

MEDIAWEEK

Vol. 8 No. 2

THE NEWS MAGAZINE OF THE MEDIA

January 12, 1998 \$3.25

NETWORK TV

ABC, CNN Rediscover Hard News

Spurred on by Dan Rather's recent ratings, the two nets are returning to their roots

PAGE 3

CHILDREN'S TV

Kids WB Places Bet On 'Brats'

Show from Henson Productions stars in new program schedule to be unveiled today

PAGE 5

MAGAZINES

Internet Books Disconnect

IDG's 'The Web', Mecklermedia's 'Internet World' are latest to stumble

PAGE 6

NATPE '98

HEAVY TRAFFIC IN SYNDICATION

SPECIAL REPORT

BEGINS AFTER PAGE 16

UPN Courts C-W

Net seeks a hit show from Carsey-Werner PAGE 2

MARKET INDICATORS

National TV: Active

First-quarter prime-time business remains brisk, with top shows going for low-double-digit increases; other shows getting single-digit bumps.

Net Cable: Active

First-quarter scatter is active. Discovery, A&E, Comedy, E! and ESPN are cutting big-time business; calendar-year deals are being crowded out by lack of avails.

Spot TV: Strong

'98 is looking better than first projected, with buyers saying markets normally wide open in first quarter are not. Political ads and Olympics should boost the quarter; fast food and movie categories are also strong.

Radio: Open

Buyers are still available in this typically slow quarter. Business is brisk in the telecommunications and retail categories.

Magazines: Building

Foreign auto is strongly pushing low-end models in tech and lifestyle books. GM has also been active. Fragrances, smarting from a weak Christmas, are holding with light schedules in fashion books.



54968 89931 2

Laura K. Jones JAN 13 1998

MEDIA WIRE

Seinfeld at \$400K Too Much For Comfort, Stations Say

TV station executives and reps are balking at speculation last week that Columbia TriStar Television Distribution may seek to double its license fees in many markets for *Seinfeld* off-network reruns. According to published reports, *Seinfeld* syndicator Columbia TriStar and series producer Castle Rock Entertainment will ask for up to \$400,000 per episode from Tribune Broadcasting's WPIX in New York—more than double what the station currently pays for rerun rights for the sitcom's first cycle. "To try to get \$400,000 is insane," said a New York station rep source, noting that *The Cosby Show* got a record \$260,000 per episode in 1988 with Chris-Craft/United Television's New York flagship WOR.

When *Seinfeld* entered the off-network market in 1995, it was overshadowed by *Home Improvement*, particularly in medium and smaller U.S. markets. But Col/TriStar got strong weekly fees in New York, Los Angeles, Chicago and San Francisco—major markets that generally dictate license fees for the rest of the country. A Columbia TriStar representative said the studio does not comment on license fees.

"[Col/TriStar] will get more money in some markets but not the doubling of fees they're hoping for," said Dick Kurlander, vp and director of programming, Petry Television.

In San Francisco, where KTVU-TV has scored a 5.0/11 average at 7-7:30 p.m. with *Seinfeld*, vp and general manager Kevin O'Brien said the Fox affiliate "paid a significant amount" for the first cycle. He added that "if Columbia is expecting a big increase, they're way off the mark." In smaller markets, O'Brien said, "they may give up an arm or a leg, but I'm not prepared to give up all of my limbs three years from now." —Michael Freeman

'Sense of Tragedy' Engulfs Birmingham's PM Daily

The demise of the Birmingham, Ala., *Post-Herald* is in the offing, sources close to the newspaper said last week. Recent staff departures and a dramatic loss in circulation (continued on page 5)

Hollywood High for UPN

Carsey-Werner mulling a project for weblet

NETWORK TV / By Betsy Sharkey

While UPN entertainment chief Dean Valentine and executive vp of entertainment Tom Nunan spent most of their session at last week's Television Critics Association winter tour talking about the spring launch of a hipper, happening *Love Boat*, Valentine hinted at major developments in the works when he mentioned in passing that he had lunched earlier in the day with Marcy Carsey and Tom Werner.

It was no idle comment. "We will be in business with them," Valentine said later of Carsey-Werner Co., the independent producer whose prime-time record of hits—including *Roseanne*, *Cybill*, *Grace Under Fire* and *3rd Rock From the Sun*—like the Energizer Bunny seems to keep going and going.

"Mid-season, next year," Valentine said in an interview about his plans to put a Carsey-Werner-developed comedy on the air.

"If we can get the right project, yes," Werner said. "We like Dean a lot."

A C-W show could be a coup for UPN, which like the WB is struggling to entice top producers to develop projects for the fledgling, part-time network. Executives of both UPN and the WB agree that as important as affiliate lineups are to their long-term success, the war largely will be won or lost on the strength of programming. Both weblets made it clear at their TCA sessions in Pasadena, Calif., that they intend to play with the Big Four networks in competing for A-list programs.

"The only thing that matters," said Valentine, "is if we put on shows that people watch."



Their light may shine: Werner (top right, with Carsey) says his studio hopes to develop a series for Valentine's UPN.



CRAIG MATHEWSON

Jamie Kellner, CEO of the WB, added: "Our team is starting to put programs on our network that are as good as on any network."

For the WB, the highly stylized teenage angst/terror of *Buffy the Vampire Slayer*, now in its second season, has generated both a growing adult audience and critical attention. *Dawson's Creek*, an emotionally charged drama chronicling teen coming-of-age, which will be paired with *Buffy* to open up the WB's Tuesday night, has been awash in both controversy and critical praise for months in advance of its Jan. 20 premiere.

When asked if he feared the *Dawson's* controversy, Kellner noted that viewer campaigns against *Married...With Children* while he was at Fox in the early '90s helped that show break through. Kellner went on to say that the WB has the creative edge over UPN, a claim that Valen-

tine declined to debate.

Valentine and Nunan are pointing UPN's future programming at the heartland of the country—shows aimed, as Valentine put it, at all those people in the middle that the other networks have told, "You're too fat, you have kids, we don't want you." That's the audience Valentine wants. "Psycho-yuppies," as he calls them, can turn the dial elsewhere.

The UPN programming chief also made it clear that he will not program specifically for an urban audience, as the network has been criticized for doing in the past. "We will not be exclusionary," Valentine said. "We want shows that appeal to everyone, a broad-based audience."

And what better place to find the next *Roseanne*, whose roots were definitely the working middle-class, than Carsey-Werner? An alliance with the production company would do more than give UPN a chance at an instant sitcom hit, which is the quickest way to lift an up-and-coming network out of obscurity. In theory, a Carsey-Werner connection would give UPN a powerful bargaining chip among the Hollywood creative community—where Carsey-Werner goes, surely others would not be afraid to follow.

Although the primary agenda at the TCA gathering is programming, the UPN-WB tug-of-war over affiliates owned by Sinclair Broadcasting threatened to take center stage. Kellner said that he plans to meet soon with each of the Sinclair stations that has switched its affiliation to the WB.

Valentine, who was in a fence-mending mood, contended that UPN's negotiations with Sinclair were not dead yet (see related story on page 14). "We will replace whatever distribution we lose," Valentine said. "Not having a substantial hit—that's more of a problem."

While the two networks seem to be operating with completely different creative models and going after very different audiences, when it comes to programming they do have at least one thing in common—Brenda Hampton and Aaron Spelling. The pair are creators and executive producers of the WB's surprise success, *7th Heaven*. In markets like Dallas and Atlanta, Kellner said, the show is No. 1 in its time slot. It has become the fastest-growing show in prime time. "Brenda will be doing her next development, for the fall of '99, with us," Kellner said.

Meanwhile, Hampton and *7th Heaven* coproducer Catherine LePard also have found time to write the first episode of *The Love Boat* for UPN. Hampton and LePard will continue to stay involved with *Boat* as executive consultants—which Valentine and Nunan clearly hope will be far more hands-on than the title implies. ■

The Return of Hard News

Donaldson, Roberts return to nightly shows; Kaplan remakes CNN

NETWORK TV / By Alicia Mundy

A new broom sweeps clean, but an old broom knows where to find the dirt," goes the saying, and it's apparently being heard often these days at ABC News. Slipping in the ratings to Dan Rather at CBS, ABC is sending its veteran troopers Cokie Roberts and Sam Donaldson back into battle. Moreover, it is beefing up its *World News Tonight With Peter Jennings*, sloughing off its softer edges—personality profiles of unsung heroes, and its "Solutions" segment.

ABC is not alone. CNN's new president, Rick Kaplan (an ABC emigrant) is shuffling his correspondents and producers while gutting CNN's mushy weekend lineup.

The moves appear to be a reaction to the recent ratings jump of *The*

CBS Evening News With Dan Rather, which Rather says proves that viewers go for "real," hard news. Cokie Roberts, who doesn't necessarily agree with Rather, allowed that his ratings improvement gives ABC an excuse to strut the hard stuff. Part of the logic is that *World News Tonight* should showcase celebrity correspondents who have a history with the American viewer. Many of them have moved into newsmagazines and talk shows. "It's a sense of 'Hey, wait a minute. Why aren't we using these people?'" Roberts explained.

Donaldson was noted for his toughness during the Carter and Reagan years, and Roberts, whose father was the late Congressman Hale Boggs (D-La.), was the best reporter of the why, how and who of Capitol Hill. But as ABC weaned new talent, it moved its stars into prime time. Roberts and Donaldson became co-hosts of *This Week*, ABC's Sunday-morning show that had been David Brinkley's sinecure. Donaldson co-hosts *PrimeTime Live* and Roberts often handles *Nightline*. Roberts is "delighted" that ABC's strategy will put her on *WNT* more often. "It's also a signal we're going harder,"

she said. "Everyone is feeling energized by this. And there's a strong sense that we want to do more analytical coverage."

Paul Friedman, ABC's *WNT* producer, has admitted that ABC "lost its way" when it went softer. Said an ABC spokesman: "In the weeks to come, *World News Tonight* is going to show more depth and perspective, not slickness."

CNN will not admit to any existing problems. Vice president Sid Bedingfield said carefully, "We have the best news-gathering operation in the world."

What he did not say was that it was the best at producing and presenting it. That's where Kaplan excels. "He's as far from tabloid as you can get," said Bedingfield. When executives discuss ratings, "Rick zones out," continued Bedingfield. "He wants to talk about the quality of the programs." Kaplan's first major

weeknight show, *Newsstand*, will draw on corporate siblings *Time* magazine and other Time Warner properties and will debut in March.

Ironically, CNN founder Ted Turner is going for more hard news while arch-rival Rupert Murdoch is going even softer and more talk-show, tabloid-formatted at News Corp.'s Fox News Channel. Fox recently made a major bid to lure Geraldo Rivera away from NBC—while Turner was wooing Rather. Turner nabbed Kaplan, and now Kaplan has lured reporters Jeff Greenfield and Judd Rose away from ABC. Will ABC's Roone Arledge regret his decision to promote David Westin instead of Kaplan into the top news-division spot?

Meanwhile, as ABC, CNN and CBS embrace hard news, NBC, which leads in the ratings, is embracing Geraldo, the Titan of Tabloid. Do the peacock people know something the other news operations don't? "Well, that's the big worry," said another network's producer. "If viewers don't watch the hard news, we've got a problem. NBC doesn't do international, they don't do Washington, and they sell. We're all taking a big chance." ■



Donaldson (right), shown here interviewing Ted Turner, is returning to his reporting roots.

JERRY FITZGERALD/ABC

AT DEADLINE

Primedia Pays \$200M for Cowles Units

Primedia, formerly K-III, last week agreed to purchase Cowles Enthusiast Media and Cowles Business Media from McClatchy Newspapers for \$200 million. In November, McClatchy acquired all of Cowles' properties, including the Minneapolis *Star Tribune*, for \$1.4 billion. McClatchy then announced it would sell all 36 magazines, including *Fly Fisherman*, *Vegetarian Times*, *Folio*, *American Demographics* and *Cable World*. Primedia also picked up 15 trade shows in the transaction.

Deford Back to *SI* After 9 Years

Frank Deford will return to *Sports Illustrated* as a special contributor on March 1. Deford will write the type of long-form pieces that he penned during his 27-year tenure at Time Inc.'s sports weekly. He left the magazine in 1989 and became founding editor of *The National*, the short-lived sports daily newspaper. Deford most recently has been on contract to *Newsweek* as a contributing editor; his relationship with that title will end after the Winter Olympics next month. Deford will continue as a correspondent for HBO's *RealSports With Bryant Gumbel*.

\$4.99 to Bring Local TV Via DBS

EchoStar Communications announced last week it will follow through on plans, announced last year, to offer satellite subscribers local TV stations in the top 20 markets. The package of local stations will retail for \$4.99 a month. EchoStar plans to begin offering the service later this month.

Howatson Resigns at Playboy

Marianne Howatson, just nine months ago a celebrated hire for *Playboy* publisher Playboy Enterprises, has resigned her post as president of the company's publishing group. Howatson was said to be unhappy with a new corporate structure that placed new-media operations in a separate division, outside her control. Howatson, one of four new division heads hired by Playboy since last spring, is a former exec at the Magazine Publishers of America.

Fox Seeks Deals of the Century

Fox last week began pitching advertisers on its upcoming 18-month-long TV series on the best of the 20th century. Fox is seeking a handful of marketing partners for the tentatively titled *Fox's Best of the 20th Century*. Sources estimated the price tag for a sponsorship to be \$5 million to \$8 million. The project

is said to involve 16 News Corp. companies, including Fox Sports Net, FX, the Fox Family Channel, Fox Sports World and Fox Sports Americas. The Internet also will play a key role in the project; consumers will vote on the best of the 20th century—the greatest entertainers, sports figures, movies, TV shows, etc. The program is designed to culminate in a prime-time network special airing in the fourth quarter of 1999.

Fox Prepares \$10M Triage Plan to Get *ER*

Fox Entertainment chief Peter Roth said the network is taking a hard look at going after *ER* should NBC's negotiations to keep TV's No. 1 drama fall apart. "Who wouldn't want it?" Roth said last week at the annual Television Critics Association meeting in Pasadena, Calif. A possible bid for *ER*, which some industry sources have suggested could reach as high as \$10 million an episode, is being analyzed by Roth. Should a bidding war ensue, he said, it would change the economic structure of the prime-time programming business.

Addenda: Testimony resumes this week in proceedings initiated by Viacom to prevent Rich Cronin from leaving his post as president of Nick at Nite/TV Land before July to become president of Fox Family Channel. Testimony should end Jan. 13; a judge's ruling is expected shortly thereafter...Stern Publishing of New York this week will close one weekly, Seattle's 40,000-circ *Eastsideweek*, and acquire another, the *Cleveland Free Times*...King World Productions has firmed up management of its new fall strip, *Hollywood Squares*, naming veteran producers John Moffitt and Pat Tourk Lee. Both are best known as founders of *Comic Relief* and creators of HBO's *Not Necessarily The News*.

