condé Nast Publications; Daniel Boulud, chef/owner, Daniel; and Gina Sanders publisher, *Gourmet*.

'Time digital' Celebrates Cyber-Achievers

On hand at San Francisco's Spectrum Gallery recently to honor the "Cyber Elite" of *Time digital*'s October issue were (l. to r.) Laura Bracken, media director, Saatchi & Saatchi; Lisa Bentley, regional sales manager, *Time*; Charles Whittingham, senior partner, J. Walter Thompson; Alan May, media director, Anderson & Lembke.



TODD PICKERING FOR TIME DIGITAL

SPOTLIGHT ON...

Bob Sanitsky President, PolyGram Television

He's best known for packaging *The Rosie O'Donnell Show* for Warner Bros. for syndication while at International Creative Management, and now he's making a name for PolyGram TV. In the six months since he took the reins, Bob Sanitsky has propelled the PolyGram Filmed Entertainment unit into the TV business by engineering a variety of syndicated series deals. A couple weeks into his new job, Sanitsky acquired the U.S. distribution rights and provided financing for the relaunch of *Due South*, the Canadian-produced series from Alliance Communications that had a two-year run on CBS.

"I would just like to think that we...were instinctive in reading what the station

market was looking for," said Sanitsky, whose division has sold *Due South* in 126 markets representing 87 percent U.S. coverage.

Sanitsky has acquired the TV-adaptation rights to the box-office hit *Total Recall* for a potential fall 1998 launch, formed a children's programming unit and signed a long-form telefilm and mini-series network development deal with Francis Ford Cop-

pola's American Zoetrope Studios.

PolyGram TV's short-term plan, Sanitsky says, is to create "weekly series franchises" and exploit ITC Entertainment's 10,000-hour film and series library, which

PolyGram acquired in 1995. Sanitsky projects that PolyGram will begin daily strip series franchises by 1999 or 2000. "On the TV side, we're looking to carve a significant place in Hollywood and the rest of the world," Sanitsky says. —Michael Freeman



Sanitsky: Master of syndication series deals

White House Press Board Adds Members

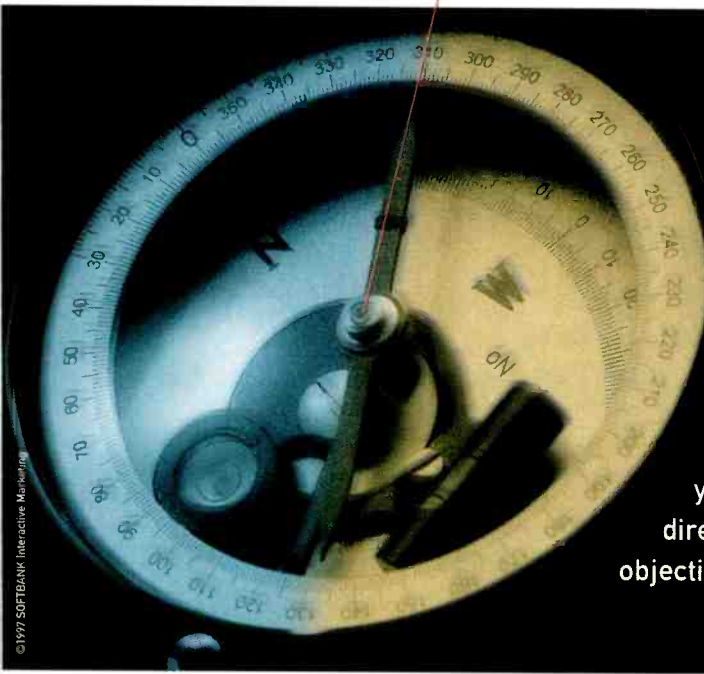
Not quite FOBs, but... Just elected by the White House Correspondents Association to the White House press corps' executive board were Peter Baer, NBC Radio and Mutual News correspondent; Susan Page, a reporter for *USA Today*; and Ron Fournier, political corre-

spondent for the Associated Press. Among the board's concerns: safe and economic travel for the Clinton-tracking media cadre and better working conditions inside the White House. Baer says he'll use his term to improve the "very cramped White House briefing room and media filing areas."

INTRODUCING

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When the Internet Advertising Bureau unveiled a study last week about the efficacy of ad banners, it likely caused a shrug among those who have seen such studies before. But the IAB should get credit for two innovations: first, the survey is the largest so far, with some 35,000 respondents; and second, it dared compare recall scores of Web banners to ads in other media. Guess what? Internet users had slightly better ad recall than TV viewers. Not bad for an industry in which animation is still considered cutting-edge.—*Catharine P. Taylor*

@deadline

Hearst Gets Excited

Hearst New Media and Technology's HomeArts and Excite have formed a co-branded distribution deal. The arrangement calls for HomeArts to provide content for Excite's lifestyle channel, located at www.excite.com. The Web pages will contain both the Excite and the HomeArts logos and the companies will also share ad revenue in the venture. Excite is soon expected to announce other content partners for its channels, which cover topics including news, entertainment, health and sports.

Ultima Launches

Electronic Arts, San Mateo, Calif., shipped its multi-player adventure game Ultima Online last week. The four-month beta test that preceded the launch, in which 25,000 players from across the globe participated, was the largest beta test ever for an online game. The game comes with Netscape Navigator Web browsing software, along with a free month of AT&T WorldNet Internet service.

The IQ Agency Guide

IQ is currently gathering information for its annual guide to interactive agencies. In order to be considered for inclusion in a ranking of the top interactive agencies by revenue, contact Jim English via email at jenglish@adweek.com for a questionnaire. Questionnaires must be returned no later than Monday, October 13th.

Microsoft Hires Coopers & Lybrand to Audit Ad Reports

By Catharine P. Taylor and Bernhard Warner

In what may set a precedent in Web ad measurement, Microsoft has hired accounting firm Coopers & Lybrand to provide quarterly advertising audits of all of the online content properties in Microsoft's Interactive Media Group.

Although Web auditing has grown rapidly in the last year, as major online properties have sought to develop customized audience reports, this deal differs from industry standards in two ways. First, Microsoft is asking Coopers to audit only Microsoft's ad delivery system, not the audiences for the Web sites themselves. Second, Coopers will be looking at Microsoft's ad delivery process by randomly spot-checking individual advertiser reports.

"We really needed to provide audits of what we are actually selling," said Steve Goldberg, group manager, strategy and development for Microsoft's advertising business unit. "The difference from traditional new media auditing, if you can call it traditional, is that we'll be looking at the process," said Tom Hyland, a Coopers partner and chairman of the firm's new media group. The initial audit will track Microsoft's third-quarter 1997 ads.

In hiring Coopers, Microsoft has let its contract expire with industry leader I/Pro, which has been under pressure to improve its auditing services. I/Pro has lost business from other major Internet media companies this year, including search engine Yahoo!



Goldberg is looking for audits of "what we are actually selling."

Goldberg said Microsoft was continuing discussions with a number of measurement firms, including I/Pro, Media Metrix and @plan, about how best to count Web audiences, which the Coopers deal does not address. "There are a lot of pieces to the puzzle of advertising tracking and reporting," he said. "One piece is audience size, and another piece is advertising delivery."

For Coopers, the Microsoft deal is the first time it has gone public about a client win from its recently formed new media group. "In terms of the Internet, this is our first big play with Microsoft, and it's our first big rollout for this industry," Hyland said.

Coopers is working with other, undisclosed Web publishers. It is also in talks with Intel, which plans a massive \$85 million co-op Web ad program. The chip giant wants to make sure its advertising partners are delivering on their promise to plug Intel in online ads. ■

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[HEADBONE'S SUSAN LAMMERS p.38](#) | [ADVERTISERS OPEN UP SITES FOR SALES p.39](#) |

bits

►The **Detroit Auto Dealer's Association** named **Microsoft's CarPoint** (www.carpoint.com) as its official Internet site for next year's North American International Auto Show in January. New model unveilings will be cybercast live.

►**VF Corp.**'s apparel label, Lee Pipes, launched www.leepipes.com, which was designed by **BlairLake New Media**, Kansas City, Mo. The company is mulling an online marketing push for as soon as this year, which will likely include banner buys on extreme sport sites. For now, the site will be promoted with a link from www.leejeans.com. BlairLake is the interactive agency of record for the **Lee Apparel Co.**, Merriam, Kan.

►**Rite Aid Corp.** is the latest drugstore chain to sign a deal with **ProxyMed Inc.**, Fort Lauderdale, Fla., to supply the company's pharmacists with electronic prescription capabilities. Using the company's proprietary network, ProxyNet, Rite Aid pharmacists will receive prescriptions directly from physicians connected to the network. ProxyMed has similar deals with both **Wal-Mart** and **Revco**.

►**Philips Multimedia Center**, a division of **Philips Consumer Electronics Co.**, has launched PlanetSearch Networks, a family of Web sites. The company has also named @dVenture, the New York-based online division of **Venture Communications**, agency of record. PlanetSearch is an aggregate of community-oriented Web sites with built-in search and personalization capabilities. The @dVenture online media network manages media for **National Geographic Online** and the **Hollywood Stock Exchange**.

►**CUC International**, Stamford, Conn., has expanded its classified advertising empire with the acquisition of Match.com, an online personal classifieds service currently operated by San Francisco-based **Electric Classifieds**. Terms of the deal were not disclosed. CUC is also eyeing **Hebdo Mag International**, a global classified ad distributor, for its next acquisition.

►**Travelocity** will become the premier travel channel on **Netscape** Netcaster. The "push" delivery platform will feature such Travelocity sections as Deals, Book It, Explore, Air Waves and Weather.

►Clarification: The redesign of Oldsmobile's Web site, www.oldsmobile.com, is being conducted by Leo Burnett Co. new media unit **Giant Step**, Chicago.

Rocky Times at Avalanche Lead to Restructuring

BY ANYA SACHAROW—In the frantic, up-and-down world of the Web, one of the more recognized interactive shops has hit a rough patch. Last week, Avalanche Systems, New York, laid off five junior designers and producers while three senior managers resigned. The departures cut its full-time staff to 41, after Avalanche had expanded from 20 to 48 employees in 1996.

Avalanche is having cash flow problems, according to sources, partly to pay for its growth spurt. The company has moved into newly renovated loft space in lower Manhattan, with employee Land Rovers parked outside. Revenues, reported at \$5 million in 1996, apparently haven't kept pace with the growth.

Avalanche is "resizing and restructuring," said chief executive Michael Block, who founded the company in 1994. "We're moving to be more of a strategic partner to our clients, with stronger account services and account management. We've got to take a hard look at what our cash flow is."

None too soon, according to Christopher McCarthy, a former director of strategic services at Avalanche who left last spring after eight months at the com-

pany. He said Avalanche lacked "client service, commitment to strategic services and an understanding of what that means."

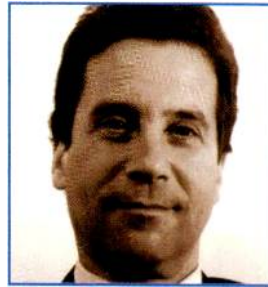
Among the hires Avalanche has made to fill those needs are Michele Madansky, a former vice president of interactive business development at BBDO, who was recently hired to manage client relations and business development. Troy Tyler also has joined Avalanche as director of operations, recruited from Boston Consulting Group.

Avalanche's client roster includes the Warner Music Group, Carnegie Hall, Gruner + Jahr, Sotheby's International Realty and

The Guardian. Avalanche also has produced Web sites for NBC and Price Waterhouse but, in a project-driven industry, the company has failed to get additional assignments from those clients.

In the case of NBC, Block said the network has taken a lot of its Web production work inside. "We have a good relationship with them," he said.

An NBC representative confirmed that Avalanche worked on NBC's original promotional Web site at www.nbc.com. That site now houses original content, which is developed in-house. ■



Avalanche's Block: wants to be a "strategic partner."

PowerAgent Goes Dim, Fails to Secure Financing

BY CATHARINE P. TAYLOR—Less than two months after its official launch on the Web, PowerAgent, a much-watched startup, suspended operations late last week. The company, which promised to give consumers and advertisers true one-to-one Internet marketing, failed to get additional funding from its investors, which include several prominent venture capital firms.

In an internal email sent to PowerAgent staff, chief executive officer Dale Sundby wrote, "There is no alternative but to immediately suspend operations and attempt to restructure the company." As a result, the firm, which had planned to offer its services starting next month, laid off all but a handful of employees.

Sundby told *IQ News* he expected the company could continue and said he was still in discussions with investors and partners who would help relaunch the venture.

Among those who were laid off was David Carlick, the former Poppe Tyson executive who served as PowerAgent's president of network services. "I'm extremely disappointed that it didn't work out," Carlick said. "It was so promising."

PowerAgent's premise was that it could provide millions of registered consumers with relevant marketing information they wanted, via its automated Web software. The plan was to vastly cut down electronic advertising clutter for users and sharply reduce marketing expenses for businesses.

But PowerAgent ran into technological and financial roadblocks. The software required to implement PowerAgent was late and cost more than anticipated, one source said. And with money tight after hiring an extensive sales force, PowerAgent was unable to mount an aggressive campaign to attract consumers. ■

bits

► **Avalanche Systems**, New York, launched a redesign of **Elektra Entertainment's** Web site at www.elektra.com. Avalanche will also soon launch a new site called **The Listening Station** (www.listeningstation.com) for Elektra's parent company, Warner Music Group. That site holds sample music for Warner and its subsidiary labels' artists.