Corrections: In last week's issue of *Mediaweek*, several errors were contained in a story about the major players in the kids TV business. It was incorrectly reported that Nickelodeon has 56 percent of all kids viewership; it does hold a 56 percent share of gross ratings points available for sale with audience guarantees for kids 2 to 11. The network's audience share of all kids viewing is substantially lower. It also was

incorrectly reported that Fox holds a slim ratings lead on Saturday mornings. Fox holds a slim lead among broadcast networks; Nickelodeon is the ratings leader. Separately, it could have been inferred from the story that Nick shares equity in only one major show; it does so in several current shows, including *Space Cases* and *The Wubbulous World of Dr. Seuss*.

INSIDE



Maxim's man: Golin takes the reins

9

TV SPORTS

12

LOCAL MEDIA

14

REAL MONEY

28

MEDIA PERSON

30

'Brats' Open Kids Season

WB, CBS, Fox and Disney unveil new shows to buyers this week

CHILDREN'S TV / By Eric Schmuckler

The kids TV selling season opens in earnest today, as Kids WB presents an ambitious Saturday lineup featuring four new programs, including *Brats From the Dark Nebula* from Henson Productions and the previously announced educational strip *Histeria!* Of the other two unconfirmed programs, one is a DC Comics superhero show, possibly Wonder Woman, for whom Warner just signed a big Kraft promotional deal. The other may be a DreamWorks property titled *Steven Spielberg's Small Soldiers*.

On Tuesday, Rupert Murdoch himself will be on hand to inaugurate the new Fox Family cable net as well as Fox Kids' broadcast schedule. ABC will announce this week that its Saturday lineup returns intact, save for the addition of *Hercules*. That show also anchors Disney's syndication package, which will also include a strip of *Doug*. With CBS' new Nelvana-produced cartoon slate, the fall kids program schedule is set. Buyers and sellers still maintain that the ad upfront market won't break until after the Super Bowl.

WB continues to move aggressively. "We'll have more original episodes than any other kids programmer this year," says WB boss Jamie Kellner. "Even with our expansion [to weekday afternoons], we grew beautifully this season. Combine our programming and our cross-promotion and all our new affiliates [the Sinclair stations] and WeB, and we could be looking at a 20 percent increase in rating across the board."



The Burtonesque *Brats from the Dark Nebula*

Brats, which mixes puppetry and computer animation, is a marquee property for the network. The story throws together five orphans from different planets for intergalactic adventures. "It's so different for us," says Kids' WB chief Jean MacCurdy. "It's like a '90s version of *Thunderbirds*. The marionette designs are almost Tim Burton-like—it's really cool." With Henson's *Brats*, Columbia's *Men in Black* and perhaps the DreamWorks program, Mac-

Curdy is making good on her promise to buy from other suppliers.

CBS announced six new animated series in what it hails as a "partnership" with Nelvana: *Franklin*, *Anatole* and *From the Files of the Flying Rhinoceros* all come from well-known kids books; *The Dumb Bunnies* and *Guardians of the Legend* are based on popular series by Scholastic Books;

Birdz is a comedy-adventure original. Even with CBS' depressed ratings (a 0.6 in kids this season), producers say Nelvana can make the deal work because it and its French coproduction partners receive government subsidies atop local license fees; Nelvana needs only a token U.S. license to peddle the shows to global programmers and licensors. Kids observers believe CBS, which declined comment, is paying as little as \$10,000-\$20,000 an episode, far less than it spends on its failing live-action kids lineup now. Says a rival, "It was smart to let someone else do it." ■

Web Books Come Apart

'Internet World', 'The Web' scale back as shakeout continues

MAGAZINES / By Jeff Gremillion and Lisa Granatstein

IDG's *The Web*, the quirky, celebrity-heavy monthly that focused on Internet content, folded last week, joining the growing ranks of failed Net magazines. The February issue of the 200,000-circulation *The Web* will be its last as a stand-alone. IDG has plans, expected to be announced by the end of

this month, to have the title live on as a supplement for a consumer partner—much like the company's SOHO insert in *Newsweek* and Computers Made Easy in *Family Circle*.

February will also mark the finale of Mecklermedia's monthly *Internet World* (about 400,000 circulation) in its current, glossy-magazine form.

MEDIA WIRE

have occurred since the daily switched publishing cycles last September, from afternoon to morning, with the *Birmingham News*. Owned by Scripps-Howard Co., the *Post-Herald* got a new editor in mid-December. Jim Willis immediately announced a \$500,000 budget cut and asked the editorial staff for voluntary layoffs. Four full-time and one part-timer took buyouts, sources said.

"There was a dire sense of tragedy at that meeting," a former *Post-Herald* staffer said. "I think [Willis] was telling us the handwriting was on the wall."

Post-Herald circ has fallen nearly 60 percent—from 60,000 to 24,607, the Audit Bureau of Circulations reported. The *Post-Herald* publishes in a joint operating agreement with the *Birmingham News*. The *News*, owned by the New York-based Newhouse chain, is the majority partner in the decades-long JOA. In a JOA agreement, when the weaker partner's circulation falls below 30 percent of the combined total, "they elect to stop publishing," said newspaper analyst John Morton of Morton Research in Silver Spring, Md.

Willis remains optimistic. "I'm not wringing my hands about the numbers," he said. "I don't have the feeling of doom and gloom that some people think we should have. We expect to be here for the long haul." Added Rich Boehne, Scripps-Howard's communications vp: "At this point, we have no intention of shutting the paper down." —Dori Perrucci

Hicks, Muse Buys a Piece Of Texas Rangers Action

Thomas Hicks knows how to eliminate the often complicated, stressful negotiations for Major League Baseball local broadcast rights. Buy the team you want and put it on the stations you own. Last week Hicks, chairman of the leveraged buyout firm Hicks, Muse, Tate and Furst, agreed to pay \$250 million to purchase a majority interest in the American League's Texas Rangers. Dallas-based Hicks, Muse also controls LIN Television, which owns Dallas NBC affiliate KXAS-TV. Its subsidiary, LIN Productions, owns the broadcast television rights to the Rangers through the year 2000.

Hicks will have to wait until after 2000 to bid for the (continued on page 6)

MEDIA WIRE

Rangers radio rights. Until then, the games belong to CBS Radio's KRLD-AM in Dallas. —*Claude Brodesser*

Brill Trawls, Nets Trillin, Time Staffers for Content

Content, the upcoming media magazine from Steven Brill, has made a string of high-level hires, many toting Time Inc. credentials. *Time* magazine's chief political correspondent, Michael Kramer, has been named editorial director of *Content*, and *Time* contributor Calvin Trillin has signed on to write a regular column. In the late '70s, Kramer was publisher/editor of the now-defunct journalism review *More*.

Also joining *Content* will be Joan Friedman, managing editor of *American Lawyer* (a book formerly owned by Brill), who will be m.e. at *Content*; *U.S. News & World Report* assistant managing editor Amy Bernstein, who will come on board as an editor; and *New York Observer* magazine columnist Lorne Manly, who will take on senior writer and editor duties. Brill said he expects to hire the bulk of his staff of 60 in the next few weeks.

On the business side, former *Entertainment Weekly* vp of marketing and business development Deana Brown was named associate publisher. Though Brown said there has been "a lot of interest" from advertisers, no deals have been signed. *Content* will publish five times this year, beginning with a July/August issue. It's to go monthly in 1999. —*Lisa Granatstein*

Turner Starts Shopping Spots To Cover New NBA Deal

Turner Broadcasting, seeking new four-year NBA ad deals that would extend through the 2000-01 seasons, has begun talks with automakers and athletic shoe companies. Under the net's existing NBA television contract, which expires after the current season, Nike, Fila and Reebok share national commercial time allocated to the sneaker category. "Our intention is to stay at six units [per telecast] with some configuration of our current roster," said Mark Lazarus, senior vp, Turner Sports ad sales. In the automotive category, Chrysler, General Motors, Lexus, Isuzu, Hyundai and Ford are current national advertisers. —*Langdon Brockinton*

The Connecticut-based company will change the name of *Web Week*, its weekly Internet newspaper, to *Internet World* to preserve the copyright. Mecklermedia's focus is shifting from publishing to its successful conference operations.

The Web's woes notwithstanding, IDG has plans for another Internet magazine. The company will announce today the May launch of a new business weekly, *The Internet Industry Standard*. "It will be something like *The Economist-meets-Variety* for the Internet economy," said John Battelle, the new book's president and publisher and a former editor at *Wired*. Former *Los Angeles Times* technology editor Jonathan Weber has signed on with *IIS* as editor-in-chief.

In the last year or so, several other Web books have failed, including Newsweek's *Virtual City*, CMP's *NetGuide* and Ziff-Davis' *Internet Underground*. Imagine Publishing's content-driven *The Net* ceased publishing last August, but it is expected to reappear this spring with a rate base of about 150,000. The new *Net* will have a "heavy business focus," said editor Jim Daly, also a *Wired* alumnus, who sees business applications as the primary draw of the Internet.

Wired, the 5-year-old, 347,000-circ mother of

all digital-culture titles, last week unveiled an extensive redesign. Under new editor Katrina Heron, *Wired* also will emphasize business.

The healthiest surviving title in the Internet category is *Yahoo! Internet Life*, a monthly whose rate base has grown from 100,000 to 400,000 since its launch as a quarterly two years ago. The book, a partnership of Ziff-Davis and the search engine Yahoo!, benefits from Yahoo!'s brand awareness as well as its mix of celebrity covers and "a little bit of glamour, a little bit of usefulness," said editor Barry Golson. *YIL* publisher Jim Spanfeller said he expects his rate base to reach 500,000 later this year. He added that new advertisers, including Calvin Klein and several auto and personal-finance companies, have recently signed on.

The shakeup in the category was to be expected, said Golson. "In the '50s, there were tons of TV magazines, and only *TV Guide* survived," he said. "It's the law of the media jungle."

"Only a handful of [Net magazines]...can find a strong enough audience" to survive over the long haul, said Paul Noglows, a former editor at Ziff's *Interactive Week* and now a digital media analyst at Hambrecht & Quist. ■

Reiss Is Promoted at BPI

To leave *Adweek* to run *Design Group* and editorial development

NEWS ABOUT US

Craig Reiss, executive vp and editor-in-chief of *Adweek* Magazines, has been promoted to senior vp of its parent company, BPI Inc., effective Feb. 1. In his new position, Reiss will be responsible for BPI corporate editorial development as well as its Design Group of publications, including *Architecture*, *Interiors*, *PDN* and *Pix*.

Reiss, 46, joined *Adweek* Magazines in 1990, becoming editor-in-chief of *Adweek*, *Brandweek*, *Mediaweek* and *MC: Marketing Computers* in 1991. He is the founding editor, with William Gloede, of *Mediaweek*. With John McManus, he managed the transformation of *Adweek's Marketing Week* into *Brandweek*. And he is the founding editor, with Scotty Dupree, of *Luxe*.

"Craig came to *Adweek* during one of its most challenging periods," said Mark Dacey, president of *Adweek* Magazines, "and now he leaves us with our highest readership levels

ever, with each title receiving critical editorial acclaim." During Reiss' tenure, *Adweek* won two Jesse H. Neal Awards and numerous design awards in national competitions.

A successor was not immediately named.

Adweek editor Kevin McCormack, *Brandweek* editor Matthew Grimm, *Mediaweek* editor Gloede, *Luxe* editor Dupree, *MC* editor Jeffrey O'Brien, editorial director Eric Garland and design director Trish Gogarty continue in their current positions.

"*Adweek* Magazines remains the most special place I've ever worked," Reiss said. "I inherited a

culture that was based on talent and wit, and we managed to build on that. I am proud to be able to leave *Adweek* Magazines knowing it is a place where writers can write big, important stories; where art direction is considered a high art; and where the tenacity of news reporting is spirited, fair and unrivaled. Believe me, it is only greed and blind ambition that could prompt me to leave the best job in publishing." ■



JAY GULLIKSON

Moving up: Reiss

Now with every
aspiring millionaire
you buy, you
get an actual one
thrown in free.



Barron's. How money becomes wealth.®

According to the latest Mendelsohn data, one in every two Barron's readers is a millionaire. Excellent news for advertisers who want to reach megabucks with their media bucks. For details, call Jeff Meyer at (212)597-5928. Or visit our website at ads.barrons.com.

DOWJONES

MAGAZINES

More, Meredith Corp.'s service title for women over 40, will launch officially as a bimonthly in September. *More* was tested on the newsstand twice last year, and a large direct-mail effort to evaluate the title's viability was conducted last summer. The new magazine will guarantee a rate base of 400,000 by next January. Myrna Blyth, editor of Meredith's *Ladies' Home Journal*, will serve in the same capacity at *More*, as will LHMJ publisher Michael Brownstein. "Everyone knows that baby boomers are getting older," says Blyth. "They are redefining middle age. *More* was created because women especially want a magazine that helps explore and celebrate this complex, challenging, exciting time of life."

Ziff-Davis' ComputerLife has redesigned, hoping to boost circulation and draw non-core advertisers. New advertisers including Toyota and Visa have signed on. Ziff-Davis creative director-at-large Alexandra Penney, former editor of Condé Nast's *Self*, has had a lead role in the refocusing of *ComputerLife*. The new design is bright and airy and has the feel of an active-lifestyle book more than a computer title. Features about gadgets that aid in physical pursuits such as working out or skiing open with large action photos—there are no computers in sight. "We're serving the individual who looks at the computer as an enhancement to life," says *CL* publisher Ken Pearl. *ComputerLife's* total circ is steady, having grown 3.7 percent, to 452,833, in last year's first half. But the title's single-copy sales for that period tumbled 21.9 percent, to 60,000. Ad pages through November last year were down 10.1 percent, to 1,085.

Teen People, Time Inc.'s new *People* spinoff for teens, officially launched last Friday. The new magazine (*Mediaweek*, Dec. 15) will publish 10 issues this year and go monthly in 1999. The book borrows *People's* editorial formula of celebrity tidbits and profiles mixed with human-interest stories about everyday folks. Actress Jennifer Love Hewitt graces the cover of the premiere issue. Inside, features include profiles of actor Jerry O'Connell and the rock group Hanson, as well as true tales of fraternity hazing and eating disorders. —Jeff Gremillion

Digest Seeks Special Buys

Acquisition, growth of niche titles key to publisher's recovery plan

MAGAZINES / By Karen Hudes

The Reader's Digest Association is going through one of the most difficult periods in its 75-year history. The company, which has suffered through four years of declining profits, saw its stock price plummet 41.3 percent in 1997. Direct sales of books and entertainment, its largest business, are flagging, and RDA recently saw major upheaval at the top with the return of former CEO George Grune after the resignation last August of James Schadt. The company's flagship, the 15 million-circulation *Reader's Digest*, has lost more than 1 million in circ since 1993.

Yet in these bleak days, one small division of the company has some good news to report. RDA's special-interest magazine group, which includes titles such as *Walking* and *American Health for Women*, generated about \$2 million in profit last year and has been targeted for aggressive expansion. Greg Coleman, who was recently promoted to RDA senior vp and worldwide publisher, views the special-interest titles as a key component of the company's rebuilding plan.