► **Focalink Communications**, which aids advertising agencies in ad placement and tracking, has signed **Interpublic Group** to a two-year deal to be a provider of interactive ad management tools to IPG agencies. Focalink has signed a number of other agencies to such deals this year, including Bozell, CKS SiteSpecific and GSD&M.

► **Cone Communications**, a Boston public relations agency, opened a New York office primarily to service interactive clients. Heading Cone Interactive are Susan Pechman and Stuart Bogarty. Prior to joining Cone, Pechman was senior vice president of marketing for iVillage, New York. Bogarty, director of interactive marketing, was most recently media manager for Modem Media in Westport, Conn.

NetCentives to Launch Online Rewards Program

BY BERNHARD WARNER—In an effort to give Web users a nudge to buy items over the Internet or subscribe to an online publication, Netcentives, a new Internet promotions company, will launch ClickRewards, an incentives program, in November. The San Francisco-based startup has a roster of partners, including Broderbund, Macy's and GolfWeb, plus airlines and hotel chains such as American, Continental and Hilton Hotels.

Consumers who participate in a variety of online activities, from making transactions to filling out surveys on ClickRewards' member site (www.clickrewards.com) will accumulate points that can be redeemed for merchandise, frequent-flier miles or hotel stays. Netcentives will support ClickRewards with a \$2-3 million ad budget through the first quarter of 1998. The ad buys have yet to be determined.

Netcentives expects to sign up 15 member sites in categories such as product manufacturers, financial services, publishing and search engines by its Nov. 1 commercial launch, said chief execu-

utive West Shell III. The company also hopes to expand its roster of rewards partners. Member companies essentially pay for sales leads on a basis of points earned by consumers. Other than software installation costs, there are no membership fees, Shell said.

One participant, CNET Direct, will use ClickRewards to boost software sales on its BuyDirect site, said William Headapohl, CNET executive vice president of e-commerce. The company plans to offer its 300 software vendors the option of participating in ClickRewards. The move would plant the ClickRewards logo on select merchandise within www.buydirect.com. The vendors could use the program as both a purchase incentive and a means to pull in a more diverse shopping crowd, he added.

Macy's will use ClickRewards at www.macys.com to coincide with its online Christmas gift-giving program. "For me, ClickRewards is more a means of driving not necessarily the purchase but what you purchase or how much you spend," said Kim Miller, Macy's promotion director of special services. ■

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LisaCCC Has anyone had a chance to experience some of the new palmtops on the market?

Cliff Let's talk price...How much is the 640x240, 4MB HP 3000 with a modem?

John Yes I'm looking into one right now

Paula What can you do with 4MB?

John You can run all the software that comes with it, no problem

Paula That's amazing

John Yes, they truly are wonderful

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To find out more about what Talk City can do for your online advertising plan, contact Karen Davidson VP Sales, LiveWorld Productions by e-mail at karen@liveworld.com or call 212-836-4330

Intel Breaks Online Campaign

Intel Corp. is launching its largest online advertising sponsorship to date as part of a new campaign that starts today. The online portion is strategically timed with the new TV campaign for the Pentium II Processor. "It's the most amount of money we've spent on an online effort," said Shawn Conly, interactive advertising manager for Intel.

The sponsorship will run on MTV Online, InterZine, MPlayer, GameSpot, RGB Gallery on HotWired and Hollywood Online. The campaign runs through the end of the year and stars what Intel calls the "bunny people," the characters wearing protective, astronaut-like suits who are featured in the company's advertising.

Intel invited some 50 Web sites to pitch proposals to the company on how their sites' content could best showcase Pentium II Processor technology. The goal was "to demonstrate multimedia capabilities on the Web in a compelling way," Conly said.

Euro RSCG Dahlin Smith White, Intel's agency of record, created some icons surrounding the bunny people, but the sites will design content behind Intel's sponsorship. MTV Online will run new programming called MTV's Live Show Online, RGB Gallery will incorporate multimedia art and InterZine will run a tip of the week across its network on iGOLF, iSKI, iRACE, iBIKE and Snowboarding Online.

A sweepstakes component to build awareness for Intel's Pentium II Processor will last through the end of October. The contest, called the Pentium II Processor World Expedition, will require users to go through each of the sites. Aside from banner ads and the sweepstakes, a navigation bar will be incorporated into the campaign to help users get from site to site. "Companies buying advertising and sponsorships have never linked them before," said Peter Moritz, vice president of sales at InterZine.—AS

IQ movers

GeoCities hired **Michael Barrett** as vice president of advertising sales from Disney Online where he was vp, advertising. . . . Cox Interactive Media, Atlanta, tapped **Peter Winter** as president. He had been vp, market development for Cox Newspapers. . . . **Chuck Fletcher** has joined Children's Television Workshop as director of technology online. He had been director of technology at Grey Interactive New York. . . . **Jan Brandt** has been promoted to president, marketing at America Online's AOL Networks division from senior vp, marketing.

R. OLSON



In Seattle, you are never far from grunge or Microsoft. Susan Lammers, 39-year-old president of Headbone Interactive, was a Microsoft executive before starting the company in 1994. She and

her husband just bought the house once owned by Courtney Love and Kurt Cobain.

While Lammers' day-to-day activities have little to do with Nirvana, Microsoft comes up frequently. Headbone, however, in a downtown warehouse with sweeping views of Puget Sound, is a creative environment far away from Microsoft's suburban Redmond, Wash. campus; evidence that in 1993 Lammers began to think about the Web differently than Bill Gates.

"To really be successful in new media, I felt you had to start from scratch and develop original characters and stories," she says. "There was value to owning those and being able to utilize them in all kinds of media: CD-ROM or online."

Headbone's cast of characters live on the Web and on CD-ROMs. They are also starting to appear in traditional media. The personalities include Iz, a female rock musician; Elroy, a detective; and Auggie the robot, all of whom reside at www.headbone.com, incorporated into stories and games. Elroy has his own detective series called PI. Iz and Auggie need to earn \$5,000 to save the ozone layer in the game Rags to Riches. Use Your Headbone, a kids' activities page, is in newspaper syndication.

Lammers and her staff of 40 are creatively, not technically focused, but

Headbone is also an example of the art-science mesh. "These kids grow up in the backyards of Nintendo, Microsoft, Adobe, grunge and Nirvana and all that stuff," says Lammers of her staff. "They look at the computer like a pencil."

Elroy
PRIVATE
INVESTIGATOR



Headbone's detective Elroy stars online in the series PI.

Lammers started Headbone after eight years at Microsoft. She had joined Microsoft in 1985 producing CD-ROMs, following a job publishing gardening software and books for San Francisco-based Ortho Books.

As the industry gravitated away from CD-ROMs and toward interactive media, so did Lammers' work at Microsoft. She ended up working as a director of multimedia publishing at Continuum. The unit eventually became Corbis, Gates' bank of images that is also a multimedia company.

Lammers sees no competition with her old boss, given Headbone's creative focus. "If we were a technology company and were working on operating systems, I'd be nervous," she says. ■



INSIDER

NEW MEDIA NIRVANA

By Anya Sacharow



Selling on Site

Manufacturers slowly convert Web sites into stores. **By Bernhard Warner**

Buy a washing machine with the click of a mouse? The idea may sound ludicrous to most people, accustomed to the eye-before-you-buy method of purchasing durable goods. However, a successful test last spring by Maytag, which allowed visitors to Maytag.com to pre-order its new Neptune washing machine, may be the most robust evidence to date that more and more companies are mulling plans to convert their Web sites into storefronts.

Of course, airlines, regional wineries, telecommunications firms and computer makers have been quick to embrace the Web as a sales channel. Direct PC marketers Gateway 2000 and Dell make a killing through Net sales. Dell claims it has reached \$2 million per day in direct sales through its Web site. AT&T, MCI and Sprint have been signing up customers online at a steady clip and every major airline is using its site to book reservations. Not to mention cataloguers and Web-grown businesses like Amazon.com and CDNow.

But what separates Maytag and most manufacturers from all of these companies is their traditional dependence on outside retailers to push product. And those manufacturers are well aware that retailers will almost certainly have resistance to being bypassed in the new, electronic sales loop.

That is why, until recently, most manufacturers with a national retail presence were only willing to sell collectibles and gift items on their site, just as

they would through a catalog or 800 number. For example, \$16 Coke boxer shorts can be had by calling a toll-free number plastered all over the Coca-Cola Trading Post on coke.com. Pepperidge Farm holiday tins packed with the popular cookies can be ordered on campbellsoup.com with the click of a mouse. Such developments could hardly be classified as brick-and-mortar shaking.

So will the next wave of marketers be the ones who write a new chapter in the so-far slim annals of online commerce? Possibly. But as a number of major apparel companies, auto makers and pack-

aged-goods marketers such as LifeSavers are testing the direct sales waters, it is clear that retailers shouldn't worry just yet.

The online storefronts of most marketers, while more aggressive than in the past, do their best to walk the line between opening up a new, full-blown sales channel and keeping retailers in the electronic loop.

As Rishad Tobaccawala, president of Chicago-based interactive agency Giant Step, says, advertisers often discover that the costs outstrip the benefits. "Most of our clients are concerned with the channel conflicts," he says.

Giant Step, a subsidiary of Leo Burnett Co., helped client Maytag sidestep such conflicts when it introduced the Neptune. As the manufacturer, Maytag gave maytag.com visitors the first crack at putting a deposit on the appliance with their credit card in anticipation of the intense demand for the product. When a nearby retailer got the appliance in stock, they would contact the



AMY GOLDBERG



Marketers including Coca-Cola and Pepperidge Farm have been selling collectibles online, but such efforts may be a precursor to manufacturer Web sites that are also robust direct sales channels.

customer. However, the success of the two-month long presale program has prompted Maytag to explore the possibility of not only generating leads but also selling direct from the site, said Giant Step co-founder Eric Heneghan.

Other manufacturers are following suit. Levi's Dockers brand is thinking of selling khakis online, while competitor The Gap is kicking around similar plans. Even General Motors is eyeing the medium as a distribution channel.

For Dockers, the ordering capabilities won't be up and running until the latter half of 1998, if ever. But for now, the San Francisco apparel marketer is seriously considering direct sales on dockers.com because of the third party in the retailing continuum: consumers. According to Heidi Oestrike, brand manager for Dockers, the No. 1 wish of those who send email to the site is that they be able to buy Dockers brand clothing over the Web.

That doesn't mean Dockers intends to pull business away from retailers, Oestrike asserts. The company continues to maintain a comprehensive store locator on the site.

It is likely that direct sales from the Dockers site won't make or break the company, but, in Oestrike's view, it would be an opportunity to reward the brand's most loyal customers. "When your best customers are saying, 'I want to buy online,' you have to listen to them. . . . This is a chance where we can get five stars with our customers," Oestrike says. The direct sales plan, however, is still in its infancy and the company has only just begun consulting with retailers, she adds.

Perhaps the most watched online commerce test will launch on Oct. 15. That's when GM will unveil a test program permitting prospective buyers in select states to order a car electronically—although it's important to note that the orders will come out of dealer,

not manufacturer, inventory. The pilot, dubbed GM Buy Power, is designed to give dealers in the test region of California, Oregon, Idaho and Washington leads on prospective car buyers.

"The goal really isn't to eliminate the dealer, or supplement the dealer, or anything like that," says Debbie Craig, interactive marketing manager for Oldsmobile. Besides, tire kicking is an essential part of the car-buying experience that you simply can't duplicate online, she adds.

Such examples underscore that for years to come, the meat and potatoes of most marketers' businesses will continue to be through physical storefronts. But as more and more manufacturers begin to experiment with virtual storefronts, a concurrent increase in direct online sales seems inevitable.

For instance, it might not be too long before manufacturers in some categories such as clothing begin to feel a direct threat from competitors who have the freedom to sell online aggressively. The Gap, for example, would have an advantage over Levi's in that its goods are only distributed through Gap-owned stores, not outside retailers.

That may be why the prospects for electronic commerce have motivated even the most cautious marketers to experiment with selling online. "Anywhere where a product is relatively commoditized, you can sell it online," says Jerry Shereshevsky, vice president of marketing and business development for Yoyodyne, the Irvington, N.Y.-based producer of online incentive programs linked to games.

But the pressure to open an online storefront is bound to come from consumers as well. Internet users have already shown an interest in buying products such as computers, books and travel services electronically, and the list is sure to grow.

"I ordered my computer through [the Gateway 2000 Web site]," says Oldsmobile's Craig. "But that was a \$5,000 purchase. Would I do the same for a \$30,000 purchase? . . . hmmm, Maybe someday down the road." ■

"When your best customers are saying, 'I want to buy online,' you have to listen," says Dockers' Heidi Oestrike.