Susan Baron, vp and group publisher for the special-interest publications, says that when she joined RDA in 1990, the SIM unit lacked an infrastructure and was losing \$13 million per year. "The story lies in what we've done with each of the magazines from a positioning standpoint," Baron says.

The Family Handyman, an SIM title that Reader's Digest acquired in 1987, illustrates the company's brand-building strategy. Over the past three years, Baron says, the title's profit is up 52 percent and non-endemic advertising business has doubled. In '97, *FH* attracted \$23 million in ad revenue, according to PIB. Baron says that 1997 was the most profitable year in the magazine's 47-year history.

Family Handyman has boosted its subscription price by \$1 per year, from \$14.97 in 1994 to the current \$17.97. Next month, *FH's* rate base will rise 10 percent, to 1.1 million. *FH* has also

spawned a growing roster of line extensions, including special issues, books and a home-improvement business.

Baron calls *FH* "the model of a very profitable magazine that we've grown into an extremely profitable franchise." Coleman says he'd like to have 10 more of them. He recently promoted *FH's* publisher, Tom Witschi, to vp and associate publisher of RDA's international magazines. *FH* ad director Eric Gruseke succeeded Witschi.

Aiming to follow in *FH's* footsteps is *Walking*, the 625,000-circulation title that Reader's Digest purchased last April from Cowles Enthusiast Media. RDA installed a new sales team at the title, and brand extensions including books and an annual fitness guide are in development. *Walking's* 1997 ad pages were flat through November, at 280.

RDA has reinvigorated its struggling SIM title *American Health* by narrowing the book's focus. In October 1996, the company relaunched the title as *American Health for Women*, aiming at readers in the 35-55 age group. Since the repositioning, the magazine's rate base has grown from 800,000 to 1 million (with the January 1998 issue). Annual ad pages have blossomed from 451 in 1996 to 495 through November 1997. Baron is running the title's business side for the time being, following

the departure last month of publisher Bernadette Haley, who joined Hearst's *Good Housekeeping* as associate publisher.

The division's next project is to refocus *New Choices: Living Even Better After 50*. In December, the title named a new editor-in-chief, former *Reader's Digest* senior staff editor Greg Daugherty (moving an *RD* editor to the SIM group is a first for the company.) The 600,000-circulation *New Choices*, which has included lifestyle and personality coverage, beginning with its April issue will be geared almost entirely toward health and finance, topics that the company's research determined are the most dominant concerns for older people today.

Boosting circulation is a major goal for all of



Into the black: The titles in RDA's SIM division are now generating a profit.

Eye-opening NEWS SOURCES

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



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



MEDIAWEEK

YES! Please send me 1 year of MEDIAWEEK for only \$130.

Payment enclosed Bill me
Charge my: Visa AmEx MasterCard

Acct.# _____ Exp. Date _____

Name _____ Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Signature _____

J81MWT

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

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

Type of firm:

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

Job Function:

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

ADWEEK BRANDWEEK

YES! Please send me 1 year of ADWEEK for only \$130.

Please check the region you prefer:

- New England East Southeast Midwest Southwest West

BRANDWEEK for only \$130

Payment enclosed Bill me

Charge my: Visa AmEx MasterCard

Acct.# _____ Exp. Date _____

Name _____ Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Signature _____

J81MWB

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

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

Type of firm:

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

Job Function:

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

MEDIAWEEK

GUARANTEE

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

If you have ever...

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

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

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

...then begin your own subscription today!

ADWEEK BRANDWEEK

GUARANTEE

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

If you have ever...

Needed to search the office for an issue

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

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

...then begin your own subscription today!

BUSINESS REPLY MAIL

FIRST-CLASS MAIL

PERMIT NO. 70

DANBURY CT

POSTAGE WILL BE PAID BY ADDRESSEE

MEDIAWEEK

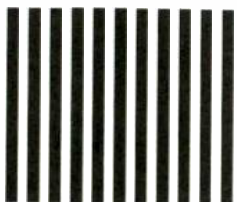
SUBSCRIPTION SERVICE CENTER

PO BOX 1976

DANBURY CT 06813-9839



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL

PERMIT NO. 76

DANBURY CT

POSTAGE WILL BE PAID BY ADDRESSEE

ADWEEK

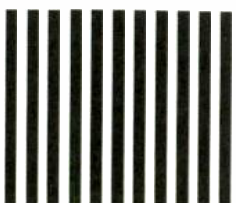
SUBSCRIPTION SERVICE CENTER

PO BOX 1973

DANBURY CT 06813-9845



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



the SIM titles, in part because subscriber lists are crucial to RDA's business. Keeping those sub lists full of loyal, renewing readers also helps grow sales of brand extensions. In 1997, 70 percent of the company's worldwide revenue was generated by sales of products other than magazines.

"Most magazines just capture the [profit-and-loss] stream," Coleman says. "We have a special contraption that catches the names, and names are worth a lot of money to us because most of the money the company makes is from the sale of books, recorded music and videos. The value of a magazine to Reader's Digest is worth between two and three times the P&L."

Over the next three years, Coleman sees the company acquiring five to seven more special-interest titles. Do-it-yourself and health books are natural fits, he says, as well as finance and parenting titles.



Coleman: Looking to buy more books.

with the company's investment banker, Veronis Suhler, who are expected to begin knocking on doors soon in search of magazines to buy. "We are willing to pay for true brand names that are making money," Coleman says. "We're not interested in buying dogs and trying to turn them around. Most of what we want is not for sale, and we don't want to wildly overpay, but we have the ability to do what we call 'Godfather' offers." ■

In another element of the company's branding strategy, all of the SIMs later this year will add the Reader's Digest name to their titles.

Coleman and his team met in December with the company's investment banker, Veronis Suhler, who are expected to begin knocking on doors soon in search of magazines to buy. "We are willing to pay for true brand names that are making money," Coleman says. "We're not interested in buying dogs and trying to turn them around. Most of what

The Best Man for This Job...

'Maxim', a men's book, turns to 'Cosmo' for two new top editors

MAGAZINES / By Jeff Gremillion

Big changes are taking shape at Dennis Publishing's *Maxim*. The laddish men's magazine last week named two new top editors, both stolen from Hearst's *Cosmopolitan*. The No. 2 at *Cosmo*, executive editor Catherine Romano, will join *Maxim* later this month as second-in-command; her new title has not been determined. In an unusual twist, *Cosmo* deputy editor Mark Golin, the No. 3 editor at the women's title, becomes editor-in-chief of nine-month-old *Maxim* and Romano's boss.

"It was their idea that Mark take the senior spot," said Stephen Colvin, president of London-based Dennis. The two editors come as something of package deal and will work together closely, said Colvin.

Golin had been at *Cosmo* only 10 months. He previously spent a decade working on various editorial projects at Emmaus, Pa.-based Rodale Press, publisher of *Men's Health*, *Prevention* and other service titles. Romano has worked at Hearst for several years. Two years ago, she moved from *Marie Claire* to *Cosmo* when Bonnie Fuller, Romano's boss at *MC*, was tapped to replace Helen Gurley Brown as editor of *Cosmo*.

Colvin praised his new editors as "very talented, well respected," adding that Golin has "very strong service training."

While Golin will maintain *Maxim*'s near-

sophomoric, boys-will-be-boys bent, he also plans to beef up the book's service content. He will offer tips on everything from cooking and social skills to finances and auto repair—advice intended to help young men avoid "looking foolish," he said. "Five Romantic Meals Even You Can't Screw Up" is an example of the kind of piece to expect. "Pleasure and purpose are two things guys should find in this magazine," Golin said. "I want to increase the purpose factor."

Golin succeeds Clare McHugh, who resigned late last year and later joined Rodale's newly acquired *New Woman* as editor-in-chief. *Maxim* deputy editor Keith Blanchard has served as acting editor-in-chief since McHugh's departure.

Golin wants the magazine's mix to encompass a broader array of readers' interests. "We'll strive to be a general-interest magazine for the general guy, which nobody else is doing. All the other men's books have some particular spin. *Esquire* is literary; *GQ* is a fashion magazine for fashionable guys; *Details* focuses on pop culture."

Other changes afoot at *Maxim* include increases in frequency and rate base. Effective with the January issue, *Maxim* raised its guaranteed rate base for the second time, to 350,000. It launched with a rate base of 175,000. In March, the book's frequency will jump from bimonthly to 10 issues per year. ■

CABLE TV

Jedd Palmer, Tele-Communications Inc.'s top programming negotiator since 1991, left the company last week to become senior vp of programming for MediaOne. Palmer's departure from TCI had been expected for months, since TCI president Leo Hindery began an internal sweep of top management when he took over the reins of the cable operator a year ago. At MediaOne, Palmer succeeds Rob Stengel, who elected not to stay with the company when its parent US West decided to move operations from Boston to Denver. Stengel, who has opened a consulting business, has MediaOne as a client. Palmer is succeeded at TCI by Madison Bond, who was promoted from vp of programming.

MTV Networks is moving its lineup of basic cable channels—plus two services that MTV parent Viacom owns a stake in—from carriage on DISC programmer USSB to DirecTV. MTV Nets' MTV, M2, VH1, Nickelodeon and TV Land, as well as Lifetime and Comedy Central, which Viacom owns a portion of, will shift from USSB's lineup of offerings to DirecTV's. USSB offers mostly premium cable services, while DirecTV offers basic cable channels to the 3 million satellite homes that both services reach through the same satellite hardware. USSB will fill some of the vacant programming slots with two new premium networks: Showtime Extreme (also owned by Viacom) and FXM: Movies From Fox, a News Corp unit.

More non-sports and non-news original programs are edging their way to the top of the cable ratings heap. Nielsen Media Research numbers covering the last week of December showed five of the top 11 programs were either original movies or series. TNT's *Babylon 5: In the Beginning* (4.1 household rating/2.9 million homes delivered) and *Babylon 5: The Gathering* (3.4/2.5 million) were the fourth- and ninth-ranked shows. Comedy Central's *South Park* hit a 3.5/1.6 million homes, putting it in seventh place, while USA's *La Femme Nikita* came in eighth place with a 3.3/2.4 million. Nickelodeon's *Blues Clues* drew a 3.3/2.4 million. Both *La Femme Nikita* and the *Babylon 5* flicks ranked in the top 10 among adults 18-49 and 25-54. —Michael Bürgi

RADIO

Tribune Broadcasting, part owner of the WB network, has acquired a minority equity stake in and a signed a management agreement with WTXX, a UPN affiliate serving Hartford and New Haven, owned by Counterpoint Communications. Will UPN lose another affiliation to the WB in Hartford? Too soon to tell, said a source close to the deal. LIN Broadcasting owns the WB affiliate in New Haven, and many other WB affiliates around the country. But the station could simply go independent too.

WPMI-TV, Clear Channel's NBC affiliate in Mobile, Ala., would seem to be cursed. Irv White, the station's primary news anchor at 6 and 10 p.m., resigned two weeks ago after being arrested on domestic violence assault charges in December. Station executives declined to comment on White's departure. White had been with the station only four months, replacing anchor Gary Mattingly. A source familiar with the station said that Mattingly had resigned under management pressure—this time amidst allegations of sexually harassing staffers. WPMI is now in private mediation regarding that dispute. The most tragic incident occurred in July 1996 when general manager Andy Comegys drove up to the station's transmitter, sat down in a pile of garbage, and fatally shot himself in the head.

The FCC has told three California stations that they can refuse to air political spots that mention a candidate but are not paid for by the candidate. In December, the Campaign for Working Families, a pro-life group, tried to run a spot that supported Tom Bordonaro's Congressional bid. The ad graphically described an abortion procedure that Bordonaro voted against legalizing. According to a source at one of the stations, the group argued that the spots were de facto candidate ads, and as such should run. Not so, countered F.C.C. attorneys. While the ads supported the campaign, they were neither paid for nor requested by the candidate. CWF officials could not be reached for comment. The stations, ABC affiliate KEYT, NBC affiliate KSBY, and CBS affiliate KCOY, have all since run toned-down versions of the ad.—*Claude Brodesser*

Competition for Kathie Lee?

King World and NBC plan a late-morning alternative to 'Live'

SYNDICATION / By Michael Freeman

King World Productions is close to completing a long-term development deal with NBC Television Stations group to coproduce a series to lead out from the network's top-ranked *Today Show*. Both sides expect to announce the deal at the upcoming National Association of Television Program Executives conference in New Orleans that begins Jan. 19.

King World and NBC executives see the untitled 9 a.m. project as a counter-programming assault on Buena Vista Television's successful *Live with Regis & Kathie Lee*, which also serves as a lead-out from ABC's *Good Morning America* in many major markets. Coming up with the right talent chemistry appears to be the most crucial component to both sides at this time. *Today Show* weatherman Al Roker is thought to be leading candidate to serve as the male co-host, but NBC station group sources suggested a talent search is ongoing with no finalists determined yet.

However, Bill Carroll, vp/director of pro-

gramming of Katz Media Group, says that NBC is also considering Joan Lunden, former co-host of ABC's *Good Morning America*, as well as Dana Reeves, the wife of actor Christopher Reeves.

A representative for NBC Television Stations declined to comment on the speculation. In an interview in December, Roger King,

chairman of King World Productions, hinted that the distributor was close to announcing a "live" morning show to be broadcast from New York that would debut in January or September 1999. "Absolutely, it will be more than just a morning to rival *Regis & Kathie Lee*...it will be a direct competitor with a new look and appeal unique to viewers of that daypart," said King. Taking on *Regis & Kathie*



Today's Al Roker is a possible host.

Lee, however, has presented a significant challenge. Such wannabe competitors as All American's *Arthel & Fred*, Rysher Entertainment's *George & Alana* and ACI/Pearson's *Scoop with Sam & Dorothy* have been unsuccessful in recent years. ■

Sony Brings it to NextLevel

Digital cable gets a boost via \$190M investment in set-top tech

TELEVISION / By Michael Bürgi

In a surprise move last week, Sony agreed to buy a 5 percent stake in the cable industry's leading set-top box manufacturer, NextLevel System, for an estimated \$190 million. The deal comes on the heels of the major announcement from Tele-Communications Inc. and several other cable operators in December that they plan to order and purchase some 15 million digital set-top boxes from NextLevel over the next three years. That adds up to an estimated \$4.5 billion in business for NextLevel.

The arrangement with Sony means that for the first time, cable set-top boxes could end up being sold directly to consumers. Historically, set-top boxes have made their way into subscribers' homes through the cable

operators, who lease the boxes when a subscriber signs up for cable service.

Analysts said that Sony is looking to ensure that the hardware is in place in NextLevel's new wave of digital set-top boxes to interface with high-definition television and digital video disk technology, as well as accommodating the playing of Sony video games. NextLevel gets out of it a close association with the Sony brand name and access to the electronics manufacturer's retail connections.

NextLevel, which will revert back to its original company name, General Instrument, in coming months, saw its stock price rise sharply to just over \$21.50 on the news of the deal, but the stock had dropped back to \$19 on Jan. 8. ■

The Seal
is like sex:



it's been around a long time,
but people still want it.