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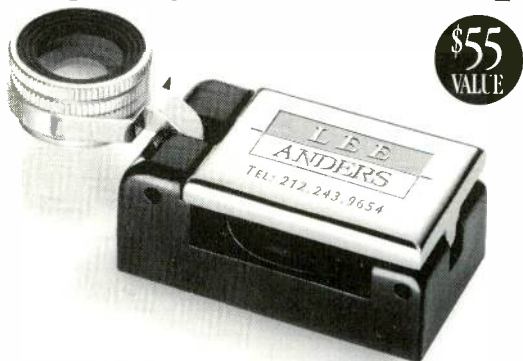
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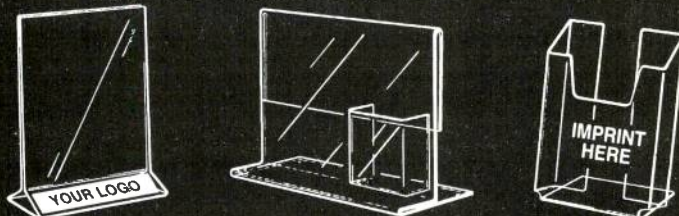
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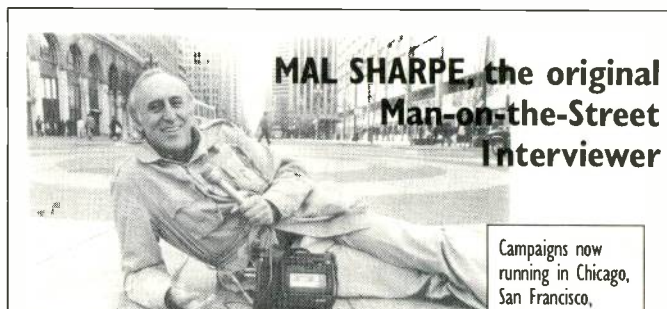
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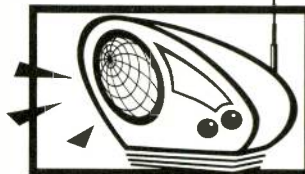
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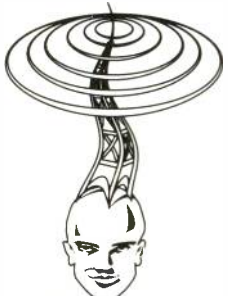
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Can you be passionate and objective, visual and verbal, imaginative and practical, think big and sweat the details?

At Arnell Group Brand Consulting, we are looking for a Senior Creative Director to design and manage the implementation of strategic marketing plans and image management programs for our diverse client base. Must be a multifaceted, freethinking strategist with a creative viewpoint who thrives in a fast-paced, work-focused environment.

Art Directors will also be considered.

Salary commensurate with experience.

Direct your resume to:

Arnell Group Brand Consulting
HR/BB
130 Prince Street
NY NY 10012

Fax: 212 343 5858
No phone calls please.

EMPLOYMENT

DIRECTOR OF MARKETING

Leading NY based International film and photo library seeks Director of Marketing. Candidate must have a minimum of five years experience marketing business-to-business products or services on a national basis in the broadcasting, publishing or new media industries. Responsibilities include the further development, refinement and implementation of a strategic marketing plan to include trade advertising, direct mail, trade shows, public relations, market research, and the exploration of on-line marketing opportunities, including the Internet. International experience and technical competency a plus.

Fax resume to: 212-620-0607

MARKETING/BUSINESS DEVELOPMENT

Leading media barter firm ready to reward two aggressive self-starters with excellent interpersonal skills/telephone manner. Contact marketing and financial executives in Fortune 1000 companies to expand our growing business. High income potential, generous salary, commission, lead bonus program and benefits.

Fax resume to 212-689-7583
Attention: SVP Marketing

SENIOR ACCOUNT EXECUTIVE

Looking for a new challenge? Small flatiron district ad agency seeks a Senior Account Executive with 4 years AE experience to work on an established account. Must have retail industry experience and proven ability to handle many projects at once on a fast paced account. Sense of humor a plus.

Please fax resume to:
212-929-3720

Only resumes with salary requirements will be considered.

ASSISTANT

needed for marketing department of New York based national footwear company. Must have 3-5 years experience and knowledge of all aspects of advertising. Ad agency or similar client background would be ideal. Familiarity with promotions and trade shows would be an added plus. Mail resumes (NO FAXES PLEASE) to:

Lugz
155 Avenue of the Americas
New York, NY 10013
Att: Marketing

TALENT PAYMENTS

Talent Partners, the advertising industry's largest talent payroll service is looking for an experienced individual to work on-site at an advertising agency. Must know union codes and be proficient at estimating and session and reuse payments. Hiring immediately. Salary commensurate with experience.

Fax resume to:
Mark Sharwarko
212-633-5667

HISPANIC AGENCY SEEKS:

1 Account Director 1 Account Supervisor
For both, retail/US Hispanic Experience a plus and Spanish spkg a must. Director with min. 6 yrs of account management exp and w exc. writing/oral communication skills. Supervisor with min. 4 yrs. of exp. and outstanding project management skills.

Media Planner/Buyer

Min 3 yrs. of exp. on Network and top Hispanic markets. Strong planning and negotiating skills. Highly organized and detail-oriented.

Please fax or mail resume to:
Attn: Stacie Jardine
Fax (305) 662-8419

MEDIA PLANNER

Immediate opening for a media pro with 2 to 3 years experience. Work on a fast-paced growth account which currently utilizes local broadcast and print. Strong communication and negotiating skills a must. Computer proficiently (Word, Excel) required. **Fax resume and salary requirements to Media Director at 404-365-7333. EOE/M/F/D/V**

J. Walter Thompson/Atlanta

Classified Advertising
1-800-7-ADWEEK

HELP WANTED

**ADVERTISING SALES
MANAGER - REGIONAL**

Reed Travel Group, the world's premier provider of travel information services, has an excellent opportunity for a Regional Sales Manager.

Working for the Reed Meetings Group (Meetings & Conventions and Official Meeting Facilities Guide), you'll develop customer-focused strategies and sales orientation programs; establish/maintain targeted accounts; coordinate ad strategies; and ensure optimum customer service levels are maintained.

2+ years in ad space sales, hotel or meetings background preferred. The ability to function well in a deadline-driven setting and handle multiple changing priorities is a must. Overnight travel will be required.

We offer a competitive salary, generous commissions and an excellent benefits package. SEND/FAX your resume to: **STAFFING MANAGER, REED TRAVEL GROUP, 500 PLAZA DRIVE, SECAUCUS, NJ 07094, FAX: 201-902-1822. EOE M/F/D/V**

Visit our website at:
www.traveler.net/m+c

**REED
TRAVEL GROUP**
World leader in
travel information services.

Are
"AE" and "DECKERHEAD"
mutually exclusive



I don't think so. I know he or she is out there. With 2-5 years as an agency AE. Ready to step up and run a national TV account. An AE who's fearlessly honest. Passionately entrepreneurial. Adamantly original. Sporadically weird. An AE who is, in other words, a Real DECKERHEAD. It's just that so far, he or she hasn't applied for the job. Restore my faith. Send something persuasive plus resume. *Bless you.*



Jim Decker
DECKER
America's Premier MicroAgencySM
99 Citizens Drive
Glastonbury, CT 06033
decker99@deckerhead.com

Advertising

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

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

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

Ad Account Executive— Financial Services

We need a rising star with demonstrated understanding of financial products and services to lead ad development process. Best candidate enjoys handling multiple fast paced projects simultaneously, knows investment products, and performs well in a team environment.
Dept NPR0785AW

TV/Radio Specialist

Looking for an experienced Traffic Manager who is thoroughly familiar with the trafficking of broadcast materials from booking to on air national and local TV/Radio stations. Must be exceptionally organized, fast and dependable. Dept NPR0786AW

Web Site Designer

Excellent opportunity open for a Mac artist with high interest and demonstrated experience in web site design. Strong photoshop skills are necessary. Dept NPR0787AW

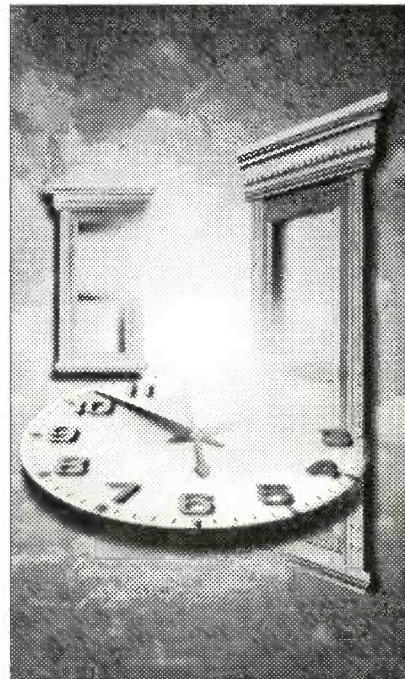
Traffic Specialist

High energy person with experience in print and/or direct mail trafficking need to join our in-house agency team. The right candidate would interact with all levels of agency personnel. Must be computer literate. Dept NPR0788AW

Direct Mail Designer

Opportunity for Direct Marketing pro. The right candidate should have 5+ years of hands-on design experience, be hardworking with exceptional attention to detail, and deadline oriented. You should be Mac proficient as well as traditionally skilled. We need a team player with lots of talent and ready to give their best. Dept NPR0789AW

Prudential offers very competitive starting salaries commensurate with experience, a comprehensive benefits package, and opportunities for advancement. For immediate consideration, please send a scannable (clean, clear, no graphics and unfolded) copy of your resume, indicating position desired by including the appropriate department code listed above, with salary requirements to: Box BHA1038, Park 80 West Plaza Two, Saddle Brook, NJ 07663; Fax (201) 367-8024. (Only those resumes which include the appropriate department code will be considered.)



Prudential

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

ATTN: FREELANCERS

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

Graphic Designer/Teacher

Two tenure track positions at U. of North Texas. MFA required. Teach typography, graphic design, etc. Start Jan. or Aug. 1998. Deadline Nov. 1st. For full job description contact gleeson@unt.edu; 940/565-4014.

FILM & TV JOBS

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

HELP WANTED

We need a writer to make this ad better, a production manager to make it happen, a media planner to think about where it should go, a media assistant to do the real work, and a client service executive with the guts to tell them all to do it over—for the right reasons.

Send cover letter, resume and salary requirements to:

Attn: FSP, P.O. Box 1222, Alexandria, VA 22313

WASHINGTON, DC AD AGENCY SEEKS SENIOR MEDIA PLANNER AND BUYER

If you've got strong media planning skills on a variety of businesses, including high-tech, business-to-business, retail, fast food, let us know. We're looking for a strategic thinker, a creative planner, someone who knows how to pay off marketing strategies in the media arena, who has extensive media research experience, who's not shy in their opinions, and who would rather write and present plans than just about anything. Must have 7 years agency experience.

We also seek a seasoned broadcast media buyer capable of handling multiple markets. Must have strong negotiating skills and possess a talent for securing value-added merchandising and promotions for our clients. Packaged goods and fast food experience a plus. Must have 5 years media buying experience.

We offer great benefits, your birthday off and annual staff fishing trip.

Send resume to: Wendy Weaver

Goldberg.Marchesano.Partners.Inc.

1700 Wisconsin, NW, Washington, DC 20007

FAX (202) 298-3477, EOE

EXPEDITOR

Women's direct mail catalog company seeks individual with 2+ years experience to be responsible for the smooth trafficking of all in-house media, scheduling, merch/advtg changes & maintaining archive master library. Person will report directly to the creative director. For consideration, please fax/send resume, including salary history to:

NEWPORT NEWS, INC.
711 3rd Avenue, NY, NY 10017
Attn: H.R./SK
Fax: (212) 916-8281

ADVERTISING SALES

Interview magazine seeks an experienced sales professional to manage and increase our magazine's market share in the following categories: men's fashion, sportswear, entertainment (film and music), consumer electronics, corporate and automotive. The qualified candidates will have a minimum of 2-3 years sales experience, highly developed interpersonal skills, the ability to work independently, and a strong entrepreneurial spirit.

Please forward all resumes and inquiries to:

Gina Shea
Fax: (212) 941-2927

I Wish I Had A Son* Who Would Kill

for an opportunity like this:

Creative Director/Full Partnership status in established/ready-for-blast-off Direct Response Agency. My son would have 8 years or more experience in direct mail and related activity. He'd know how to hack it through the new media jungle. He'd be a design maven with an appreciation for results-oriented writing. He'd be a spell-binding presenter with a penchant for training and motivation. Mediocrity would disgust him. The thrill of the chase would excite him. He'd know how to deal with blue chip clients.

He'd have a passion for excellence in design with a fierce focus on results. He'd be as much "worker bee" as creative leader. He would not be a prima donna. He would settle for nothing less than helping his agency become the talk of the town. He need not walk on water but it couldn't hurt. He'd want to make a lot of money for himself and his partners. He'd be turned on by the Fairfield County location.

If you, or someone you know comes close, I'll adopt you or him. Better yet, as chairman of the agency search committee, I'll meet with you to see if you're the real deal. If you are, you'll knock my socks off and I'll set you up with the principals. Call or fax me at 860-388-0815. Confidentiality guaranteed.

** Equal Opportunity Employer- "I also wish I had a daughter who would kill." etc.*

Bragman Nyman Cafarelli, a fast-paced Beverly Hills public relations firm,
is seeking qualified candidates for the following positions:

EXECUTIVE ASSISTANT

At least 1 yr. of agency experience and a strong working knowledge of accounting. **Responsibilities include:** Company travel, bookkeeping for accounts in excess of \$1 million, client contact, phones - strong organizational skills a must. Possible travel.

ACCOUNT EXECUTIVE

At least 3 yrs. of agency experience, strong writing and organizational skills, event experience and ability to handle multiple tasks.

Fax resume to (310) 274-7838

Attn: Human Resources

No phone calls please

BROADCAST MEDIA BUYER

Major DC Advertising Agency seeks a detail-oriented team player with excellent written and communications skills to handle broadcast buying. A minimum of 3 years radio and television buying experience required and computer knowledge a must. Excellent growth opportunity. Send resume in confidence to:

The Bomstein Agency

2201 Wisconsin Ave., NW
Suite C-150

Washington, DC 20007

Attn: Cathy Gallagher
Vice President, Media Director

No Phone Calls

COME HOME TO MICHIGAN! NETWORK SUPERVISOR POSITION

If you're looking for a great opportunity in buying, this is it! Ideal candidate will have 3-5 years network buying experience and will be responsible for supervising the group and the negotiating of the buys for a number of our diversified accounts. Candidates interested in working in a fast-paced, exciting work environment, should send/fax a cover letter and resume to:

J. WALTER THOMPSON

Attn: Molly Walters - NS

500 Woodward Ave.

Detroit, MI 48226

Fax: (313) 964-3191

EOE

M/F/D/V

HELP WANTED

**Aren't YOU
the one who's
been out
shopping
your book
around?**

KSV Communicators is looking for a good art director and an even better designer. If that's you, let's talk. Guaranteed, your boss will never find out.

212 Battery Street, Burlington, Vermont 05401
802-862-8261 attn: Cheryl Eaton

**J. WALTER THOMPSON
BALTIMORE
Account Representative**

We are seeking a talented, driven individual to work on a national fast food advertising account in the JWT Baltimore Office. You will have the opportunity to learn *The Thompson Way* and make an immediate contribution to field marketing efforts in a fast paced environment that demands results. If you are committed to taking your abilities to the highest level in a challenging Account Representative position, then this is what you're looking for. Min. 3-4 years agency experience and solid media skills required; QSR experience a plus. Qualified candidates should send resume with salary requirements to:

J. Walter Thompson
Attn: Diana Verdun - MD
500 Woodward Ave.
Detroit, MI 48226
FAX (313) 964-3191
EOE M/F/D/V

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

#1 agency in Phila. has immediate opening for top-notch advertising professional.

**BROADCAST
BUSINESS MANAGER**

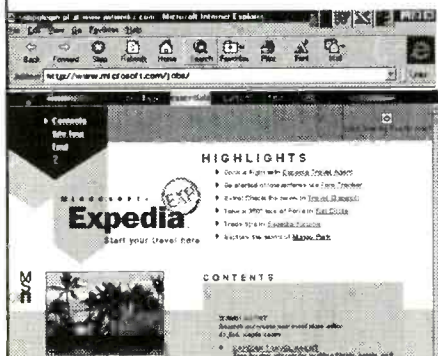
Exper. managing broadcast business affairs including, but not limited to, talent payments, broadcast traffic, estimating, negotiations, legal and network clearance. Must have strong understanding of broadcast production.

Send or fax resume w/salary requirements to:

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

CALL 1-800-7-ADWEEK

**Nothing beats selling
a hot item.**



Software's just a part of the picture at Microsoft. With our Advertising Business Unit, you can sell advertising on some of the hottest properties on the Internet - MSNBC, Expedia, Slate, and others. They offer exciting advertising options to some of the most influential advertisers in business - and promising opportunities to savvy marketing professionals at Microsoft. Ready to get in on something big? Contact Microsoft today.

Business Development Manager - Seattle

Maximize advertising revenue for Microsoft online properties. Involves market overview, competitive analysis, business modeling, analysis of new ad models, and positioning to the sales field and trade. Qualifications? Proven strategy and analysis skills. Ability to execute a prioritized set of tactics. A BA/BS in related field. MBA preferred.

Advertising Sales - Regional Account Executive - New York, San Francisco, & LA

Promote MSN as an advertising vehicle. You'll sell advertising, sponsorship, and other interactive marketing programs to strategic and targeted accounts, and successfully position Microsoft in the market. Qualifications? 3+ years media sales. Extensive large-account management experience. Knowledge of the interactive media selling environment. Proven Internet marketplace track record a plus. Excellent presentation/computer skills. BA/BS degree in Marketing, Business, Media, or related field preferred.

Microsoft offers a competitive salary and excellent benefits. E-mail your resume in ASCII text format to: resume@microsoft.com (indicate Dept. A05n7-0929 within the text of your resume) or mail to: Microsoft Corporation, Attn: Recruiting A05n7-0929, 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/



TELEVISION AD SALES

The leader in a unique national TV advertising medium seeks bright, articulate salesperson for New York office. 2-4 years national media sales or agency planning/buying experience preferred. Base salary commensurate with experience + bonus opportunities. Fax cover letter (w/salary req.) and resume to:

**D. Bross
(212) 697-8793**

TELEMARKETING

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

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

PUBLIC RELATIONS

Tired of commuting? Fast growing Stamford-based PR agency seeks professionals with 3-7 years consumer experience to fill positions on national accounts. Must have agency experience, solid media, writing and event planning skills. Fax resumes to:

**North Castle
Public Relations
@ 203-323-1806**

HELP WANTED

MEDIA OPPORTUNITIES

Our clients, well-respected advertising agencies, global advertisers and successful media independents seek media planning, buying and research professionals desiring career advancement.

Current Searches

MEDIA DIRECTOR - New England agency with respect for quality of life issues. Strong local broadcast background.to \$90K

ASSOC MEDIA DIRS - Numerous opportunities at various agencies for experienced AMD and senior planning supervisors ready for promotion.\$70-\$110K

MEDIA MGRS - NJ corps. Strong local media or pkgd goods experience.to \$68K

BROADCAST MANAGER - NYC located opportunity for experienced buying supervisor to manage regional in-house office.to \$90K

MEDIA SUPERVISORS - Dynamic mid-sized shops and major agencies have high visibility positions on exciting accounts for strong generalists. International, interactive and non-traditional media opportunities too.\$45-\$70K

MEDIA RESEARCH ANALYST/SUPERVISOR - Knowledge all media or national broadcast.\$35-\$60K

MEDIA PLANNERS - Openings exist for generalists, print specialists, international and out-of-home media planners.\$30-\$45K

Contact Karen Katz, Principal.
email: kkatz@forumper.com

FORUM

342 Madison Avenue, New York, NY 10017
212-687-4050 FAX: 212-661-2789

**Principal Directors/Managing Partners/
Agency Owners**

International advertising agency based in New York seeks partners to enhance our worldwide portfolio with the opportunity to play a major role in the opening of new offices in the West, Midwest and Southwestern U.S.

We are a successful agency, specializing in strategic marketing communications for Fortune 500 corporations. Our work is diverse and doesn't follow the industry norm.

Your primary responsibility will be to your existing clients as well as to help shape the new agency's overall strategic direction. As a member of the senior management team, your ability to drive initiative from conception to completion is paramount.

We are interested in appointing at least 4 key individuals or partner teams who will supply the marketing mix to drive the business forward. Only experienced professionals who are at present running or controlling business in excess of \$500K in the following areas need apply:

Advertising, Design, Public Relations and Interactive Media.

If you would like to participate in an international ad agency, write in confidence to:

ADWEEK, classified
Box 3999
1515 Broadway 12th Floor
New York, NY 10036

ADWEEK Online**THE REPORTER****Billboard**
online.**INTERNSHIP POSITIONS AVAILABLE
(IN NEW YORK CITY)**

Billboard Online, Adweek Online, The Hollywood Reporter Online

Want to be a jack-of-all-trades INTERN?

Assist in: various editorial and marketing projects, development of advertising campaigns, and daily update of web sites.

-- Music, Entertainment, Marketing, Media, Advertising. --

Must receive college credit for internship.

Call or e-mail Sarah (212) 536-5080
sburke@bpicomm.com

**Assistant
Brand Manager**

MCI Telecommunications is seeking an Assistant Brand Manager to support one of the leading telecommunications brands in the country. Responsibilities will include product positioning, developing pricing strategy, launching new products, and ensuring consistent brand messaging in various sales channels.

Successful candidate will have 3+ years of product marketing experience, preferably in brand management. Ability to develop and execute overall strategic objectives, and top notch communications skills are required. Position is located Arlington, VA.

Please forward resume and salary requirements to:

Brand Marketing

MCI Telecommunications

1200 S. Hayes St., Dept 3234/082,
Arlington, VA 22202

or fax to (703) 418-7782

or email 201331@mciemail.com

MCI**MARKETING
COMMUNICATIONS
MANAGER**

Exciting position as Marketing Services Manager for Marriott International Lodging brands in the Caribbean and Latin America. Responsibilities include development of hotel and regional collateral, advertising, promotions. Qualified candidate must balance numerous projects simultaneously, possess good organization and communication skills, and have minimum 3-5 years ad agency or marketing communications experience. Knowledge of hotel and resort marketing in the Caribbean and Latin America regions required. Must be comfortable with presenting to a group. Some international travel required. Position may be based out of Florida. Fluency in English and Spanish preferred. Fax resume and salary history to:

(303) 221-4379
EOE M/F

**ADVERTISING
PROFESSIONALS**

WANT TO DO
SOMETHING MEANINGFUL?

WE NEED TALENTED
WRITERS & ART DIRECTORS.

WE CAN'T PAY...but
THE WORK WILL BE VERY
REWARDING TO YOU.

If you're interested, please let us know. Write to:
**Anti-Defamation League,
Box AB, 823 U.N. Plaza,
New York, NY 10017.**

Faculty Position

The School of Mass Communications at Virginia Commonwealth University invites applications for a tenure-track position in advertising, at the level of assistant or associate professor, to begin August 15, 1998. Candidate must hold a bachelor's degree and have outstanding experience with national advertising agencies. For more information, please call David Benson at VCU, (804) 828-2660. Virginia Commonwealth University is an equal opportunity/affirmative action institution and does not discriminate on the basis of race, gender, age, religion, ethnic origin, or disability. Women, minorities and persons with disabilities are encouraged to apply.

VCU

HELP WANTED

TMC IS LOOKING

Our growth continues to create new positions in Dallas and Greenwich, CT for ACCOUNT SERVICE and CREATIVES to work on high profile national promotion accounts. Applicants must possess a clear understanding of promotional marketing and demonstrate attention to detail. Send your resume in confidence to: "LOOKING",

The Marketing Continuum
301 N. Market St., Dallas, TX 75202
FAX - (214) 747-1897
E-mail - tmccreative.com
No calls please.

MEDIA DIRECTOR

Excellent opp'ty to head the Media Dept. of a full-service ad agency. Supervise all media for our NYC & Miami offices w/ lux goods, travel, and real estate clients. Print experience a must with outdoor and spot broadcast knowledge a plus. Be a seasoned and organized self-starter who is ready to handle heavy client contact. Fax resume & salary requirements to:

(212) 582-4684
Attn: Business Affairs

PUBLIC RELATIONS OPPORTUNITIES
BOSTON AND NEW YORK - ALL LEVELS

Cremer Dickson Basford's Technology Public Relations Practice has Immediate Career Opportunities in its Westwood, Mass. and New York City offices:

ACCOUNT SUPERVISOR (Opportunities in Westwood, Mass. and New York City): Strong leader sought to manage and grow technology accounts. Ideal candidate will have 6 to 8 years of agency or corporate experience with a focus on marketing public relations for technology products. Superior strategic planning and program development skills, excellent client relations skills and day-to-day account management experience are required. Staff supervision and ability to motivate others is essential. Salary commensurate with experience.

ACCOUNT EXECUTIVE (Opportunities in Westwood, Mass. and New York City): This professional will be a key player in our technology practice. The position requires 3 to 5 years of experience in technology public relations. Superior writing skills are essential as is a very strong record of media results. Salary commensurate with experience.

ACCOUNT COORDINATOR (Opportunities in Westwood, MA): Entry-level professional position. Start your career in public relations with CDB's technology practice. Previous public relations experience, such as an internship, is a plus.

For consideration for all positions in Westwood Mass and New York City, please forward resume and salary history to:

Maria Tassone, Mgr. Of Human Resources, Cremer Dickson Basford
350 Hudson Street, NY, NY 10014
Fax 212 367-8133. E-mail: cdbinfo@cdbpr.com.

GOOD MORNING...M&C SAATCHI

Or perhaps good day or good afternoon or good evening...said with warmth, sincerity and just the slightest hint of egotism. In other words, we need a receptionist. Somebody who understands that the job is one of the most important in the agency, since you will be the first person from M&C Saatchi, New York that anyone ever talks to. Which might be the reason that you get the biggest office (okay, it's the lobby, but you can think of it as your office).

Please call Kelly Nugent at 655-8050.

It's recruitment advertising. Got a problem with that?