TV SPORTS

By Langdon Brockinton

Honda Rolls for Bowls

New ad deal for ABC's college football Series estimated at \$25-30M

Honda has signed a four-year deal with ABC to be a sponsor of the network's College Football Championship Series, which kicks off next season. At the core of the package are the four major bowl games: the Rose, Sugar, Orange and Fiesta. ABC has TV rights to those games each January from 1999 through 2002. A national championship matchup between the No. 1 and No. 2-ranked teams will be rotated each year among the four Alliance bowls.

The deal is a major expansion for Honda, which recently has advertised on the Rose Bowl only. In addition to ad time on the four big games, Honda's package includes spots on ABC's coverage of the Citrus Bowl from 1999 through 2002, said Paul Sellers, national ad manager at American Honda. The automaker also has bought time on the ABC/ESPN coverage of the 1998 World Cup from France; soccer's quadrennial championship begins in June.

Sellers declined to disclose Honda's four-year Championship Series price tag, but sources estimated its value at \$25-30 million.

Ford and Chrysler soon are expected to ink Championship Series sponsorship deals with ABC. Also, sources said that FedEx is getting close to a four-year agreement with ABC to return as title sponsor of the Orange Bowl. That deal would also include advertising time on the other Alliance bowls.

Adidas has reached agreement with NBC to advertise on the network's NBA coverage from the 1998-99 through the 2001-02 seasons. The deal gives Adidas two 30-second spots per telecast.

"This is a big step up for us," said Karyn Thale, director of marketing communications at Adidas America, which will be advertising on NBC's NBA telecasts for the first time. Under the network's existing NBA TV contract, which expires after the current season, Nike and Reebok share the national commercial time allotted to the athletic shoe category. During NBC's first NBA contract (1990-91 through 1993-94), Nike



was the sole sneaker advertiser.

Terms of Adidas' deal were not disclosed, but sources estimated the price tag at about \$90 million. NBC is talking with Nike and Reebok, which paid a total of \$110-120 million under their current deals, about renewals. For its new NBA

contract, which begins next season, NBC is trying to boost the inventory load of the sneaker category from the current four :30s per game to six or seven spots (*Mediaweek*, Jan. 5).

Thale said the NBA is a natural fit for Adidas because of the league's appeal to teens. Adidas' primary demographic target is 14- to 18-year-olds. Added Thale: "This [agreement] helps further build a partnership between Adidas and the NBA." The company has endorsement deals with the Lakers' Kobe Bryant and the Celtics' Antoine Walker.

Delta Air Lines has struck a deal with *Sports Illustrated* for an exclusive ad position adjacent to a new editorial feature set to debut early next month in the magazine's "Golf Plus" section. Called "This Week," it's a viewers' guide to upcoming events on the PGA, Senior PGA and LPGA tours, said Don Mahoney, publishing director of *SI's* Golf Plus.

Editorial for "This Week" will occupy the center three columns of a two-page spread. To the left and right, respectively, will be a 1/3-page Delta ad and a 2/3-page Delta ad. Delta, which made a pitch for both positions, has them each week throughout 1998.

"Golf clearly is our biggest sponsorship platform," said Bo Heiner, manager of worldwide sponsorship and event marketing for the Atlanta-based airline. Heiner cited the "demographic match" of the golf fan and the frequent business traveler, Delta's core business.

This year, Delta is a new advertiser to USA Network's pro golf coverage. The carrier also is likely to run a national promotion tied to Turner Broadcasting's coverage of the 1998 PGA Championship, set for August in Seattle. The proposed promotion "could also include cross-promotional partners," Heiner noted. ■

The package will include spots on a national championship game.

MEDIAWEEK

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

Editor: William F. Gloede

Executive Editor: Brian Moran

Managing Editor: Dwight Cunningham

News Editor: Michael Burgi

Departments Editor/Copy Chief: Anne Torpey-Kemph

Washington Bureau Chief: Alicia Mundy

Editor-at-Large: Betsy Sharkey

Senior Editors: Langdon Brockington, Michael Freeman

Reporters: Claude Brodessa, Rachel Fischer,

Lisa Granatstein, Jeff Gremillion, Dorianne Ferrucci

Contributing Writers: Paul Colford, Verne Gay, Jon Markman,

John McManus, Eric Schmuckler

IQ: New Media: Editor: Catharine P. Taylor; Senior Reporter

(*Adweek*): Laura Rich; Reporters (*Mediaweek*): Anya

Sacharow; (*Brandweek*): Bernhard Warner

Media Person: Lewis Grossberger

Design Director: Trish Gogarty

Managing Art Director: Christine Goodsr

Special Reports Art Director: Paul Virga

Photo Editors: Marla Kittler, Kim Sullivan

Assistant Photo Editor: Amy Moskowitz

Circulation Director: Christopher Wessel

Assistant Circulation Mgr: Audrey Numa

Mediaweek Online: Sales/Customer Support Mgr: Bryan Gottlieb

Editorial Reprints: Reprint Management Services 1-717-560-2001;

email: Sales@rmsreprints.com

Regional Sales Directors: Los Angeles: Ami Brophy; Midwest: Sherry Hollinger; Boston: Ron Kulgraf; Category Managers: Television Linda D'Adamo, New Media Jody Siano, Print Jeffrey S. Whitmore; Account Managers: EAST: Karlene Diemer, Bryan Hackmyer, Robert W. Jones; Los Angeles: Wendy Hudson; CLASSIFIED: Publisher: Harold Itzkowitz; Sales Managers: Julie Azous, Wendy Brandariz, Christie Q. Manning; M. Morris, Karen Sharkey; Sales Reps: Sarah Goldish Stacey Tilford; Sales Assistants: Michele Golden, Zalina Walton

Marketing Services Manager: Chris Heyn

Special Events Manager: Alexandra Scott-Hansen

Promotion Art Director: Jeanne Geier

Promotion Associate: Matt Pollock

Dir. of Manufacturing Operations: Jim Contessa

Production Director: Louis Seeger

Pre-Press Production Mgr: Aulcine Cippolletti

Production Mgr: Elise Echevarrieta

Assistant Production Mgr: Matthew J. Karl

Pre-Press Assistant: Ed Reynolds

Scanner Operators: Dock Cope, William Levine

Deputy Editor/Business Affairs:

John J. O'Connor

Vice President/Creative Director:

Wally Lawrence

Vice President/General Manager:

Louis Isidora

Vice President/Marketing:

Mary Beth Johnston

Senior Vice President/Marketing:

Kenneth Marks

Executive V.P./Group Publisher:

Michael E. Parker

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

Craig Reiss

President:

Mark A. Dacey

Chairman: John C. Thomas, Jr.

BPI COMMUNICATIONS

Chairman: Gerald S. Hobbs

President & Chief Executive Officer: John Babcock, Jr.

Executive Vice Presidents: Mark A. Dacey, Robert J. Dowling,

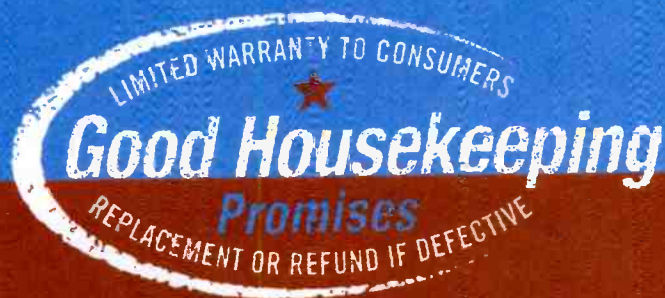
Martin R. Feely, Howard Lander

St. Vice Presidents: Georgina Chailis, Paul Curran,

Anne Haire, Rosaloe Lovett

Vice Presidents: Glenn Hefferman

The Seal
is like fidelity:



it seems old-fashioned
until you want it yourself.

Local Media

SAN DIEGO • BERGEN COUNTY, N. J.

TV STATIONS/CABLE TV
Claude Brodesser

RADIO
Rachel Fischer

NEWSPAPERS/NEW MEDIA
Dori Perrucci

SAN DIEGO/TV STATIONS

XXXII Skiddoo: Time to Go It Alone

• DIVORCE, SAN DIEGO-STYLE, IS COMING AT a fortuitous time for area media buyers.

As San Diego preps for Super Bowl XXXII on Jan. 25, KUSI-TV is about to sever its three-year marriage to UPN, said Michael McKinnon Sr., CEO and owner of San Diego-based McKinnon Broadcasting. His grounds for the divorce: UPN's low ratings; affiliate relations that McKinnon categorizes as "nonexistent," and the network's failure to address the encroachment of Los Angeles UPN affiliate KCOP into the market via cable systems—resulting in loss of viewership and ad revenue.

"Fortunately, our contract with UPN drops out the night before [Super Bowl week, Jan. 19–25], on the 16th," said McKinnon. KUSI will exploit the big event—and net more dollars with more local ads—by running hour-long, locally programmed Super Bowl specials that week in place of UPN programming. "[The specials] are nearly sold out," McKinnon said. After the game, the station will run *Real TV* and *Extra* in prime time, and it has plans to add a 7 p.m. newscast in May.

Buyers in Southern California were both pleased and surprised at the impending announcement of the drop of UPN. "It'll open up more inventory in the market. Prices should dive," said one broadcast supervisor at an L.A.-based national ad agency.

In a heavily Hispanic market, UPN programming has "never achieved success here," said Jackie Keenen, broadcast director for Western International Media in San Diego. "If they program more news, which is likely since they're so strong into news, it'll give us more key adult demos to buy."

Both McKinnon and UPN chief Dean Valentine gave conflicting accounts of the affiliation's status. While Valentine says talks are "ongoing" and says he believes that recon-

ciliation is possible, McKinnon said at least five months of unresolved complaints have left him sour.

Valentine still has hope. "We've said, 'Let's just give this another 30 days.' Of course this can be resolved—if [KCOP owner] Chris-Craft is willing to back off."

The likely loss of KUSI represents 1 million households to fledgling UPN as it struggles to become a major network. One buyer noted that UPN programs frequently had difficulty meeting national spot advertisers' requirements of a 2 rating and that buyers would be helped in placing last-minute advertising for new movies once UPN is gone.

Meanwhile, as national spot rates for the Super Bowl climb into the hundreds of thousands of dollars, the local Cox Cable system has developed a solution for local advertisers usually priced out of spot ads that would reach more than 100,000 visitors and 1 million local households during game week.

For 10 days, Cox Cable's Channel 4 San Diego will focus on Super Bowls past and present with live coverage of team practices, interviews with players and coaches and archival footage. "We'll run everything but the game," said Dan Novak, station manager for the channel. He said that ads for local restaurants and San Diego-area Chevrolet dealers have been sold, as well as national ads for Miller Beer and Sprint PCS. —CB

SAN DIEGO/RADIO

Super Bowl Tie-Ins Seek To Tackle a Green Wave

• IT TAKES A LITTLE WORK—AND EVEN MORE ingenuity—to convert a Super Bowl into a financial touchdown on the local radio dial. Mindful that Super Bowl revenue traditionally doesn't trickle down to the local level, Jacor Communications executives were determined to garner some green from the gridiron.

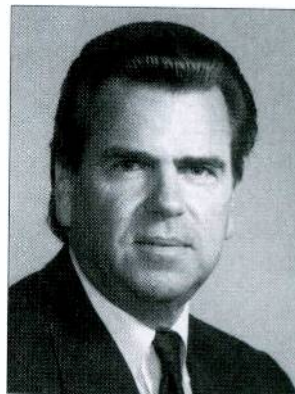
Almost a year ago, the Covington, Ky.-based station group approached the Super Bowl planning committee on that mission. The result: It won local rights to be the only radio group to sponsor official Super Bowl tie-in events, said Mike Glickenhau, vp and general manager of Jacor's FM stations in San Diego. The company's XTRA-AM (690) all-sports outlet also scored exclusive broadcast rights for the game.

"The opportunity for us," said Glickenhau, "is the events [surrounding] the game—to tie into them or sell sponsorships.

It's another advertising level...to

control the landscape around the Super Bowl." The money "comes in ancillary tie-in things," added Glickenhau. Ultimately, he said, Jacor is solidly attached to such events as the NFL Players Party, the huge "meet-the-athletes" shindig. Title sponsor Sony Playstation has increased its advertising on Jacor outlets to correspond to the event, Glickenhau said, declining to give specific figures.

Superfest, a free pre-Super Bowl concert, will be promoted and broadcast on several Jacor stations. Then there's the Sprint PCS Qualcomm Spectacular, a celebration for which an 80,000-square-foot nightclub was cus-



"Nonexistent" affiliate relations pushed McKinnon to end ties with young UPN.

*The Seal is like
an older lover:*



*it's reassuring to know
that others have used the item
and liked it.*

tom built in a shopping mall—right down to the martini lounges and cigar bars.

Jacor is promoting the party and selling the tickets—and Glickenhau could hardly keep the excitement from his voice. "We expect to see, all told from the Super Bowl, a quarter of a million dollars. It's going to be a crazy week, but between making money and the exposure, we think it's going to be a wonderful event."

With 10 stations, it could be argued that Jacor doesn't need much more exposure in San Diego. A flurry of recent deals has brought the company eight stations and local marketing agreements with two others. Mike Stafford, gm of three local stations owned by Greensboro, N.C.-based Jefferson Pilot Communications, said he has no sour grapes about Jacor's domination of the Bowl, conceding that he had considered teaming up with a rival radio group to outbid Jacor for tie-in rights. —RF

SAN DIEGO/NEWSPAPERS

Game's Special Editions Help With Defense Plan

• SAN DIEGO'S METRO NEWSPAPERS ARE GOING on the offensive, using pro football's big event to retain advertisers beyond Super Bowl XXXII. Both *The San Diego Union-Tribune* and some suburban weeklies have planned special Bowl-related editions. Such efforts—coupled with the anticipated \$6 billion economic

boom of the emerging space defense industry—reflect an escalating competition to capture ad dollars, buyers said.

At the *Union-Tribune*, the city's leading daily, advertisers were offered discounts of up to 50 percent for running in at least five the paper's weeklong special Super Bowl issues, said Nancy Briskey, sales manager for the paper's central zone. Briskey declined to say how much the paper, part of the San Diego-based Copley Newspaper Group, expects to earn from the event. The *Union-Tribune* is spending 5 percent above its annual promotion budget on Super Bowl efforts, which include a special tabloid this week and an overrun of 115,000 copies to be distributed at "The NFL Experience," an interactive trade show.

At Mannis Communications, which publishes four free weekly community papers, publisher David Mannis expects to reap \$20,000 from a special 24-page Super Bowl issue that's in the works. In all, the papers have increased ad revenue from \$1.4 million in 1997 to an expected \$2 million this year, he said. In 1997, daily and Sunday circ for the paper each increased about 1 percent compared with 1996 figures: from 372,081 to 375,085 daily and 450,984 to 454,085 Sunday, according to Audit Bureau of Circulations.