We're JWT Specialized Communications, a member of the J. Walter Thompson family. We create recruitment ads for the likes of Kraft, Microsoft, Allied Signal, TRW, Hewlett Packard and Pacific Bell. If you think clients like these will settle for anything less than ads built on strategy and imagination — think again. Right now, we're looking for depth, brains, creativity, drive and energy to support rapid growth in our Atlanta, Boca Raton, Chicago, Dallas, Los Angeles, Phoenix and San Francisco offices.

In other words, we need some great account management professionals. Healthcare experience is strongly preferred.

Account Supervisors - Must have 5 years of advertising experience in managing a major healthcare account. Must be able to supervise account team and juggle multiple projects. Recruitment experience is helpful, but not necessary.

Account Executives - Must have 3 years of account service experience.

Account Coordinators - Must have at least one year of account service, media, print production or marketing assistant experience.

Please send resume indicating geographic preference and position desired to:

JWT Specialized Communications, 6500 Wilshire Blvd.,
21st Floor, Los Angeles, California 90048.

Attn: Human Resources, Job Code: HCAW.
FAX: 800-805-9232. E-mail: hr@jtwworks.com

We are an equal opportunity employer.

JWT Specialized Communications



J. Walter Thompson

Neenah Paper

Kimberly-Clark Corporation



MARKETING COMMUNICATIONS MANAGER

Neenah Paper, a market leader in the uncoated premium paper industry and a business unit of Kimberly-Clark, a Fortune 100 global consumer products company, has an opening for a Marketing Communications Manager.

This Atlanta-based position reports to the Director of Marketing and is responsible for developing and implementing the communication strategy for the business unit. Key responsibilities are: write copy for, and coordinate development of, promotional material with the Advertising and Promotions Manager; coordinate public relations activities for the business unit; develop written customer communication material including direct mail, letters and a regular customer newsletter; develop, implement and manage a customer database to track customer communications, customer response and provide data for identifying sales opportunities; manage the promotional aspects of the Neenah Paper web site.

To qualify for this position, you should have a college degree, 5+ years of proven results in a marketing communications or public relations position, excellent writing skills and experience using Microsoft Office products (Word, Excel, PowerPoint). Experience in developing and/or managing internet-based marketing communications is highly desirable, as is experience developing and managing a customer database. Interested candidates may submit their resume, with salary history, to Jan Gottesman, via fax at 770-587-8709, e-mail at jgottesm@kcc.com or regular mail at Neenah Paper, 1400 Holcomb Bridge Road, Building 200/2, Roswell, GA 30076. EOE

HELP WANTED

FIND A HOME FOR YOUR TALENTS AT PRINCESS HOUSE

Princess House is the leader in the development, marketing, sales and distribution of tabletop and other home decor products in a direct selling environment. Princess House is over 30 years old and is a multi-plant company headquartered in Dighton, Massachusetts. Over the last two years, we have experienced a sales growth of over 20% per year. We are currently looking for the following individuals to join our dynamic team.

Product Designer

The selected individual will design and develop new product concepts for the Princess House product line. You must be able to conceptualize, model (including specs and blueprints on computer), produce working drawings and specifications, and supervise prototype fabrication along with the ability to provide artistic rendering of concepts which can be converted to scale drawings, and provide to vendors. 5+ years of related experience, advanced CAD and Windows-based software skills, knowledge of manufacturing techniques in a variety of materials (i.e., blown and pressed glass, ceramic, polyresin, metal, textiles) and a degree from an accredited 4-year design school are all required.

Sr. Product Manager

An exceptional opportunity exists for an innovative professional who thrives in a fast-paced environment to research, design, and analyze new product line concepts and ideas. Successful candidate will develop sound product strategies that support leading brands and support lines. Working with designers to develop concept drawings, models and blueprints, you will also develop a five-year product plan that identifies specific marketing strategies, consumer trends, financial benefits, product features and functionalities. To be considered, you must have a BS/BA in business administration, international business, marketing, or a technical manufacturing discipline and 7+ years of marketing and product development experience in crystal, glassware, textiles, metals or wood products in a consumer products environment. Candidates must have a strong knowledge of product development concepts and influences that stimulate consumer demand, and well-developed project management, communication, presentation, organizational and analytical skills. MBA preferred.

To learn more about these growth opportunities within the Princess House team, please send a resume with salary history to Princess House, Inc., 455 Somerset Avenue, N. Dighton, MA 02754.
Attn: Jane Daniel, Human Resources Manager. Tel: (508) 880-1474;
Fax: (508) 880-1376. EOE/M/F

PRINCESS HOUSE®

PROMOTIONS ACCOUNT EXECUTIVE

We're a leading consumer promotion agency looking for an energetic, personable and professional individual needed to maintain an on-site role in the development and implementation of consumer promotion programs for our "Blue Chip" client in Minneapolis.

If you have 3+ years promotion experience on the agency or client-side, a B.A. in marketing or communications, we want to talk to you about joining our account team. We offer comprehensive benefits, a competitive salary commensurate with experience, and the opportunity for growth.

Fax resumes to: HR/Dept./AE/Minn. 203-862-6001

Only resumes sent with salary requirement will be considered

We are an equal opportunity employer

ACCOUNT EXECUTIVE

5+ years agency experience. Background in developing strategies and marketing plans. Hotel, Retail and/or Casino experience a big plus. Send resume & salary requirements to:

ADWEEK Classified, Box 4028
1515 Broadway, 12th floor
New York, NY 10036

MID-SIZE ATLANTA AGENCY NEEDS:

Account Executives, 2-4 yrs agency exp. required

Print Production Manager, 4-7 yrs agency exp. required

Copywriter, 2-3 yrs agency exp. required.

Please fax resume and desired salary to 404-237-2811.

Advertising

COACH

Advertising Coordinator

Every Coach design is an American classic, every career with us an opportunity to excel. We currently have a challenging career opportunity for an Advertising Coordinator to join our in-house Creative Services team.

In this position you will coordinate mall, warehouse, and department store cooperative advertising. Additional responsibilities will include maintaining advertising and collateral budgets, tracking competitive advertising and coordinating the development of collateral materials. You will also prepare weekly status reports, advertising calendars and schedule meetings.

The successful candidate will have a BA degree with previous advertising experience. Excellent analytical, organizational and problem solving skills necessary. Proficiency in Macintosh, Word, Excel and Lotus is required and Quark is a plus.

Coach offers a dynamic work environment, career growth and competitive salaries. Interested candidates please send resume to: **COACH, Dept. AC, 516 West 34th Street, New York, NY 10001.** FAX: (212) 631-2850. Only those candidates selected for consideration will be contacted. No phone calls please. eoe/aap/m/f/d/v.

Improve your reel and your life

We're a \$70 million Miami shop and we're looking for a Sr. Writer and Sr. Art Director to work on some of our new accounts. We do fashion, fast food, liquor and of course tropical resorts. So if you have passion, a good reel and hate whiners as much as we do, give us a call. It's a chance to do great creative. And do it 2 blocks from the beach.



Tinsley Advertising 2660 Brickell, Miami, FL 33129
305-856-6060 (ask for Russ) fax 305-858-3877

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.

HELP WANTED

DIGITAL CITY, INC. GROWS AND GROWS AND SO WILL YOU . . .

Digital City, Inc. is the nation's largest locally-focused online network. As a business unit of America Online, Digital City provides an array of Interactive products on AOL and the World Wide Web which combine useful community information, expert reviews, and the personal contributions of the people who use the service. We need your sales and marketing talent in the following positions at our Vienna, VA headquarters:

Promotions Manager

Develop advertising and promotional materials in support of local DCI markets. You will also develop the trade marketing program, AOL marketing tie-ins, affinity program and consumer loyalty program. Requirements include: creativity, lots of energy, knowledge of online services and the Internet, a BS/BA and 3+ years in promotion. Media experience helpful.

Market Research Manager

Manage and expand our consumer research functions as well as use this information to build presentations for DCI sales force. You will be responsible for consumer research; product testing; online advertising research; online and Internet usage analysis; research analysis and reports. Requirements include: 3+ years media marketing research and data analysis, a BS/BA, the ability to work in a high-pressure, deadline-oriented environment, knowledge of online services and the Internet.

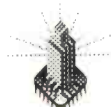
Usage Analyst (Research Analyst)

Bring depth and breadth to usage information and corresponding analysis. You will validate, gather, organize, analyze and communicate information throughout DCI to ensure conformity and accuracy of the information used. Requirements include: a knack for quantitative analysis, ability to manipulate numbers and make raw data into usable data and a strong knowledge of MS Excel and MS Access. We prefer someone who is very detail-oriented to draw conclusions and make suggestions to DCI sales force based on data. Knowledge of online services and the Internet desired as well as a BS/BA degree in math or statistics.

Senior Advertising Account Executive

Customize Digital City Washington's advertising and promotional programs while selling online advertising to the local DC market. Use your creative presentation skills to do multimedia sales presentations and use your selling skills to close the sale. Requirements include: 5+ years experience selling advertising in the DC metropolitan area. Print broadcast or sales promotion experience a plus as is familiarity with online/Internet sales. BA/BS preferred for this salary plus commission opportunity.

DCI offers a full, comprehensive salary/benefits package including vacation, 401(k), stock plan, tuition reimbursement and health/vision/dental insurance. All responses will remain confidential. For immediate consideration send resume **INDICATING POSITION** to Digital City, Inc., 8615 Westwood Center Drive, Vienna, VA 22182, Email: DCIResume@aol.com, Fax 703-918-2995. No phone calls, please. We are an equal opportunity employer.



DIGITAL CITY INC.

ACCOUNT EXECUTIVE ADVERTISING SALES

A new and exciting travel publication is putting together its sales team to sell advertising space. This is a ground floor opportunity with great potential for future growth.

Experience in print media is essential. Background should include selling ad space to consumer publications. Travel is required.

Qualified candidates should send their resume to:

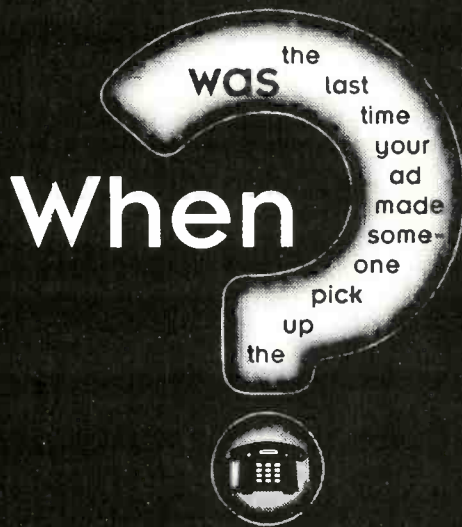
ADWEEK Classified, Box 4027
1515 Broadway, 12th fl.
New York, NY 10036

ADVERTISING PRODUCTION MANAGER

Hip downtown magazine seeks assertive and dynamic performer to join fast paced environment. Position requires exceptional ability to handle multiple tasks under rigorous deadline pressures. Will oversee all ad trafficking functions for growing weekly entertainment guide.

Successful candidate will be a positive and clear communicator with strong problem solving, information management and organizational skills. Must be detailed-oriented, have great customer service skills and the ability to coax the best out of every situation. Previous related experience required. Will consider candidates with media trafficking experience required. Will consider candidates with media trafficking experience. Great growth opportunity for stellar individual. Send cover letter, resume and salary requirements to:

H.R. Manager
PO Box 129, 61 East 8th Street, New York, NY 10003



Are you an art director or copywriter who has the guts to stand behind your creative? Would you like to find out right away if your ads worked - or bombed? We're a direct response agency that dares to do award-winning creative that gets the phone ringing for clients like Save the Children, Dirt Devil, Six Flags and Ford Motor Company. And 45% of our billings come from spot TV alone. Right now, we're looking for writers and art directors that have years of advertising experience, yet still look forward to what they can dream up at work every day. If you think this means you, fax or mail your resume and 5 samples to:

Bennett Kuhn Varner

Attn: Dick Bennett, Creative Director
Buckhead Centre
2964 Peachtree Road Suite 700
Atlanta, GA 30305
Fax 404-233-0302

PUBLIC RELATIONS POSITION

PR/Promotions group at integrated marketing communications agency seeks strategic, savvy and passionate pr professional who demands great work for this position:

Corporate PR Account Supervisor

for quick service restaurant account. Position requires 5-8 years experience with business-to-business, finance and franchise businesses. Strong business press and national consumer press media relations skills required. Corporate public relations experience a plus. Position will require a strategic business leader who is motivated by "growing" a business. Some travel. Knowledge of marketing/advertising is key.

Please send resume and salary history to:

Human Resources/PR
Kirshenbaum Bond & Partners
145 6th Avenue, New York, NY 10013
Fax: (212) 463-8643 www.kb.com

HELP WANTED

You Have to Think on Your Feet in Boston to Head Our Account in San Francisco

It's not so complicated, really.

Foote, Cone & Belding's San Francisco office seeks a Sr. Account Supervisor to give undivided attention to our casual footwear Client in Boston. That means you're based in Boston and must be able to work independently and think strategically. Sound like you? Send a persuasive letter with your resume to **Foote, Cone & Belding, 733 Front St., San Francisco, CA 94111** or e-mail to sevieric@fcb.com or Fax to (415) 820-8087

It's that simple



MEDIA SPECIALISTS

Due to tremendous new business, this global powerhouse Ad Agency seeks many levels of MEDIA SPECIALISTS. The successful candidates are all:

- self starters
- possess strategic ability/aptitude
- have strong analytical and organizational skills
- are focused and determined to continually challenge themselves in developing their Media careers.

**BRAND MEDIA MANAGERS
MEDIA PLANNERS
ASSISTANT MEDIA PLANNERS
SPOT/NETWORK BUYERS**

Salary commensurate with experience; all positions are in NYC. Our client is an Equal Opportunity Employer.

Please fax resume to:

Pitcher & Crow, Inc.
212-352-2304
Attn: Lucy Mason

ADVERTISING SPACE SALES

Major trade magazine publisher seeks dynamic, energetic self starter with proven sales record to sell in the NY metro area. Good presenter, quick thinker who thrives in a team environment. 3 yrs experience required. Salary, commission, benefits.

Fax resume and salary history to:

212-536-5353

PRINT PRODUCTION MANAGER

Creative ad agency needs P/P Manager for busy dept with wide range of accounts. Knowledge of outdoor, collateral, direct mail, advertising, printing, retouching. Maintain budgets and overall quality control. 5 years experience. Fax resume and salary to:

**Production
212-949-0499**

ASSISTANT

Large magazine publishing company needs bright assistant for two senior level executives in rapidly expanding New Media area. Clerical duties, daily contact with other companies in the electronic field, strong computer and language skills. Only ambitious and innovative types need apply.

Please send your resume and salary requirements to **BPI Communications, 1515 Broadway, New York, NY 10036**, attention M. Runco...or fax to (212) 536-5310 attention M. Runco.

**Catch a Creative Genius
ADWEEK CLASSIFIED**

MEDIA PLANNER

Support MD w/planning & buying for our NYC & Miami offices w/lux goods, travel, and real estate clients. Print experience a must. Must be able to work w/busy Traffic Dept. and follow through on simultaneous projects. 1+ year related media experience required. Fax resume & salary requirements to:

**(212) 582-4684
Attn: Business Affairs**

ACCOUNT EXEC

Growing creative shop with premium clients needs strategic, organized self-starter. 3yr. min. agency exp. Great opportunity. Good Benefits. Friendly environment. Downtown NYC. Fax resume to 366-0468.

Creative CT agency looking for a creative account person.

(Even though our creative director says they don't exist.)

We think our account people should be as creative as our creative people. We're a hot, new agency in Fairfield County looking for an Account Executive whose talents, ideas and energy match our own. Must have a minimum of 3 years direct and general agency experience.

Fax your resumé to Paul Hughes at (203) 899-7579.

GROUP ACCOUNT MANAGER EAST COAST

Maddocks & Company is a successful, award winning bi-coastal design firm, with Fortune 500 clients in cosmetics, health and beauty aids, fragrances, telecommunications and many more. We are searching for a Group Account Manager to add to our New York office to manage a number of our high profile clients. The selected candidate will assume full management responsibility for a select number of our client assignments and will also be involved in new business on the overall growth of our company. The ideal candidate will be articulate, a solid strategic thinker with well established client management skills. 5-8 years related experience required. Excellent compensation/benefits package.

Mail or fax resume to:

**Maddocks & Company
Attn: Human Resources
2011 Pontius Avenue
Los Angeles, CA 90025
Fax # 310-479-5767**

LOOKING FOR A SUIT THAT FITS.

New Jersey-based AAAA agency seeks a sharp, can-do Account Executive. Successful candidate must be strategically-minded, highly-organized, proficient in both written and oral communication skills and have at least 5 years exp. in day-to-day client management. Experience in handling financial, retail and multi-faceted accounts is preferred. Please send your resume to:

**The Lunar Group, Inc.
Attn: Human Resources
9 Whippany Rd.
Whippany, NJ 07927
Fax: (201) 887-3722
Email: ad@lunargrp.com**

SALES

West Coast consumer magazine is seeking a New York based senior level sales person with 5-10 years' consumer magazine experience. Must have knowledge of class & mass beauty/fashion retail & non-endemic categories and possess strong managerial skills. Please fax resume to: (212) 630-4295 or mail to: Box LA, Fairchild Publications, 7 West 34th St., NY, NY 10001. EOE.

**Fairchild
Publications**

MEDIA PLANNER/STRATEGIST

Famous International Jewelry company expanding its target market seeks bright MEDIA PLANNER/STRATEGIST to work on this top of the line luxury item. Will do light traveling in US & Europe. Must have 1-3 years experience in ad agency with some print exposure. This is definitely the JOB OF THE YEAR!!!

Call Ms. Moss (212) 382-1577

SENIOR MEDIA PLANNER/BUYER

2+ yrs. planning exp. -- print & b'cast. Major nat'l accounts. Master of MRI, CMR, IMS and Word/Excel. Heavy client contact. Great benefits. Nice people. Fax resume to:

Mary. 212.973.0989

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE.

CULTURE TRENDS

MTV's Buzz Clip

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

Week of 9/21/97

Artist/Group: **Radiohead**
Song/Video: **"Karma Police"**
Director: **Jonathan Glazer**

Is Radiohead picking up where Led Zeppelin left off? The backdrop for their new album, *O.K. Computer*, is St. Catherine's Court, set in a secluded valley just outside Bath, England. Described by the band as the perfect environment to escape from outside influences, the band made use of the various rooms and atmospheres throughout the house. For instance, the band would perform in the ballroom, with the producer recording in the adjacent library. Other songs were recorded in the stone entrance hall for an eerie, ominous effect. Don't you wonder what Jimmy Page would say?

Artist/Group: **Forest For The Trees**
Song/Video: **"Dream"** Director: **Kevin Godley**

A lack of inhibition is what distinguishes Forest For The Trees' self-titled debut album, the brainchild of singer-songwriter-producer Carl Stephenson, from other modern music. Carl's organically grown collage of hip-hop beats and exotic instrumentation does indeed seem unfettered by stylistic allegiances and commercial considerations. Some of you may recognize his work with another music revolutionary --he collaborated with Beck on his first chart hoping hit "Loser", as well as his full length debut *Mellow Gold*.

Artist/Group: **The Verve**
Song/Video: **"Bitter Sweet Symphony"**
Director: **Walter Stern**

After a much-publicized breakup in 1995, the British group The Verve is back with *Urban Hymns*. A fierce affirmation of the power of music, this record recognizes the enormous potential which first became evident over the course of the band's two previous albums and scores of concert dates worldwide. Bitter Sweet Symphony elevates drowsy irony and projects it on a symphonioscope, crystallizing the deeply personal themes which link the album's 13 tracks.

© 1997 MTV

The Hollywood Reporter's Box Office

For 3-Day Weekend ending September 21, 1997

<i>This Week</i>	<i>Last Week</i>	<i>Weeks in Rel.</i>	<i>Picture</i>	<i>3-Day Weekend Gross</i>	<i>Total Gross Sale</i>
1	New	--	In & Out	15,019,821	15,019,821
2	1	1	The Game	9,032,659	28,259,764
3	New	--	Wes Craven's Wishmaster	6,038,516	6,038,516
4	New	--	L.A. Confidential	5,211,198	5,211,198
5	5	5	The Full Monty	3,022,096	10,254,090
6	New	--	A Thousand Acres	2,931,762	2,931,762
7	2	4	G.I. Jane	2,371,778	42,497,284
8	4	4	Money Talks	2,188,438	37,183,240
9	6	8	Air Force One	2,073,198	166,093,896
10	3	2	Fire Down Below	1,575,962	13,954,017
11	7	3	Hoodlum	1,251,749	21,988,044
12	8	6	Conspiracy Theory	1,218,330	72,624,381
13	13	11	Men in Black	1,208,375	240,942,775
14	10	9	George of the Jungle	1,073,169	100,015,066
15	12	14	Hercules	954,539	94,253,632
16	9	3	Excess Baggage	710,065	13,535,994
17	26	12	Face/Off	705,379	110,826,107
18	14	5	Cop Land	671,314	43,543,338
19	11	4	Mimic	637,379	24,532,761
20	17	10	Contact	427,210	97,796,286
21	18	13	My Best Friend's Wedding	378,690	121,670,988
22	20	7	Picture Perfect	369,719	30,828,720
23	19	4	Leave it to Beaver	327,825	10,030,810
24	21	10	Shall We Dance?	284,424	6,917,280
25	22	9	Mrs. Brown	281,395	5,925,569
26	16	3	She's So Lovely	273,192	6,957,974
27	24	7	Spawn	222,721	53,218,469
28	15	5	Event Horizon	215,194	26,139,603
29	28	17	The Lost World	184,795	228,709,214
30	25	7	Air Bud	165,941	21,837,749
31	27	15	Con Air	154,258	100,927,613
32	30	6	Def Jam's How to be a Player	151,617	13,606,973
33	23	3	Kull the Conqueror	127,775	6,001,005
34	34	26	Liar Liar	125,160	181,038,925
35	31	7	In the Company of Men	110,188	2,323,635

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CULTURE TRENDS

Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports, for the week ending Sept 27, 1997 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	3	Honey	Mariah Carey
2	New	2	1	4 Seasons of Loneliness	Boyz II Men
3	3	3	6	You Make Me Wanna	Usher
4	5	4	15	How Do I Live	Leann Rimes
5	2	2	14	Quit Playing Games	Backstreet Boys
6	4	1	9	Mo Money Mo Problems	Notorious B.I.G
7	6	1	16	I'll Be Missing You	Puff Daddy & Faith Evans
8	7	4	7	2 Become 1	Spice Girls
9	8	4	13	Semi-Charmed Life	Third Eye Blind
10	10	2	44	Foolish Games	Jewel
11	9	7	4	Barbie Girl	Aqua
12	13	12	12	Invisible Man	98 Degrees
13	11	11	12	All For You	Sister Hazel
14	16	14	4	Building A Mystery	Sarah McLachlan
15	17	15	5	All Cried Out	Allure featuring 112

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MTV Around the World

Week of 9/22/97

MTV Mandarin

<i>Artist</i>	<i>Title</i>
1. Tarcy Su	Nobody Pay Attention
2. 2 Girls	Woodpecker
3. Zhang Hui Mei	Dance Alone
4. Ronald Zhang	When You're Not Around
5. Wan Fang	Childish

MTV Europe

<i>Artist</i>	<i>Title</i>
1. Coolio	CU When U Get There
2. Meredith Brooks	Bitch
3. Puff Daddy	I'll Be Missing You
4. Will Smith	Men In Black
5. Michael Jackson	History

MTV Brasil

<i>Artist</i>	<i>Title</i>
1. Fernanda Abreu	Katia Flavia
2. Silverchair	Abuse Me
3. Shakira	Pies Descalzos
4. Spice Girls	2 Become 1
5. Blur	Song 2

MTV Japan

<i>Artist</i>	<i>Title</i>
1. Oasis	D'You Know What I Mean
2. Mariah Carey	Honey
3. Hanson	Where's the Love
4. Foo Fighters	Everlong
5. Beck	Jack Ass

MTV US

<i>Artist</i>	<i>Title</i>
1. Sugar Ray	Fly
2. Puff Daddy	It's All About the Benjamins
3. Mariah Carey	Honey
4. Fiona Apple	Criminal
5. Jewel	Foolish Games

Billboard's Heatseekers Albums

Best selling titles for the week ending September 6th by new artists who have not appeared on the top of Billboard's album charts.

<i>This Week</i>	<i>Last Week</i>	<i>Wks. on Chart</i>	<i>Artist</i>	<i>Title</i>
1	3	9	Trio	Da Da Da
2	7	6	Days of the New	Days of the New
3	1	29	Sneaker Pimps	Becoming X
4	5	7	98 Degrees	98 Degrees
5	9	23	Daft Punk	Homework
6	2	2	Talk Show	Talk Show
7	6	18	Lee Ann Womack	Lee Ann Womack
8	8	12	Robyn	Robyn Is Here
9	New	New	Life of Agony	Soul Searching Sun
10	12	16	Our Lady Peace	Clumsy
11	11	9	Michael Petersen	Michael Petersen
12	New	New	Bob & Tom	Fun House
13	10	58	Jaci Velasquez	Heavenly Place
14	14	3	Diana Krall	Love Scenes
15	15	9	Charlie Zall	Sentimentos

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ADWEEK

DIRECTORIES '98 Editions Available Now

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

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

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

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

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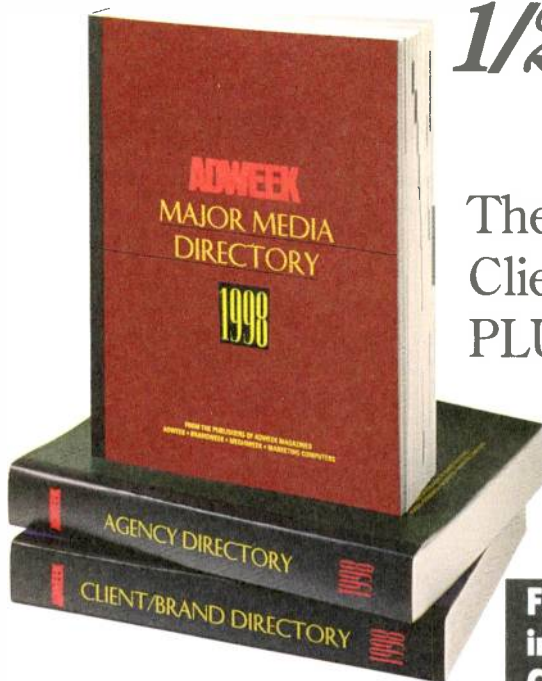
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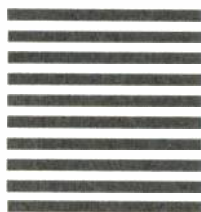
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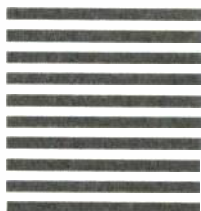
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CALENDAR

Women in Cable & Telecommunications' Greater Texas chapter presents a "Telco 101 and Interconnection" course Oct 2-3 at Paragon Cable in Irving. Contact: 312-634-2353.