Beyond the Bowl, there's the space defense industry, expected to pump \$6 billion into the region's economy. "People who fled San Diego in droves in the early '90s when you couldn't

rent a U-Haul are coming back," said Jerry Kwasek, director of circulation and marketing at the *San Diego Business Journal*. "It's a buyer's market now." —DP

BERGEN COUNTY, N.J./NEWSPAPERS

Record Preps Ad Plans To Exploit Properties

• ATTENTION, SEARS AND MACY'S. THE Macromedia-owned *Record* and kin in Bergen County, N.J., are about to pitch you with a barrage of new, cross-media ad packages including campaigns in daily and weekly print properties and Internet marketing. *Record* executives said that several test packages are being hammered out to effectively compete in lucrative North Jersey.

"In competitive terms, we're a small fish in a big pond," said *Record* president Jon Markey. "With *The New York Times* across the river, the (Newark) *Star-Ledger* to the south and Gannett everywhere, we can't stand still."

Late last year, Macromedia bought the *North Jersey Herald & News* (52,716 daily; 41,325 Sunday) in adjacent Passaic County. The acquisition

expanded the company's print offerings to two dailies, 11 weeklies and three niche publications. Advertisers also have access to cable programming through an agreement with TCI of North Jersey. Macromedia

also purchased Internet provider TriCom for its Internet advertising capabilities. Although the sales staff of two dailies has mushroomed to about 250, no layoffs are planned.

The Record (146,089 daily, 203,913 Sunday) has also announced the appointment of Stephen Borg, 29, as director of product services. The youngest member of the family that owns Macromedia, Inc., Borg replaces Don Sherlock, a 37-year veteran who retired on Dec. 31.

His immediate goals: Integrating the *Herald & News'* database with *The Record's*, improving home delivery via fleet tracking and developing a circulation-retention strategy. "I don't know the numbers yet, but they're going to be scary. There's lots of churn," he said. —DP



Macromedia's Stephen Borg seeks to combat 'scary' churn numbers.

SCARBOROUGH MEDIA PROFILE: SAN DIEGO

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

	Top 50 Markets %	San Diego Market %	San Diego Market Index (100=average)
MEDIA USAGE			
Read any daily newspaper (average issue)	58.8	53.6	91
Read any Sunday newspaper (average issue)	68.5	64.6	94
Total radio average morning drive M-F	25.5	25.3	99
Total radio average evening drive M-F	18.2	17.8	98
Watched A&E past 30 days	40.6	46.9	115
Watched BET past 30 days	8.0	6.6	82
Watched Discovery past 30 days	45.4	55.7	123
Watched ESPN past 30 days	38.40	41.5	108
Watched MTV past 30 days	23.6	32.5	137
Watched TNN past 30 days	25.0	20.9	84
Watched The Weather Channel past 30 days	42.5	24.1	57
DEMOGRAPHICS			
Age 18-34	34.1	39.8	117
Age 35-54	38.9	36.5	94
Age 55+	27.0	23.6	88
Race Spanish origin/descent	11.1	21.1	190
HOME TECHNOLOGY			
Connected to cable	75.4	83.1	110
Connected to satellite/microwave dish	3.7	4.5	122

Source: 1996 Scarborough Research—Top 50 Market Report

MEDIAWEEK

NATPE '98

**Why the market will be unusually tight
this year...page 2/NATPE**

**Plus a market- by-market report of ratings
and station revenue for the top 50 markets...**

Introduction on page 8/NATPE

Charts begin on NATPE/page 9





f you glance at this year's national syndicated programming marketplace for key daytime, early fringe and prime-time access dayparts through the lens of New York-Los Angeles centrism, it looks like there is little left to be done. Most of the big stations have been solidifying their

positions into the next century for the past two years. What was left was finalized this past mid-September to mid-October.

Three developments during that four-week time period led to the view, widely shared among television station executives in major markets, that all that's left is to mop up this year at the National Association of Television Programming Executives marketplace next week in New Orleans. Two of these three developments were the result of an incredible confluence of circumstances at King World Productions, the perennial leader in the syndication business. One was the decision by Oprah Winfrey to keep doing her show for another two years. The other was a court decision that allowed King World to offer a new version of the old *Hollywood Squares*, which will be produced by Columbia TriStar as part of its settlement with the studio. The third development was a decision by NBC to stick with the ailing *Access Hollywood* in spite of flagging ratings. These three developments conspired to effectively gridlock the early fringe and prime access time periods, the most lucrative in syndication, which in turn led to

increased tightness in the rest of the marketplace. To be sure, there are time slots available, as syndicators of some new talk shows and so-called advertiser-friendly talk shows are finding. But in general, this year's syndication market is unusually tight.

As a result, many station general managers are taking a pass on attending the conference, while others continue to make the pilgrimage only to try to draw a bead on future program trends and ramp



BY JOHN McMANUS

Cover photo: JamesPorto/FPG; Digital enhancement: Amy Goldberg



up on bidding for off-network sitcoms and hourly fare not available for air until 1999 or beyond.

“Even if you’re not buying, sometimes you go to NATPE to make sure you know what everybody else is doing,” said Hank Price, gm at CBS-owned WBBM in Chicago. “Not a lot is going on,” in the nation’s No. 3 market, or at least there wasn’t much last week, according to Price. “But when you’re trying to make strategic program decisions, you have to try to know what you’re going to want on your plate two or three years down the road.”

Just how much did last fall’s three defining events tighten the market for program slots throughout the nation’s 211 designated television markets, which pump more than \$1 billion a year in domestic program licensing fees to the top dozen or so syndicated program producers and distributors? The beauty of today’s U.S. TV landscape is that a handful of program developments within a more and more finite circle of mega-station groups with Wal-Mart-style centralized-acquisition practices truly set the rules of the TV station game. However, they

on,” said a senior level executive from one of the top 20 station groups in the country who would not speak for attribution. “What you have today is New York station groups triggering down what happens everywhere in the country. So if you know what the network-owned station groups—and Tribune, Gannett, Chris-Craft and Sinclair—are buying, you know that what they buy is going to cascade down through the various markets. You wind up with a lattice-work of program deals that reflect consolidated ownership rather than simple DMA market dynamics.”

The clearance puzzle game that once took round-the-clock NATPE meetings, station by station, now occurs speed-dial, with an okay from one or two station-group gatekeepers who decide what plays and what doesn’t based on their direct influence on stations covering 15, or 20, or 30 percent of the U.S. market.

“One thing that’s definitely different since the emergence of the mega station group is the acceleration, the amount that gets done earlier than ever before,” said Mark Schacher, senior vp of programming for the Tribune Broadcasting group, whose corporate kiss-of-life virtually guaranteed that Rysher’s *Judge Mills Lane* project and Telepictures’ *Love Connection/Change of Heart* strips will get enough clearance to go ahead for fall 1998.

Repercussions and reverberations of those three mid-September to mid-October events in New York have indeed cascaded down through the nation’s top 50 DMAs. Their impact can be traced to No. 6 television market Boston, where *Rosie O’Donnell* is jumping ship from Hearst-Argyle-owned ABC affiliate WCVB to CBS-owned WBZ. In No. 13 market Cleveland, where Tom Griesdorn, who, as the gm of both a CBS and a UPN affiliate through a local marketing agreement, has bought about every court show under the sun, their effect is also evident. In No. 28 market Charlotte, where Fox affiliate WCCB coughed up a reported \$14,000 a week to over-

take rights to *Judge Judy* from fledgling indie WAXN, the fallen dominos lead back to New York as well.

“It’s either submit to the extortionary level of deals set in New York and Los Angeles or forget it,” said Don Hess, program director for WATL, a WB affiliate in Atlanta, the No. 10 TV market.

Two of the selling season’s big moments occurred the week

of Sept. 15, the week the King brothers might well have hung out the “For Sale” sign again but several events that revitalized the company and put it way back on top. Before the stock market opened on Monday of that week, Oprah Winfrey announced that she would continue hosting her talk show through the 1999-2000 season. A day after announcing that they’d secured the show—which reportedly accounts



Development #1

access; other roads blocked

do not diminish the drama and passion of myriad program strategies that occur in scores of instances outside the finite circle of consolidated station ownership.

“When it comes to program acquisition, the dynamics in the top 50 or the top 100 television markets no longer reflect the size of the market, where you have No. 1 to No. 10 acting similarly, and No. 11 to 20 following a different set of similar market dynamics, and so

for a third of King World’s annual revenue of more than \$660 million—for the next two years, Roger and Michael struck again. They settled a lawsuit with Sony Corp. that, after almost two years in court, allowed King World to distribute *Hollywood Squares*, a 1970s game show redux, aimed to pick up where King World’s aging prime-access powers *Jeopardy!* and *Wheel of Fortune* have begun to lose steam. Hours after the King World-Sony settlement was done, Roger King

NATPE '98

and Mel Karmazin, the CBS television group's newly empowered chief, announced that most of CBS' 14 owned stations had booked *Hollywood Squares* to run in critical prime-access half-hour slots.

Hollywood syndicators of programming for prime-access half-hours and hour-long talk shows were suddenly looking at a vastly shrunken window of opportunity. With *Squares*, King World effectively blocked out a key half-hour of access in a marketplace that has squeezed up tight in the past couple of years, particularly since prime-time access regulations ended for broadcast network affiliates. With *Oprah*, King World retained the reigning queen of early fringe for an hour that many stations and many program syndicators anticipated might open up as soon as this fall. Even before the Oprah verdict to stay on for another two years, the Kings had lined up Roseanne Barr as their hopeful heir-apparent to the Oprah local news lead-in franchise. With *Squares* and *Oprah* in place, and *Jeopardy!* and *Wheel* still working in access, the King brothers leveraged Roseanne's star equity enough for NBC owned stations to roll the dice on the talk show, sight unseen.

Believe it or not, a half-hour in access and two hours of early fringe or daytime sucked out a lot of potentially available time slots. A raft of off-net sitcoms on independents and traditional network



Development #2

affiliates; Paramount's multi-year deals with stations for *Entertainment Tonight*, *Hard Copy* and *Real TV*; Warner's ability to leverage *Rosie O'Donnell*'s success to lengthen station deals for *Extra*; and King World's own *Inside Edition* and *American Journal* magazine strips left little room to maneuver for syndicators angling for prime-access time.

All eyes began to focus on *Access Hollywood*, Twentieth TV's cellar-dwelling magazine strip, which was up for renewal with NBC owned stations. TV executives anticipated that NBC's new stations chief, Scott Sassa, would axe the program, opening up at least one half-hour slot in the major markets in prime access. Sassa gave *Access Hollywood* a thumbs-up for NBC stations, and there closed the remaining window of opportunity for any new entrant in prime



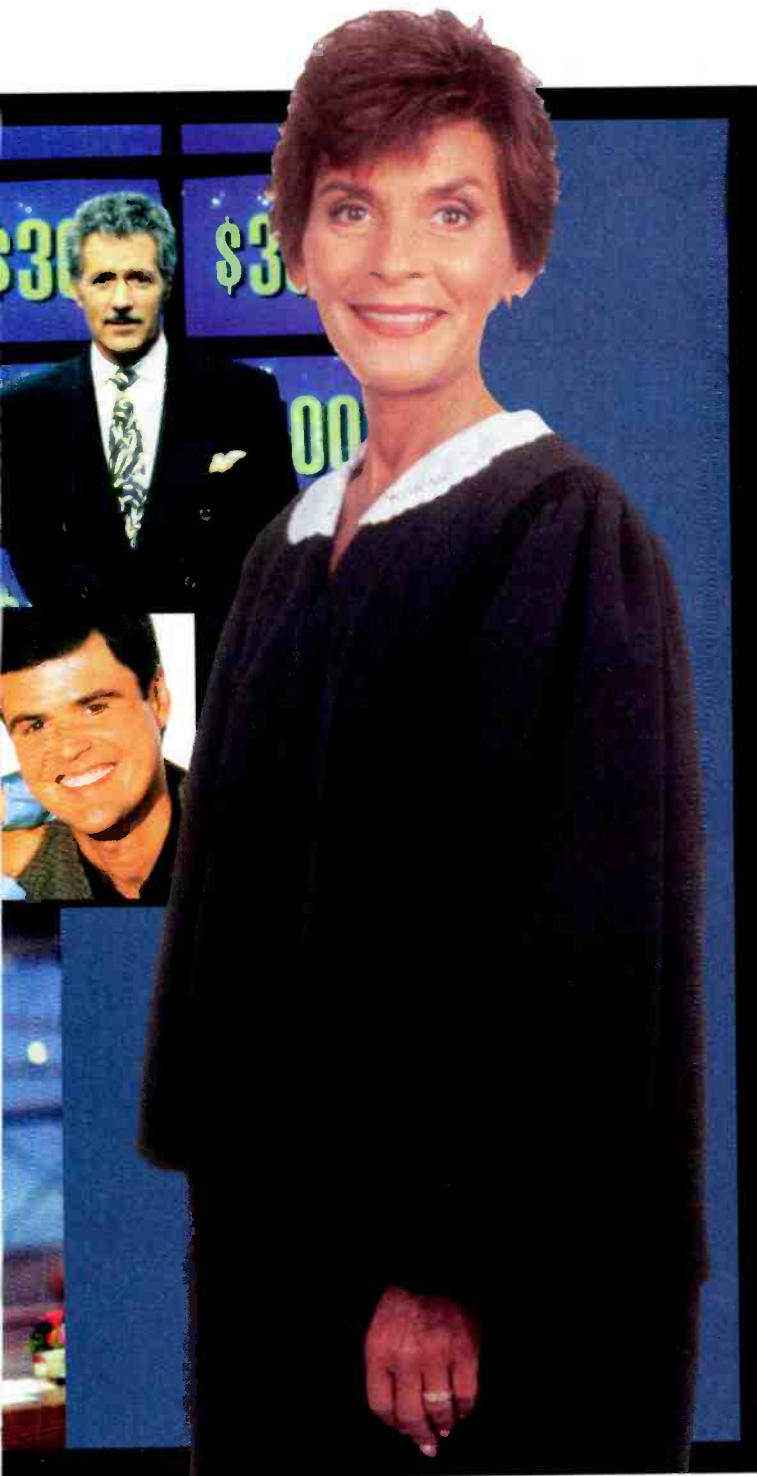
THE WHEEL OF SYNDICATION

1998 (counter-clockwise from top): Regis Philbin and Kathie Lee Gifford; Roseanne; Rosie O'Donnell; Marle and Donnie and Osmond; Judge Judy Sheindlin; and Jeopardy!'s Alex Trebek

access through the fall of 1998.

Between *Squares* and the NBC decision to stand behind Twentieth on *Access Hollywood*, prime access in the top 50 markets is largely solid for the coming year, except in a few cases where non-owned NBC affiliates that carry *Access Hollywood* may lose patience with its lack of performance and bail. As the dominos related to the Oprah decision fell, stations that had anticipated having to fill her spot got a temporary reprieve, but in some cases, the reprieve was a double-edged sword.