Condé Nast's *GQ* presents its "Men of the Year" awards, honoring men of distinction in 17 categories, Oct. 15 at Radio City Music Hall in New York. Dennis Miller will host; David Bowie is the headline entertainment. Contact: 212-880-7289.

Condé Nast will hold its "Clothing Collective" used-clothing drive during the week of Oct. 20 at participating ad agencies in New York, Chicago, Los Angeles, San Francisco and Detroit. Contact: 800-899-0089.

The Magazine Publishers of America and the American Society of Magazine Editors will present **The American Magazine Conference** Oct. 23-26 at the Scottsdale Princess Hotel, Scottsdale, Ariz. Featured speakers include Katharine Graham, chairman of the executive committee, the Washington Post Co.; and Sen. John McCain (R-Ariz.). Contact: 212-872-3700.

New York University presents a conference entitled **The Changing Landscape in Entertainment, Media and Communication Technology**, Oct. 30 at the Stern School of Business in Manhattan. Contact: 212-998-0548.

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

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemp

SMART Gains Sponsors

SMART, the alternative TV audience-measurement service now in test in Philadelphia, last week added three sponsors—ad agency Ogilvy & Mather and media buying services Western International Media and Zenith Media Services. This makes 25 sponsors so far, including advertisers, manufacturers, the Big Three broadcast networks and ad agencies.

'Cosmo', 'react' Up Rate Bases

Two publications announced rate-base increases last week. Hearst's *Cosmopolitan* will edge up in January by 50,000, to 2.3 million. And Parade Publications' teen magazine *react*, a newspaper supplement, will jump to 3.5 million, from 3.3 million, next month. *react* will be distributed in three additional papers, in Mississippi and Ohio.

'Nanny' Welcomes Elton

Elton John will appear on the Oct. 8 episode of CBS' *The Nanny*, the network said last week. The singer will guest star as the host of a party where Fran Fine (played by Fran Drescher) and Maxwell Sheffield (Charles Shaughnessy) finally have their first date. *The Nanny* airs Wednesdays at 8 p.m. (ET/PT).

Nielsen's 'Share of Viewing' Due

In Nielsen Media Research's first Share of Viewing Report, due out in early October, syndication comes out shining, according to the Advertiser Syndicated Television Association. Figures for May 1997 in the report, which will directly compare the three national television media (network, cable and syndication), show surprisingly high shares for syndication in some key dayparts, including daytime, late fringe and kids, according to ASTA.

Syndication's overall share of national television was 18 percent. In early prime, syndication attracted 48 percent of national television shares, and in kid fringe, syndication scored 39 percent of total national TV.

'RD' Launches Large Edition

Reader's Digest Association has launched *Reader's Digest Large Edition for Easier Reading*, a standard magazine-size edition with graphics and advertising, replacing its long-running, digest-size, graphics- and ad-free large-type edition. The initial rate base is 530,000. Philip

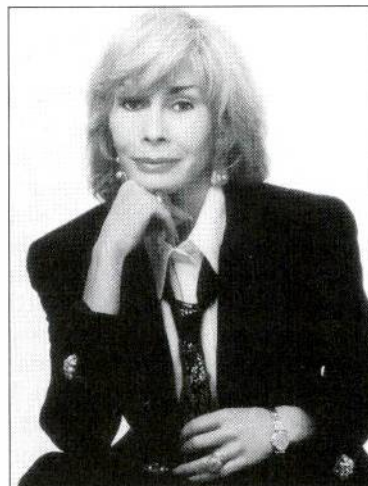
Cara, former head of special projects for Reader's Digest, has signed on as publisher.

Belo Floats Debt Bonds

Dallas-based A.H. Belo Corp. announced last week that it has priced \$250,000,000 in debentures, yielding 7.25 percent, due in 2027. The offering was made through a variety of investment banks, led by Merrill Lynch; the proceeds will be used to repay bank indebtedness.

NBC Expands Engel Deal

Peter Engel, the prolific producer of NBC's Saturday-morning

*Kathy Keeton, 58*

Kathy Keeton, president and chief operating officer of *Penthouse* publisher General Media International, died Sept. 19 in New York due to complications from digestive-tract surgery. She was 58. Keeton helped her husband, Bob Guccione, launch *Penthouse* in the '60s and together they founded the now-defunct titles *Omni* and *Longevity*. Keeton was diagnosed with breast cancer in May 1995 and spent the last two years of her life crusading for research on—and better public access to—the alternative cancer drug hydrazine sulfate.

Media Notes

CONTINUED

TNBC teen programming block since 1988, has renewed a five-year coproduction partnership with NBC Enterprises. Engel, the creator/executive producer of *Saved by the Bell* and *California Dreams*, will now have broader scope to develop programming for prime time, first-run syndication, cable networks and foreign coproductions. Under terms of the deal, NBC will continue to finance any project from Engel Productions and take a share of the domestic revenue for the off-network syndication of Engel-produced series (as the network has done with *Saved by the Bell* for the last nine years) as well as worldwide distribution rights through NBC International.

Kubin Heads Western in East

Western International Media is expanding its East Coast operations. Michael Kubin, managing director of Media Inc., which Western acquired last year, has been named managing director, East Coast. Also, Robert Lilley, a nine-year veteran of Western, was made executive vp/managing director of the New York office. Eight offices—New York; Boston; Washington, D.C.; Philadelphia; Pittsburgh; Cleveland; and Toronto—will fall under Kubin's purview.

CTW, Nelvana Have a 'Problem'

Children's Television Workshop has entered a coproduction partnership with Nelvana Communications on the development and production of *Problem 13*, an animated educational series that helps kids comprehend math. CTW and Nelvana will co-finance the production. Distribution will be shared, with CTW handling rights for all media in the U.S., Latin America and Asia, while Nelvana covers

Canada, Europe, Africa and the Middle East.

A&E, History Channel Catch Air

A&E Television Networks and US Airways have struck a deal to make A&E and History Channel programming available for inflight entertainment on US Air flights. The programming will begin running immediately for passengers on trans-Atlantic and select trans-continental flights.

ABC Plans Goldberg Series

ABC Entertainment has signed an exclusive series development deal with actor Adam Goldberg. Most recently, Goldberg starred in ABC's canceled drama *Relativity*. Goldberg also has had a recurring role on NBC's *Friends*.

Nexstar Buys Pa.'s WJET

Nexstar Broadcasting Group, the Scranton, Pa.-based broadcast group, announced last week that it has reached agreement to acquire Erie, Pa., ABC affiliate WJET-TV from the Jet Broadcasting Co. and its principal owners, Myron Jones and John Kanzius. Terms of the deal were not disclosed. The soon-to-be seven station group was formed in 1996 by investor Perry Sook and Boston-based ABRY Broadcasting Partners, an investment firm. Nexstar will sell its CBS affiliate WYOU-TV in Scranton, Pa., to comply with FCC regulations on ownership limits. Nexstar plans further acquisitions in small and medium-sized markets, a company spokesman said.

Andrews Takes ABC Radio Reins

Lynn Andrews has been promoted to president of ABC Radio Networks. Andrews succeeds David Kantor, who resigned last week to help form



Nashville, Act 2: Crook and Chase go home again.

Talkers Return to TNN

Crook & Chase, the talk and variety show that had a seven-year run in prime time on cable's The Nashville Network and a brief run in syndication in 1996, is returning to TNN. Hosted by Lorianne Crook and Charlie Chase, the hour-long show will air at 3 p.m. weekdays, beginning today. The syndicated version was distributed by Multimedia Entertainment, which was acquired last year by Universal Television.

AM/FM Radio Networks, a subsidiary of Chancellor Broadcasting that will provide and develop programming for Chancellor and other station groups. Andrews was most recently senior vp for ad sales and marketing at ABC Radio Networks.

CC Takes Over Affiliate Sales

Comedy Central will take over direct control of its affiliate sales operations, which had been in the hands of MTV Networks, one of the network's two parent companies (the other is Time Warner). Reaching some 45 million subscribers, Comedy Central has Brad Samuels, its vp of affiliate sales, in place to oversee all distribution efforts, and he is likely to be promoted to senior vp/affiliate sales and marketing in coming weeks. "We're off to the races with all the major cable operators," said Samuels. "Now it's no longer just a sales effort, but a chance to take the existing affiliates and work more individually with them."

'ABC Radio Launches Talkers

Not to be outdone by its television brethren, ABC Radio Networks premiered two new shows last weekend, both talk formats. *The Mitch Albom Show* will air on Saturdays from 1 to 4 p.m. (ET) and *The Mark Davis Show* will air on Sundays from 1 to 4 p.m. (ET). ABC Radio networks is the largest radio network in the U.S., with more than 2,900 affiliated stations carrying its programming.

TCI Music to Buy Paradigm

TCI Music agreed last week to acquire Paradigm Music Entertainment Group, which operates two popular music destination Web sites, for \$24 million in TCIM stock and the assumption of \$6 million in Paradigm debt. TCI Music, a unit of Liberty Media, owns the digital audio service DMX and has agreed to purchase The Box, a music video service. Paradigm is the parent of SonicNet and Addicted to Noise.

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

You can champion your peers.

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

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



**DEADLINE FRIDAY,
OCTOBER 31**

CATEGORIES:

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

LAST YEAR'S WINNERS

Donna Marie Baum
Leo Burnett
1996 Out-of-Home

Lisa Denzer
Fallon McElligott
1996 Magazines

Jamie Sterling
Squier-Knapp-Ochs
1996 Spot Television

John Nardone
Modem Media
1996 New Media

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

John McSherry
BJK&E Media Group
1996 Research

Daniel Rank
DDB Needham
1996 National Television

Jack P. Cohen
DDB Needham
1996 Newspapers

Shari Levine
GSD&M
1996 Radio

Beth Gordon
The Media Edge
1996 Media Director of the Year

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

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Comments: _____

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

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

BIG DEAL

Rugrats (TV series and movie)

Advertisers: Burger King, Nickelodeon

Agency: N/A

Begins: Early 1998

Budget: \$50 million

Media: TV, cable, POP

Nickelodeon has landed the biggest unattached player in the quick-service restaurant world, Burger King, for a multiyear, multipronged promotional alliance centered around the *Rugrats* movie and television series. The deal, which kicks off in early '98, is expected to pour more than \$50 million in marketing support next year alone behind Nick properties.

Rugrats the film, which premieres Thanksgiving '98, serves as the centerpiece of the non-exclusive BK-Nick



BK boosts *Rugrats*' big-screen debut.

alliance, which includes a separate promo program next year for the show and another undetermined show.

The pact marks the first pairing of BK and Nick. It also is the first fast food promo for *Rugrats*, which launched its sixth season in late summer with new episodes. The show ranks as cable's top series among kids 2-11. Tom Harbeck, Nick's senior vp/marketing and on-air promotion, said he thinks the deal signals the tide is turning for cable nets in seeking out corporate partners. "Over the last five years, the climate for promotions has become tougher," he said. "I think this shows we've arrived."

For each of the promos, BK plans to launch four-to-six-week kid-targeted programs, with premiums, POP, media buys on Nick and other cable and broadcast channels. —T.L. Stanley and K. Benezra

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

PANASONIC DIGITAL

Advertiser: Panasonic

Agency: Grey Advertising, N.Y.

Begins: Nov. 3

Budget: \$15 million

Media: TV

Panasonic hopes to make a prime-time splash with the Nov. 3 launch of a \$15 million TV campaign for its digital product line, the largest amount it has spent in the last five years on fourth-quarter advertising.

Dubbed a "relaunch" of the Panasonic brand, the campaign aims to paint Panasonic as the cutting-edge leader in the realm of digital home entertainment products. The \$15 million will be loaded up in buys across nine markets, primarily in prime-time spot such as *Monday Night Football*, ABC's revived *Wonderful World of Disney* and NBC movies, and will showcase Panasonic's 36-inch SVGA-TV monitor and palmcorder camcorder. The ads' tagline, "It's a digital world, made possible by Panasonic,"

attempts to solidify the company's capabilities in the digital product arena.

A third spot with DVD is being relaunched after it was shown during the Academy Awards earlier this year. The DVD spot includes a new ending that features a joint promotion with Universal Home Video. Consumers who purchase a Panasonic DVD player will get their choice of two free DVD movie titles of four offered—*The Shadow*, *Beethoven*, *The Paper* and *Babe*.