Rosie O'Donnell's stock as a news lead-in option to *Oprah* has been surging, and in Boston, Warner leveraged its renewal deal with Hearst-Argyle's WCVB into a bidding war that cost WCVB the property. WBZ stepped up and snatched *Rosie* for its 4 p.m. local



PHOTOS, CLOCKWISE FROM TOP: BUENA VISTA TELEVISION; KING WORLD; WARNER BROS.; KING WORLD; WORLDVISION; KING WORLD; COLUMBIA TRI-STAR

body's anxious to play around with a great deal.

General managers were loath to predict that *Squares* is going to be a sure winner, especially in light of the fact that in the 10 years straight that *Entertainment Tonight*, *Wheel of Fortune*, *Jeopardy!* and *Oprah* have reigned as the four highest-rated syndicated programs, the failure rate for new shows has been nine out of 10.

Still, the consensus among station executives is that anticipated high production values for *Squares* and the caliber of talent under consideration engender confidence. Also, similar to the new crop of celebrity-oriented talk shows such as King World's *Roseanne*, Paramount's *Howie Mandel* (which has cleared CBS-owned stations), Columbia's *Donnie and Marie* (which has cleared Fox-owned stations), and Twentieth's *The Magic Hour*, with Magic Johnson, *Squares* is a name brand with a marquee value that helps build brand equity for stations as viewing sources continue to proliferate. Branding, gm's say, is particularly important in a station environment that has seen dramatic ownership changes in the past few years, largely due to the rapid expansion of the Fox group through its acquisition of the New World stations in 1994 and the Telecommunications Act of 1996, which led to many market shifts that left viewers confused for months afterwards.

There are exceptions. In spite of belonging to sizeable station groups, stations in varying markets have different needs. One such station is KGW, the A.H. Belo-owned NBC affiliate in Portland, Ore., which signed with King World to take on both *Roseanne* and *Hollywood Squares*. GM Bob Blacher will go so far as to move the network's *Days of Our Lives* to build a more sensible lead-in to *Oprah* at 4 p.m. "It'll upset some people when they can't find *Days* there, but *Roseanne*'ll make a nice compliment to *Oprah*, and NBC daytime is nothing to write home about anyway." On his expectations for *Squares*' performance, Blacher notes that KGW trails five out of the six stations in the Portland market in access. "We can't do worse with *Hollywood Squares* than we're doing in access right now. And if they give it the right talent and promote it like we think they

news lead-in, while WCVB countered by signing *Roseanne* for the 10 a.m. slot *Rosie* leaves. "We were not about to displace *Oprah*, and we had no options for *Rosie* in early fringe," said WCVB general manager Paul LaCamera. "We'll just hope that in *Roseanne* we'll find our next *Rosie*."

At latest count, the Kings claim clearances in stations covering more than 70 percent of the U.S. market for *Hollywood Squares*, which gives Roger justification for claiming: "This is the most exciting idea in 10 years." Still, the Kings have their work cut out for them. As of early last week, No. 10 Atlanta, No. 35 Greenville-Spartanburg-Asheville, and No. 40 Buffalo weren't cleared. In No. 13 market Cleveland, WOIO and WUAB general manager Tom Griesdorn described prime access as such "a glass menagerie" that no-

will, it could work."

Typical of program acquisition activity in the middle tier of the top 50 markets, about the only real questions open at press time in Baltimore were what CBS-owned WJZ might do to try to bolster its news lead-in performance, where it has renewals of Paramount's *Real TV* and *Hard Copy* to work with. Word is Paramount is back in the WJZ picture after a very close look at Worldvision's court shows *Judge Judy* and *Judge Joe Brown*. Through the CBS stations deal, WJZ picked up *Howie Mandel*, which is likely to be slotted starting this June at 10 a.m., in *Geraldo*'s time period. WBAL, which is owned by Hearst-Argyle, did some forward thinking by picking up *Roseanne*, although it has a killer news lead-in tandem of *Jerry Springer* followed by *Oprah*. Since BAL's daytime seems set, with

OTHERS PROMISE WE GIVE YOU

BARTER SYNDICATION



SEINFELD



MAD ABOUT YOU



MARRIED...
WITH CHILDREN



THE NANNY



RICKI LAKE



DONNY & MARIE



VIBE



NEWLYWED GAME AND
DATING GAME



WALKER,
TEXAS RANGER



V.I.P.

NEW YORK: (212) 633-8361
LOS ANGELES: (310) 244-8785
CHICAGO: (312) 644-0770

COLUMBIA TRISTAR TELEVISION
LIGHTING UP SCREENS

YOU THE MOON THE WORLD!

WORLDWIDE SATELLITE AND CABLE NETWORKS



AXN THE ACTION ZONE
ASIA



GAME SHOW
NETWORK



SUPER TV
TAIWAN



LATIN AMERICA
& BRAZIL



INDIA



UK/EUROPE



TV1 AUSTRALIA



VIVA ZWEI GERMANY

VISION ADVERTISER SALES AROUND THE WORLD™



The Leader in Young Adult Programming.™
©1998 Columbia TriStar Television Distribution. All Rights Reserved.

NATPE '98

Regis and Kathie Lee leading into *Leeza* leading into soaps, it has some tough decisions to make about where to put *Roseanne*. Clearly, WBAL's move anticipated the possibility that Oprah might well have announced on Sept. 15, 1997, that she was through after this year rather than that she would extend her run another two years.

"If Oprah's not out there, the whole environment, the whole landscape is different," said a station senior executive in the Baltimore market who would not speak for attribution. "Whatever happens, you don't want to get in a position where something happens and you weren't aggressive anticipating it."

No market in the top 50 seems quite so spirited and full of action as No. 28 Charlotte, where seven broadcast stations compete for programs, two of them on the air for less than two years. There, the Fox affiliate, WCCB, owned by Bahakel Communications, wanted just about everything, and got just about everything it wanted. GM Cullie Tarleton confirmed that WCCB bid successfully on *Squares*, where it'll likely go into a 7:30 spot where the second half-hour of a back-to-back *Home Improvement* block is. In suit with other Fox affiliates, WCCB is taking on *Donnie and Marie* and *Howie*, and the station usurped the rights to *Judge Judy* from WXAN as well.

"In daytime, you're either going to be games, or you're going to be talk," said WCCB's Tarleton. "We opted for advertiser-friendly talk, and we think it'll be a good counter-programming to what's out there."

Word is Charlotte NBC affiliate WCNC, owned by A.H. Belo, anted up a combined \$52,000 a week to pair up *Roseanne* (3 p.m.) and *Rosie* (4 p.m.) to lead into WCNC's struggling local news, which gets beaten handily by the ABC and CBS stations at 5 p.m.

"We felt that the block is going to have a major short- and long-term impact on building our early fringe into a powerhouse news lead-in," said WCNC gm Richard Keilty, declining to confirm reported license fee figures.

At Charlotte's WBTV, the CBS affiliate owned by Jefferson Pilot Communications, gm John Hutchinson confirmed his station's deals for Twentieth Television's *Forgive and Forget* strip for 10 a.m. and the move of *Maury Povich* from Universal to a 9 a.m. slot in place of *Martha Stewart* and *Gayle King*, which are headed elsewhere in the market.

Hutchinson is not surprised at the hefty licensing fees stations are paying to book marquee shows in the blazing Charlotte market. The two newer stations, WJZY and WAXN, have taken 10 percent of the market in just a couple of years, but the market has grown by 20 percent each of those years, he said. Signs of boom-time prosperity and growth in Charlotte are rampant, Hutchinson, a 50-year native, says. You can't get an electrician or a plumber. Retail is incredibly strong. And, to the chagrin of Hutchinson's wife, the spanking new I-485 is occasionally jammed up like a parking lot.

"I tell her, darling, don't be upset with them," said Hutchinson. "Those are all our customers." ■

Now about those charts we promised...

for the benefit of station general managers who are shopping for product at NATPE, and for others in the TV business who may also be interested, Mediaweek has compiled the ratings, shares and local sales revenue for each station in the top 50 markets this past November. They are presented market by market, according to market rank, show by show and half-hour by half-hour for selected syndicated dayparts over the next 50 pages.

The purpose of this section is to provide as comprehensive a look at syndication in the nation's biggest markets as possible. The ratings data is for the month of November 1997 and was provided by Nielsen Media Research based on the Nielsen Station Index Viewers in Profile reports for the top 50 markets. However, syndicated shows that run in late night, prime time, early afternoon or in off hours on weekends were omitted. Where there are bullets in lieu of ratings numbers, the rating was less than a 1.


The revenue data, which covers the local sales period from Sept. 1 through Oct. 31, 1997 (the most recent available for the 1997-'98 TV season) was provided by Competitive Media Reporting. Revenue data was not available for all the shows listed. For instance, we did not include revenue data for network shows. There also is no revenue data for shows such as *All in The Family*, *MASH*, *Family Matters* and *McHale's Navy*, which are sold to stations on a cash basis and do not contain barter advertising spots. Data is included for nearly every current first-run show and recent off-network sitcom.


The numbers are expressed in thousands, so to determine how much a particular station took in from local sales of syndicated product, simply add three zeros to the number and replace the decimal point with commas inserted in the appropriate places. Where the revenue line is blank, there was either insufficient data or a glitch in the reporting process.

CMR develops the revenue numbers by using its MediaWatch system to digitally learn the advertising spots that are included in the program from the syndicator. It then electronically compares those records with the actual on-air broadcasts of stations in the top 75 markets. Revenue numbers are determined by surveying stations, rep firms and advertising agencies. They are estimates and represent an average of what was paid for spots during a particular time period. In the case of shows that are run more than once on a particular day, the first run of that show contains the aggregate revenue figure and the second run has no revenue figure.

These charts are intended for rough comparison only and are not designed to show one station's local sales performance against another (which would be impossible anyway since revenue numbers for both network fare and local news broadcasts are not included).

NEW YORK

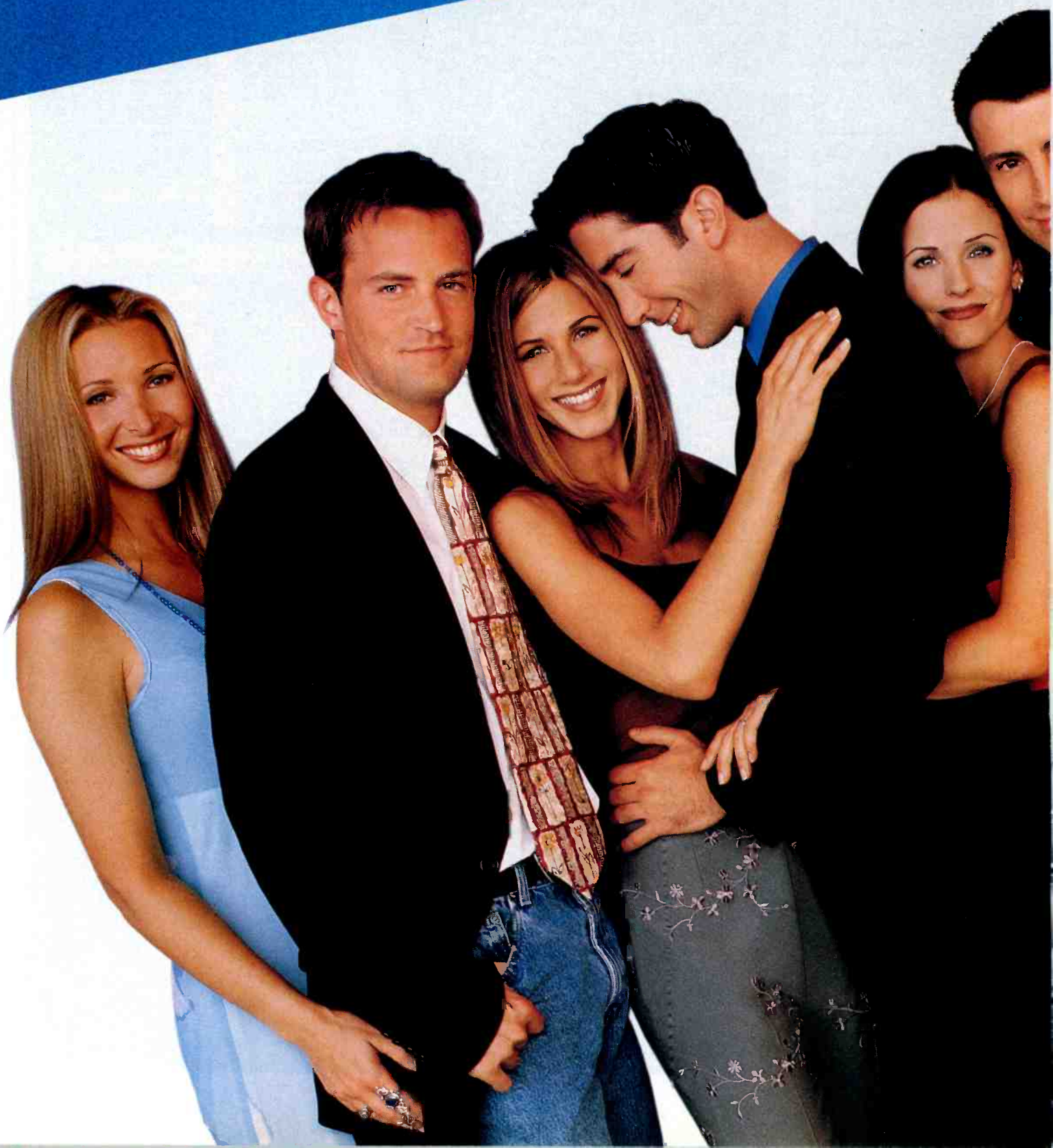
Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WABC (ABC)	REGIS & KATHIE LEE 6/23 486.15		ROSE O'DONNELL 8/25 463.93		THE VIEW 5/17	
WCBS (CBS)	MARTHA STEWART 2/9 189.67	GAYLE KING 1/5 65.18	GUIDING LIGHT 2/6		PRICE IS RIGHT 4/14	
WNBC (NBC)	LEEZA 4/16		MAJRY POVICH 4/13 149.48		EXTRA 2/8 418.99	NEWS CHANNEL 4 MIDDAY 3/9
WNYW (Fox)	HOME TEAM 1/4 134.47		NEWLYWED GAME 1/3 48.34	DATING GAME 1/3 47.10	HUNTER 1/4	
WPIX (WB)	BRADY BUNCH 2/7	BLOSSOM 2/7 37.75	BEVERLY HILLS, 90210 2/5 86.88		JERRY SPRINGER 6/20 190.26	
WWOR (UPN)	ARTHEL & FRED 1/2 176.73		COSBY SHOW 1/3		MONTEL WILLIAMS 7/3 381.49	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WABC (ABC)	GENERAL HOSPITAL 7/21		OPRAH 9/21 784.10		NEWS 10/20	
WCBS (CBS)	GERALDO 3/8 212.23		JUDGE JUDY 6/15 91.07	HARD COPY 4/10 109.12	NEWS 5/11	NEWS 5/10
WNBC (NBC)	PEOPLE'S COURT 6/15 198.93		SALLY JESSY 7/17 200.62		NEWS 8/16	
WNYW (Fox)	SPIDERMAN 2/7	BEEBLEBORGS 2/6	POWER TURBO 3/7	GOOSEBUMPS 3/7	GRACE UNDER FIRE 3/6 98.63	SIMPSONS 5/10 200.50
WPIX (WB)	BUGS & DAFFY 2/7	ANIMANIACS 2/7	PINKY & BRAIN 2/6	BATMAN 3/8	FULL HOUSE 4/9	SAVED BY THE BELL 4/9
WWOR (UPN)	COSBY SHOW 3/9	COSBY SHOW 3/8	BREAKER HIGH 2/5	SWEET VALLEY 2/4	RICKI LAKE 4/8 678.61	

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WABC (ABC)	NEWS 10/19	ABC NEWS 10/19	JEOPARDY 16/27 801.73	WHEEL OF FORTUNE 17/27 796.20	NEWS (11 PM) 11/18	8PM SATURDAY
WCBS (CBS)	NEWS 4/7	CBS NEWS 4/8	REAL TV 4/8 221.74	ENTAINMENT TONIGHT 5/9 448.00	NEWS (11 PM) 6/11	WABC MOVIES
WNBC (NBC)	NEWS 8/16	NBC NEWS 8/15	EXTRA 8/13 418.99	ACCESS HOLLYWOOD 6/10 361.78	NEWS (11 PM) 11/19	WCBS DR. QUINN 7/12 52.85
WNYW (Fox)	HOME IMPROVEMENT 5/10 539.84	LIVING SINGLE 5/9 158.19	MAD ABOUT YOU 5/9 398.19	HOME IMPROVEMENT 6/9	NEWS (10 PM) 6/9	WNBC PRETENDER 7/12
WPIX (WB)	FULL HOUSE 5/10	BOY MEETS WORLE 5/10 215.19	FAMILY MATTERS 5/8	FRESH PRINCE 5/8	NEWS (10 PM) 4/6	WNYW COPS 7/12 14.54
WWOR (UPN)	MARRIED W/CHILDREN 4/7 283.20	MARRIED W/CHILC 4/8	MARTIN 4/7 447.85	MARTIN 4/7	NEWS (10 PM) 4/6	WPIX HERCULES 7/11 980.80
						WWOR HOMEY, I SHOW UP 3/5 271.97
						9PM SATURDAY
						WABC MOVIES
						WCBS EARLY EDITION 7/12
						WNBC SLEEPWALKERS 5/8
						WNYW AMV-BACH 3/14
						WPIX XEWA 7/12 957.21
						WWOR KNIGHT 2/3 192.24

ROSE O'DONNELL: WARNER BROS. PRICE IS RIGHT: JOE VILES

MEDIA BUYER AS MORE THAN



S THINK OF US JUST FRIENDS.



ROSIE O'DONNELL



JENNY JONES



THE PEOPLE'S COURT



EXTRA



LOVE CONNECTION



CHANGE OF HEART



MORTAL KOMBAT
KRUSADES



POLICE ACADEMY
THE SERIES



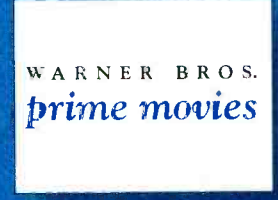
LIVING SINGLE



MARTIN



prime movies
KIDS




WARNER BROS.
prime movies

EXPERIENCE THE BEST FROM YOUR
FRIENDS AT WARNER BROS. MEDIA SALES



Warner Bros. Media Sales
325 Avenue of the Americas, 31st Floor
New York, NY 10019 (212) 636-5310
A Time Warner Entertainment Company
©1998 Warner Bros. All Rights Reserved.

PHILADELPHIA

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WPV (ABC)	REGIS & KATHIE LEE 7/24 137.40		ROSIE O'DONNELL 7/23 147.41		THE VIEW 4/16	
KYW (CBS)	MAURY POVICH 4/15 90.35		MARTHA STEWART 3/9 111.55	GAME NING 2/7 39.88	PRICE IS RIGHT 4/13	PRICE IS RIGHT 4/6
WCAU (NBC)	LEEZA 3/11		JERRY SPRINGER 7/25 35.74		SUNSET BEACH 2/8	
WTXF (Fox)	RICKI LAKE 1/5 168.52		PICTIONARY 1/2 10.46	DIFFERENT WORLD 1/2	JUDGE JUDY 3/10 30.34	JUDGE JUDY 3/11
WPSG (UPN)	BANANAS IN PAJAMAS 1/3 5.98	ALL IN THE FAMILY 1/4	SANFORD & SON 1/5	GOOD TIMES 1/5	AMEN 2/6	ALL IN THE FAMILY 2/5
WPHL (WB)	CAPTAIN PLANET 1/2	CONSUMER CORNER	CONSUMER CORNER	CONSUMER CORNER	REAL HIGHWAY PATROL 1/3 41.76	LAPD 1/3 30.89

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WPVI (ABC)	GENERAL HOSPITAL 7/18		OPRAH 10/25 410.35		NEWS 16/31	
KYW (CBS)	GUIDING LIGHT 5/13		SALLY JESSY 7/16 105.51		INSIDE EDITION 5/11 70.62	AMERICAN JOURNAL 5/10 20.02
WCAU (NBC)	MONTEL WILLIAMS 5/15 97.56		NEWS 5/11		NEWS 6/11	
WTXF (Fox)	SPIDERMAN 2/7	BEETLEBORGS 2/4	POWER TURBO 2/5	GOOSEBUMPS 1/3	RICKI LAKE 3/6 168.52	
WPSG (UPN)	MUMMIES ALIVE 1/2 16.92	BREAKER HIGH 2/4	SWEET VALLEY 2/5 0.94	STEP BY STEP 3/6 5.15	FULL HOUSE 1/9	FULL HOUSE 5/9
WPHL (WB)	BUGS & DAFFY 1/2	ANIMANIACS 2/5	PINKY & THE BRAIN 1/4	BATMAN 2/4	BOY MEETS WORLD 2/4 29.39	FAMILY MATTERS 2/4

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WPVI (ABC)	NEWS 18/34	ABC NEWS 18/32	JEOPARDY 15/26 300.28	WHEEL OF FORTUNE 13/21 299.24	NEWS (11 PM) 17/32	8PM FRIDAY WPVI SABRINA 11/9 WKYW VARIED WCAM PLAYERS 6/0 WTXF VISITOR 6/0 WPSG STAR VANGUARD 5/0 WPHL HERCULES 3/0 170.97
WKYW (CBS)	NEWS 5/9	CBS NEWS 5/9	ENTAINMENT TONIGHT 7/12 204.86	HARD COPY 8/13 206.44	NEWS (11 PM) 7/14	9PM FRIDAY WPVI YOU WISH 10/11 WKYW FAMILY MTRS 7/12 WCAM DATELINE NBC 18/18 WTXF MILLENNIUM 7/11 WPSG SENTINEL 3/0 WPHL XENA 3/5 164.79
WCAM (NBC)	NEWS 6/11	NBC NEWS 6/11	EXTRA 6/10 108.23	ACCESS HOLLYWOOD 5/8 116.89	NEWS (11 PM) 10/9	
WTXF (Fox)	HOME IMPROVEMENT 5/10 125.13	SIMPSONS 7/13 141.16	FRASIER 8/14 162.20	SEINFELD 11/19 256.20	NEWS (10 PM) 5/8	
WPSG (UPN)	LIVING SINGLE 4/8 136.25	MR. COOPER 4/7 110.93	MARTIN 4/7 161.49	LIVING SINGLE 5/8	VIBE (10PM) 3/5 348.95	
WPHL (WB)	MARRIED W/CHILDREN 2/4 63.69	FRESH PRINCE 3/5	FRESH PRINCE 3/5	REAL TV 3/5 128.44	NEWS (10 PM) 2/3	

LEEZA - CHRIS HASTON/NBC; SALLY JESSE - UNIVERSAL; TED EVISON; RICKI LAKE - COLUMBIA TRISTAR



Behind one door
is a tiger.

Behind the other, a lady.

Let's talk
about the *targetability*
of Direct Mail.

It's a marketer's dilemma. Open the wrong door and you talk to someone who doesn't care what you have to say. Open the right door and you deliver a relevant message to an interested prospect.

The solution: Direct Mail. Direct Mail enables you to select your audience and deliver highly personalized messages. So you can engage your prospects in a relevant, one-to-one conversation. In turn, you drive them to become customers—again and again.

Whether it's just one lady
behind a door, or millions across the country, Direct Mail will help you talk to the right people.

DIRECT MAIL DELIVERS™

For a free kit on how Direct Mail can help build business, call
1-800-THE-USPS, ext. 2044.



SAN FRANCISCO


Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KGO (ABC)	SALLY JESSY 2/10 66.29		THE VIEW 2/10		PORT CHARLES 2/7	NEWS 2/9
KPIX (CBS)	MARTHA STEWART 3/14 44.45	GAYLE KING 2/10 11.34	PRICE IS RIGHT 5/13	PRICE IS RIGHT 4/18	YOUNG & RESTLESS 4/17	
KRON (NBC)	REGIS & KATHIE LEE 3/14 99.80		JENNY JONES 4/18 54.07		JUDGE JUDY 4/19 41.81	NEWS 3/15
KTVU (Fox)	RICKI LAKE 2/9 196.20		HOME TEAM 1/4 63.74		JERRY SPRINGER 4/17 30.90	
KBHK (UPN)	PAID PROGRAM •		ODD COUPLE •	ROSEANNE • 1.32	STRANGE UNIVERSE • 87.86	NEWS •
KOFY (WB)	BLOSSOM 1/3 8.05	MR. COOPER 1/3 22.37	NEWLYWED GAME 1/4 23.49	DATING GAME 1/4 36.29	PEOPLE'S COURT 1/3 231.71	
KICU (IND)	QUICK & BRITE •	ELLEN K •	HOGAN'S HEROES •	MCHALE'S NAVY •	ANDY GRIFFITH •	HAPPY DAYS AGAIN •

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
KGO (ABC)	ROSIE O'DONNELL 6/19 550.55		OPRAH 8/24 477.45		NEWS 9/21	ABC NEWS 8/19
KPIX (CBS)	GERALDO 3/11 75.97		AMERICAN JOURNAL 3/11 40.39	INSIDE EDITION 3/10 40.53	NEWS 5/11	CBS NEWS 5/11
KRON (NBC)	DAYS OF OUR LIVES 3/11		NEWS 3/10	HARD COPY 3/9 81.02	NEWS 5/12	NBC NEWS 6/13
KTVU (Fox)	SPIDERMAN 2/6	BEETLEBORGS 1/4	POWER TURBO 1/4	GOOSEBUMPS 1/3	RICKI LAKE 2/5	
KBHK (UPN)	WACKY TEX AVERY 1/3 0.46	MUMMIES ALIVE 1/3 63.27	BREAKER HIGH 2/5	SWEET VALLEY 2/5 8.93	FULL HOUSE 2/5	BOY MEETS WORLD 3/6 58.55
KOFY (WB)	BUGS & DAFFY 1/3	ANIMANIACS 1/3	PINKY & BRAIN 2/5	BATMAN 2/5	BEVERLY HILLS, 90210 1/3 15.80	
KICU (IND)	MATLOCK 1/5		COSBY SHOW 1/3	COSBY SHOW 1/3	STEP BY STEP 1/3 5.16	WHO'S THE BOSS 2/3

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND	
KGO (ABC)	NEWS 9/17		JEOPARDY 11/20 175.18	WHEEL OF FORTUNE 9/16 201.93	NEWS (11PM) 6/16	8PM SATURDAY	
KPIX (CBS)	NEWS 5/11	EXTRA 5/10 164.95	PRIME TIME		NEWS (10PM) 6/11	WKGO	VARIED 6/12
KRON (NBC)	NEWS 6/12		FRASIER 6/10 126.85	ENTAINMENT TONIGHT 6/11 223.12	NEWS (11PM) 8/21	WPIX	EARLY ED. 7/14
KTVU (Fox)	HOME IMPROVEMENT 5/9 130.40	PICTIONARY 4/7 121.66	SEINFELD 7/12 333.37	MAD ABOUT YOU 5/9 280.04	CHEERS 3/9	KRON	PRETENDER 6/11
KBHK (UPN)	GRACE UNDER FIRE 2/3 166.33	GRACE UNDER FIRE 2/4	SIMPSONS 6/10 175.82	SIMPSONS 7/11	VIBE 1/3 285.56	KTVU	COPS 6/11 45.37
KOFY (WB)	LIVING SINGLE 2/3 33.91	MARTIN 2/3 37.71	PEOPLE'S COURT 2/3 231.71		LAPD 1/4 82.26	KBHK	MOVIE 2/4
KICU (IND)	FAMILY MATTERS 2/4	FRESH PRINCE 3/5	FRESH PRINCE 2/3	STEP BY STEP 1/2	DOOGIE HOWSER 1/2	KOFY	HERCULES 1/2 245.45
						KICU	MOVIE 3/8
							9PM SATURDAY
						WKGO	
						WPIX	WALKER 5/9 53.61
						KRON	SLEEPWALK 3/6
						KTVU	AM/W-BACK 7/14
						KBHK	-----
						KOFY	XENA 2/3 238.33
						KICU	-----

BOSTON

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WCVB (ABC)	ARTHEL & FRED 1/6 126.05		BOSIE O'DONNELL 6/27 129.92		SALLY JESSY 5/22 80.72	
WBZ (CBS)	MARTHA STEWART 2/10 67.70	CAYLE KING 2/7 18.51	GUIDING LIGHT 2/7		PRICE IS RIGHT 3/15	PRICE IS RIGHT 5/19
WHDH (NBC)	REGIS & KATHIE LEE 5/22 117.67		LEEZA 2/9		SUNSET BEACH 1/4	
WFXT (Fox)	FUNNIEST VIDEOS 1/5	FUNNIEST VIDEOS 2/6	CDPS 1/4 14.15	CDPS 1/4	LAVERNE & SHIRLEY 1/4	HAPPY DAYS AGAIN 1/3
WLVI (WB)	BANANAS IN PAJAMAS • 1.78	CONSUMER CORNER •	WHO'S THE BOSS 1/3	CHARLES IN CHARGE 1/3	NEWLYWED GAME 1/2 11.95	DATING GAME • 11.90
WSEW (UPN)	700 CLUB •		PAID PROGRAM •	PAID PROGRAM •	BEVERLY HILLS, 90210 1/3 7.50	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	3PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WCVB (ABC)	GENERAL HOSPITAL 7/21		OPRAH 7/18 270.44		NEWS 10/20	
WBZ (CBS)	MONTEL WILLIAMS 2/7 47.59		MAURY POVICH 4/10 101.95		NEWS 4/9	NEWS 5/10
WHDH (NBC)	GERALDO 3/10 42.17		NEWS 5/14	HARD COPY 7/16 113.37	NEWS 8/16	NEWS 8/16
WFXT (Fox)	SPIDERMAN 2/5	BEETLEBORGS 1/4	POWER TURBO 1/3	GOOSEBUMPS 1/3	RICKI LAKE 3/6 99.02	
WLVI (WE)	BUGS & DAFFY 1/2	ANIMANIACS 1/3	PINKY & BRAIN 1/3	BATMAN 2/4	FULL HOUSE 2/5	CALIFORNIA DREAMS 2/4 4.43
WSEW (UPN)	WACKY TEX AVERY • .44	GARFIELD & FRIENDS 1/2	BREAKER HIGH 1/3	SWEET VALLEY 1/3	SAVED BY THE BELL 1/2	STEP BY STEP 1/3 11.81