The campaign will air in Panasonic's primary markets—New York, Los Angeles, Chicago, Philadelphia, San Francisco, Atlanta, Boston, Washington, D.C., and Seattle.

"The whole concept behind it is we are continuing this digital feeling for all of our advertising," said Bob Greenberg, vp and general manager of advertising, Panasonic Consumer Electronics. "We got a consensus from all the merchandising groups at Panasonic to coordinate the images...to enhance the brand image." —Tobi Elkins with Shannon Stevens

L'EGGS SHEER COMFORT

Advertiser: Sara Lee

Agency: DDB Needham, Chicago

Begins: Oct. 13

Budget: \$5-8 million

Media: TV, print

To meet the comfort standard set by the casual dressing trend, Sara Lee Hosiery's Leggs unit is rolling out nationally its Sheer Comfort line, which is being supported by an estimated \$5-8 million national TV and print campaign.

The ads, by new agency DDB Needham, Chicago, feature an animated "every-woman." On TV beginning Oct. 13, she leaps effortlessly over buildings and fields, coming to rest on a mountaintop. "Comfortable pantyhose does require a leap of faith," a voice says, "but when was the last time you had pantyhose you could leap in?" The spot is tagged with the longstanding "Nothing beats a great pair of Leggs."

The spot will air 600 times through December on morning network news shows,



New L'EGGS ads leap to meet a trend.

on prime-time sitcoms, dramas and movies and on Lifetime and A&E, to reach females 25-49. Ammirati & Puris/Lintas, New York, buys media for Sara Lee. The print ad has the Matisse-like woman leaping across half-page spreads in November issues of 13 magazines, such as *Family Circle*, *People* and *Mademoiselle*. For Sheer Comfort, Leggs wanted something more abstract, said marketing director Romaine Sargent, and chose a faceless woman who transcended race, age, even hair color, so more women could identify.

Further support behind Sheer Comfort includes an Oct. 26 insert to 45 million consumers and merchandising programs tied to magazines and retailers, such as one with *Glamour* and Eckerd Drug Stores.

The hosiery category has been flat in

CMR Top 50

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

Week of Sept. 8-14, 1997

Rank	Brand	Class	Spots
1	BURGER KING	V234	72
2	DOMINO'S PIZZA	V234	29
3	NISSAN AUTOS--ALTIMA	T112	28
4	KFC	V234	26
5	RED LOBSTER	V234	25
6	ACE HARDWARE STORES	V345	22
7	SEARS--SALES ANNOUNCEMENTS	V321	21
8	LITTLE CAESAR'S	V234	20
	MOTRIN--JR STRNGTH PAIN & FEVER C & T	D211	20
10	SATURN CORP.	T111	19
11	1-800-COLLECT	B142	18
	LIVE ENTRTNMNT--WES CRAVEN'S WISHMASTER	V233	18
	TACO BELL	V234	18
14	JC PENNEY--MULTI-PDTS	V321	17
	PEPSI	F221	17
	PIZZA HUT	V234	17
17	M&MS	F211	16
	SEARS--MULTI-PDTS	V321	16
	VISA+PLATINUM CREDIT CARD	B150	16
20	3 MUSKETEERS CANDY BAR	F211	15
	K MART--CHILDREN'S APPAREL	V324	15
	L'OREAL VOLUMINOUS MASCARA	D112	15
	SPRITE	F221	15
24	ALMAY ONE-COAT MASCARA	D112	14
	SPRINT LONG DISTANCE--RESIDENTIAL	B142	14
	TYLENOL--EXTRA-STRENGTH GELTAB	D211	14
27	STAR WARS TRILOGY--VIDEOS	H330	13
28	BURLINGTON COAT FACTORY--WOMEN	V311	12
	FEDERAL EXPRESS AIRFRGHT--DOM. & INT'L	B612	12
	HEALTHY CHOICE--LUNCH MEAT	F151	12
	MAYBELLINE EXPRESS FINISH NAIL POLISH	D115	12
	PRIMESTAR SATELLITE SYSTEM	H320	12
	SNACKWELL'S--COOKIES	F163	12
34	AT&T LONG DISTANCE--RESIDENTIAL	B142	11
	CLARITIN ALLERGY RX	D218	11
	KELLOGG-S--CRISPIX CEREAL	F122	11
	PIER 1 IMPORTS	V344	11
	SHAKE 'N' BAKE FOR CHICKEN	F119	11
	SLEEPING BEAUTY--VIDEO	H330	11
	VISA--CREDIT CARD	B150	11
41	ACURA AUTOS	T112	10
	AMERICAN DAIRY ASS'N--MILK	F131	10
	BRITA--WATER FILTER PITCHER	H235	10
	BUENA VISTA--A THOUSAND ACRES MOVIE	V233	10
	COLGATE WAVE TOOTHBRUSH	D121	10
	GLADE--CANDLE SCENTS	H243	10
	HONDA AUTOS--CIVIC	T112	10
	MAYTAG--WASHER	H214	10
	MENTADENT ADVANCED WHITENING PASTE	D121	10
	MENTOS MINTS	F211	10

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

recent years, a direct result of the casual trend. "In general, hosiery makers are looking outside the sheer category for growth," Sargent said, and into items such as tights, opaques and trouser socks. Leggs research revealed that women want more durability and comfort in hosiery. —Becky Ebenkamp

GROLSCH BEER

Advertiser: Seagram

Agency: Gearon Hoffman, Boston

Begins: November

Budget: \$4 million

Media: Print, radio, outdoor

In its first major ad effort behind Grolsch beer since obtaining its import rights a year ago, Seagram is breaking a \$4 million print, radio and outdoor campaign that layers the brand's centuries-old Dutch heritage with a contemporary dose of irony.

To make the brand relevant to affluent, 21-to-34-year-old, male consumers, the campaign superimposes an ironic text over reproductions of classic Dutch paintings—say, "The same bold taste since the days when body piercing meant cutting off an ear." over a Van Gogh self-portrait. Over a portrait of a lutist, text says Grolsch is "brewed the same way since the days when the unplugged version was the only version." All the ads show the brand's distinctive stoppered bottle.

Seagram wouldn't comment, but industry sources said the campaign may finally rev up the 1 million-case brand. Even Dutch megabrand Heineken is emphasizing other elements than its Dutch identity (though sister brand Amstel lately is playing up its Amsterdam roots). According to trade materials, the campaign breaks next month in national books such as *Rolling Stone*, *Men's Journal*, *Spin* and *Outside*, and on radio and in alternative newspapers in New York, L.A., Miami, Chicago, Atlanta and Denver. New York also gets bus-shelter posters. A wholesaler said he's been told the campaign is budgeted at \$4 million for one flight running through the holidays and another planned for next May through July. That's a pittance next to Heineken's \$25 million-plus, but it's far more than the brand has received in recent years, signaling Seagram's high ambitions. —Gerry Khemouch

Media Person

BY LEWIS GROSSBERGER



Stars and Stripes

ONE OF MEDIA PERSON'S GREATEST JOYS EACH YEAR is perusing the special newspaper section he thinks of

as Rich Men's Fashions of the Times, as it never fails to give him a preview of exactly which stylish apparel he will not be wearing this fall and winter. This time it's a little harder to find the chic Sunday supplement, since all sections of *The New York Times* now consist primarily of lovely color pictures suitable for framing and wall display by grateful readers. But finally, there is the RMFOT, with an unsmiling John Cusack on its somber, life-denying cover. Why is John Cusack looking so glum? Media Person wonders. Is it because his sister is in and he's out? Or is it the clothes he's been given to wear? A suit jacket, apparently, and under it, neither shirt nor tie but a sweater, and under that, something black, perhaps a T-shirt. The outfit is summed up with a cover line reading: "A New Kind of Classic."

Know what that means? It means the men who read this kind of thing and take it seriously will show up at the first parties of fall wearing such motley garb, just as their fathers showed up 25 years ago in Nehru jackets. They'll look around the room and spot 14 other addled fops in the same outfit and simultaneously come to the same realization: "My God, we all look like total dorks." End of classic.

But maybe it's not the clothes. MP suddenly remembers that he has never seen John Cusack smiling. John, you're a movie star, for heaven's sake. You can afford to buy yourself Prozac, Zoloft, Paxil...*something* to lift your spirits.

Flipping open the 'zine, Media Person gets smacked right in the eyeballs with a four-page ad foldout from Tommy Hilfiger. This ad features four young men wearing—there's no other way to say this—kilts. No joke. *Kilts*. You know, it's always an ugly,

dispiriting thing to see a major American designer go insane before your very eyes. What could have possessed you, Tommy? Did you eat some bad haggis on your vacation? Do you actually believe American guys want to look like *Princess Di's ex-husband*? Do you see one man in North America—excluding, of course, Dennis Rodman and Marv Albert—showing up anywhere in a plaid skirt?

You know, it's always an ugly, dispiriting thing to see a major American designer go insane before your very eyes.

A couple of pages later, Media Person encounters more weirdness. Here is a snug, suburban scene, a man in shorts napping in a backyard hammock with his young son sleeping on top of him and the faithful family dog sitting below. The product? Lauder's new Pleasures for Men.

Now this certainly rings true. Offhand, MP can't think of any guy he knows who would plunge into a venture like this without first carefully laying on a costly perfume. But let's be fair; maybe it's not perfume. After all, the ad never really says. Maybe it's a combination anti-tick ointment and rope-burn medication.

But these are just the ads. What about the editorial? Finding it takes considerable study

by MP, since the two are essentially interchangeable. OK, let's see, we have the cover feature with more movie stars dressed up in the sweater & suit costume, described here as "this season's signature look." Matthew Broderick is smiling. Peter Fonda is smiling. Cusack still frowns.

Then we have another suit story. Surprisingly, the models here (all of them even grimmer than John Cusack, some downright evil) are wearing ties and shirts. These guys—or more likely, their editor—must be smarter than the movie stars, having already dumped the "signature look" that was so hot a few pages back. Better yet, they have invented a concept of staggering originality: something called *stripes*. This bold new design can best be described as long, thin vertical lines on a plain background. "Wearing a suit should be a kind of adventure, not a dull workaday experience," explains the copy. This of course raises the question: If that's the case, why are all these adventurous fellows wearing the same outfits?

Despite all this carping, Rich Men's Fashions of the Times does contain, as always, some great bargains for the stylish but economically challenged man. You can find a gray, wool suit—striped, of course—

from Ralph Lauren for only \$2,395; some nice corduroy pants from Ermenegildo Zegna (currently appearing in the *Guinness Book of*

World Records for First Name With the Most Syllables) for a mere \$240; a nylon zipper jacket from Claiborne for a low, low \$195; or, if that's not warm enough, a suede coat for \$2,769 from Gianni Versace. Say, wasn't there something about him in the news recently?

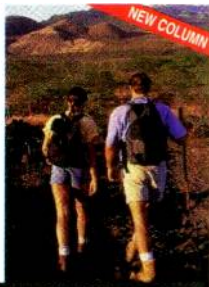
Want to know who RMFOT (and for that matter, the *Times*) is designed for? Just check the accessories piece, which states:

"These days, a man can find the perfect particulars in shoes, watches or eyeglasses to reveal his sense of self, whether he is a lawyer, horse breeder or both." Horse-breeding lawyers who express your individuality through the medium of cufflinks, here is the newspaper for you. ■

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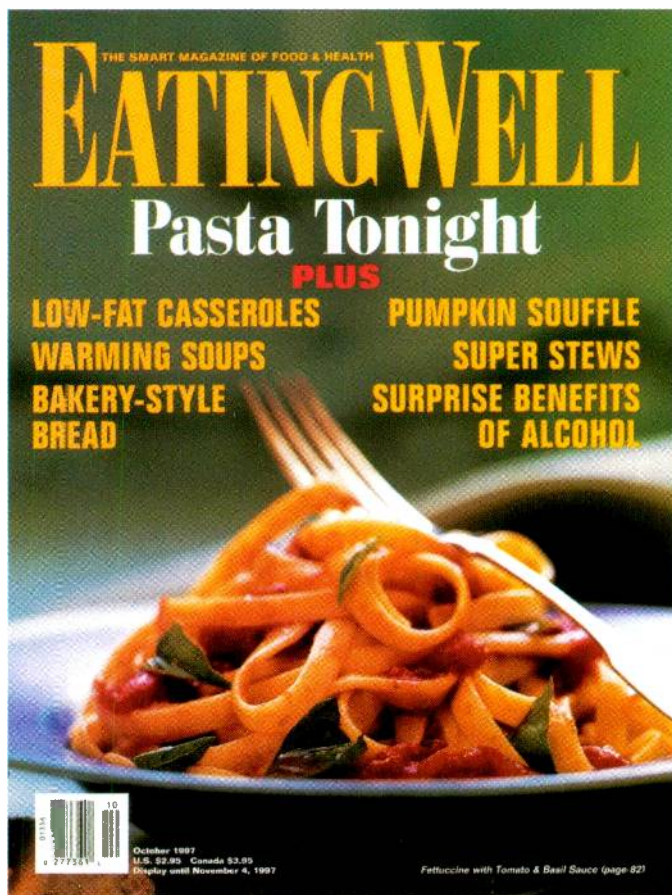
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