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WCVB (ABC)	NEWS 11/20	ABC NEWS 10/17	INSIDE EDITION 8/13 157.34	CHRONICLE 10/1E	NEWS (11PM) 11/23	8PM SATURDAY WCVB VARIED 6/9 WBZ DR. QUINN 8/13 WHDH PRETENDER 6/10 WFXT COPS 6/11 WLVI HERCULES 3/6 188.57 WSEW ---- 9PM SATURDAY WCVB ---- WBZ EARLY EDITION 9/15 WHDH SLEEPWALKERS 4/6 WFXT AMW-BACK 7/11 WLVI XENA 4/7 188.63 WSEW ----
WBZ (CBS)	NEWS 6/10	CBS NEWS 6/10	EXTRA 5/8 90.06	ENTERTAINMENT TONIGHT 5/8 239.34	NEWS (11PM) 7/15	
WHDH (NBC)	NEWS 8/15	NBC NEWS 9/16	WHEEL OF FORTUNE 12/20 17.53	JEOPARDY 11/18 6.43	NEWS (11PM) 10/22	
WFXT (Fox)	GRACE UNDER FIRE 2/4 37.36	HOME IMPROVEMENT 4/7 235.81	SIMPSONS 4/6 144.43	HOME IMPROVEMENT 5/8	NEWS (10PM) 3/6	
WLVI (WB)	FULL HOUSE 2/4	BOY MEETS WORLD 2/4 59.09	FRESH PRINCE 3/4	FRESH PRINCE 3/5	NEWS (10PM) 3/4	
WSEW (UPN)	MAD ABOUT YOU 2/4 122.58	MAD ABOUT YOU 3/5	SEINFELD 8/14 224.21	FRASIER 6/10 127.74	NEWS (10PM) 2/4	

WASHINGTON, D.C.

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WJLA (ABC)	MAURY POVICH 2/9 49.39		GERALDO 2/10 41.86		MARTHA STEWART 2/10 73.69	GAYLE KING 1/6 26.67
WUSA (CBS)	MONTEL WILLIAMS 3/14 75.72		SALLY JESSY 4/19 35.64		PRICE IS RIGHT 4/21	PRICE IS RIGHT 5/24
WRC (NBC)	NEWS 3/13		LEEZA 2/8		PEOPLE'S COURT 2/8 56.46	
WTTG (Fox)	REGIS & KATHIE LEE 3/11 64.86		PICTIONARY 1/7 13.51	JUDGE JUDY 1/6 28.97	JENNY JONES 2/11 105.66	
WDCB (UPN)	700 CLUB •		NEWLYWED GAME • 8.28	DATING GAME • 9.57	ALL IN THE FAMILY •	ALL IN THE FAMILY •

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WJLA (ABC)	GENERAL HOSPITAL 5/16		OPRAH 7/21 281.26		NEWS 6/15	
WUSA (CBS)	GUIDING LIGHT 3/12		NEWS 4/11		NEWS 6/13	
WRC (NBC)	ROSIE O'DONNELL 4/13 107.96		NEWS 4/11		NEWS 6/14	
WTTG (Fox)	SPIERMAN 2/8	BET LIBBOS 2/7	POWER TURBO 3/7	GOOSEBUMPS 2/6	ROSEANNE 4/9 42.97	FRESH PRINCE 5/11
WDCB (UPN)	MIGHTY DUCKS 1/3 24.08	101 DALMATIANS 1/2 60.90	BREAKER HIGH 1/4	SWEET VALLEY 2/5 .94	FAMILY MATTERS 2/6	FAMILY MATTERS 3/6



Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WJLA (ABC)	NEWS 6/13	ABC NEWS 9/18	WHEEL OF FORTUNE 10/17 213.28	JEOPARDY 10/17 201.28	NEWS (11PM) 8/16	9PM SATURDAY WJLA -----
WUSA (CBS)	NEWS 7/14		CBS NEWS 7/13	ACCESS HOLLYWOOD 4/8 135.80	NEWS (11PM) 7/14	WUSA EARLY EDITION 8/14
WRC (NBC)	NEWS 8/15		NBC NEWS 8/14	ENTAINMENT TONIGHT 8/14 305.82	NEWS (11PM) 10/20	WRC SLEEPWALKERS 5/9
WTTG (Fox)	SIMPSONS 6/13 317.63	LIVING SINGLE 6/12 107.18	SIMPSONS 8/15	SEINFELD 11/19 239.22	NEWS (10PM) 7/11	WTTG AMN-BACK 9/14
WDCB (UPN)	HOME IMPROVEMENT 4/8 130.43	HOME IMPROVEMENT 5/9	FRASIER 3/6 95.34	MARTIN 3/6 169.88	MAD ABOUT YOU 2/5 124.95	WDCB STAB-DS9 4/7 164.18
						10PM SATURDAY WJLA PRACTICE 6/11
						WUSA WALKER 9/16
						WRC PROFILE3 5/9
						WTTG NEWS 8/14
						WDCB VIPER 1/3 94.87

DALLAS


Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WFAA (ABC)	GOOD MORNING TEXAS 4/15		THE VIEW 3/11		ALL MY CHILDREN 6/19	
KTVT (CBS)	COSBY SHOW 2/6	ROSEANNE 2/6 4.73	PRICE IS RIGHT 4/17	PRICE IS RIGHT 6/20	YOUNG & RESTLESS 7/22	
KXAS (NBC)	MARTHA STEWART 3/11 88.32	GAYLE KING 3/11 35.62	LEEZA 3/12		NEWS MIDDAY 3/10	
KDFW (Fox)	REGIS & KATHIE LEE 4/16 76.43		HOME TEAM 2/9 59.14		DAURY POVICH 2/9 51.36	
KDAF (WB)	I LOVE LUCY 1/5	ANDY GRIFFITH 1/5	THREE'S COMPANY 1/4	THREE'S COMPANY 1/5	PERRY MASON 1/3	
KTXA (UPN)	BEVERLY HILLS, 90210 1/5 12.95		JEFFERSONS 1/5	JEFFERSONS 1/5	ALL IN THE FAMILY 1/4	ALL IN THE FAMILY 1/4

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WFAA (ABC)	JEOPARDY 8/23 52.85	AMERICAN JOURNAL 7/21 55.81	OPRAH 9/21 240.58		NEWS 12/25	ABC NEWS 12/23
KTVT (CBS)	POSITIVELY TEXAS 2/5		NEWLYWED GAME 2/4 18.27	DATING GAME 1/3 18.79	NEWS 2/3	CBS NEWS 2/4
KXAS (NBC)	JENNY JONES 4/10 227.44		PEOPLE'S COURT 5/13 213.34		NEWS 7/15	NBC NEWS 7/13
KDFW (Fox)	MONTEL WILLIAMS 5/16 122.64		ROSIE O'DONNELL 5/12 120.81		NEWS 5/10	
KDAF (WB)	BUGS & DUFFY 1/4	ANIMANIACS 2/6	PINKY & BRAIN 3/7	BATMAN 3/6	BOY MEETS WORLDO 4/8 32.42	HOME IMPROVEMENT 6/11 170.52
KTXA (UPN)	QUACK PACK 1/4 48.25	101 DALMATIANS 2/5 78.94	BREAKER HIGH 2/5	SWEET VALLEY 2/6 .11	FAMILY MATTERS 4/8	MR. COOPER 4/8 56.74

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WFAA (ABC)	NEWS 14/24	WHEEL OF FORTUNE 14/23 316.25	PRIME TIME	PRIME TIME	NEWS 16/27	8PM SUNDAY WFAA MOVIE 14/19 KTVT MOVIE 16/22 KXAS --- KDFW X-FILES 15/20 KDAF UNHAPPILY 4/5 KTXA STARVYAGER 3/4
KTVT (CBS)	NEWS 2/4	SEINFELD 5/9 123.88			NEWS 5/8	9PM SUNDAY WFAA --- KTVT --- KXAS --- KDFW NEWS 11/15 KDAF BAYWATCH 4/6 58.85 KTXA STAR TREK TNG 2/2
KXAS (NBC)	NEWS 7/13	INSIDE EDITION 7/12 158.49			NEWS 12/19	
KDFW (Fox)	NEWS 6/11	HARD COPY 6/10 83.37			NEWS 6/10	
KDAF (WB)	HOME IMPROVEMENT 8/14	SIMPSONS 8/14 198.78			SIMPSONS 6/10	
KTXA (UPN)	FRESH PRINCE 5/9	LIVING SINGLE 4/7 56.96			MAO ABOUT YOU 3/5 38.18	

THE VIEW: ANDREW ECCLES/ABC; SEINFELD: COLUMBIA TRISTAR

DETROIT

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WXYZ (ABC)	REGIS & KATHIE LEE 7/22 95.86		MARTHA STEWART 6/19 68.87	GAYLE KING 4/14 25.08	PEOPLE'S COURT 4/13 63.73	
WWJ (CBS)	QUINCY 1/3		GUIDING LIGHT 2/7		PRICE IS RIGHT 5/15	PRICE IS RIGHT 6/18
WDIV (NBC)	MAURY POVICH 7/21 64.28		JERRY SPRINGER 9/30 29.15		JENNY JONES 7/24 128.97	
WJBK (Fox)	GERALDO 3/9 52.44		HOME TEAM 1/4 36.63		WHO'S THE BOSS 1/3	COSBY SHOW 1/4
WKBD (UPN)	CASPER 1/3	BKN EXTREME 1/2	STEP BY STEP 1/3 1.42	BLOSSOM 1/3 4.64	SUNSET BEACH 1/2	
WDWB (IND)	DR. QUINN 1/3 47.56		700 CLUB *	PINKY & BRAIN 2/6	HEAT OF THE NIGHT 1/4	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WXYZ (ABC)	GENERAL HOSPITAL 8/22		OPRAH 10/21 225.91		NEWS 12/23	
WWJ (CBS)	JUDGE JUDY 3/8 26.27	JUDGE JUDY 4/9	NEWLYWED GAME 2/4 13.61	DATING GAME 2/3 11.94	GRACE UNDER FIRE 2/5 20.79	MAD ABOUT YOU 4/7 68.68
WDIV (NBC)	SALLY JESSY 6/15 58.57		MONTEL WILLIAMS 7/16 111.37		NEWS 11/21	
WJBK (Fox)	RICKI LAKE 3/8 49.59		ROSIE O'DONNELL 6/12 82.81		NEWS 4/7	
WKBD (UPN)	POWER TURBO 1/3	GOOSEBUMPS 2/4	BREAKER HIGH 2/4	SWEET VALLEY 2/5	SIMPSONS 5/9 55.39	MR. COOPER 4/8 58.42
WDWB (IND)	BUGS & DAFFY 1/3	ANIMANIACS 2/5	PINKY & BRAIN 2/6	BATMAN 3/6	FULL HOUSE 3/7	BOY MEETS WORLD 3/6 20.43

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WXYZ (ABC)	NEWS 12/20		ABC NEWS 12/20	ENTAINMENT TONIGHT 11/17 169.81	NEWS (11PM) 13/23	8PM SATURDAY WXYZ VARIED 6/10
WWJ (CBS)	SEINFELD 6/11 80.41	MAD ABOUT YOU 4/7	CBS NEWS 2/4	HARD COPY 2/4 27.57	LETTERMAN 4/7	WWJ DR. QUINN 7/11
WDIV (NBC)	NEWS 12/21	NBC NEWS 14/24	WHEEL OF FORTUNE 17/28 182.81	JEOPARDY 15/26 170.16	NEWS (11PM) 17/30	WDIV PRETENDER 10/16
WJBK (Fox)	NEWS 3/5	REAL TV 3/6 39.22	ACCESS HOLLYWOOD 4/6 113.40	EXTRA 5/8 115.62	NEWS (10PM) 2/10	WJBK COPS 6/10
WKBD (UPN)	LIVING SINGLE 5/9 55.54	HOME IMPROVEMENT 7/12 225.33	FRASIER 7/12 96.11	HOME IMPROVEMENT 8/13	NEWS (10PM) 9/9	WKBD HOME IMPROV. 5/3
WDWB (IND)	FAMILY MATTERS 3/6	DIFFERENT WORLD 3/6	ROSEANNE 3/5 13.23	MAMA'S FAMILY 3/5	COPS 3/4 30.17	WDWB HERCULES 3/5 22.54
						9PM SATURDAY WXYZ ----- WWJ EARLY EDITION 6/9 WDIV SLEEPWALKERS 7/12 WJBK AMW-BACK 8/12 WKBD ----- WDWB XENA 3/4 22.47

DR. QUINN: CLIFF LIPSON; CBS: MAD ABOUT YOU: PAUL DRINKWATER; NBC:

ATLANTA

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WSB (ABC)	REGIS & KATHIE LEE 6/20 96.51		JENNY JONES 4/16 108.64		MAURY POVICH 4/13 69.85	
WGNX (CBS)	ROSEANNE 1/3 4.78	ROSEANNE 1/4	GERALDO 2/6 87.23		PRICE IS RIGHT 4/13	PRICE IS RIGHT 4/15
WXIA (NBC)	NEWS 2/8		MERTHA STEWART 2/8 39.60	GAYLE KING 2/6 15.1E	NEWS 2/6	
WAGA (Fox)	PEOPLE'S COURT 4/16 60.62		SALLY JESSY 4/16 83.65		JUDGE JUDY 5/17 38.60	JUDGE JUDY 5/17
WATL (WB)	FLIX 36 IN MORNING 1/5				NEWLYWED GAME 1/4 15.59	DATING GAME 1/4 15.67
WTBS (IND)	LITTLE HOUSE 3/10		MAMA'S FAMILY 3/11	MAMA'S FAMILY 3/11	ANDY GRIFFITH 2/8	ANDY GRIFFITH 2/8
WUPA (UPN)	T.J. HOOKER 1/3		MOVIE 1/5			

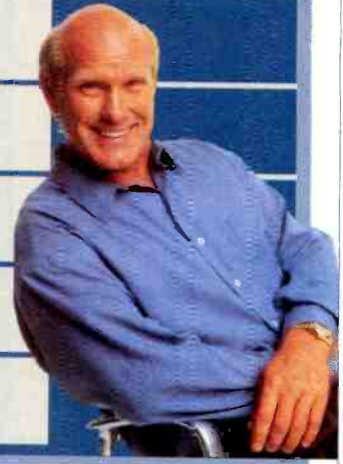
Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WSB (ABC)	GENERAL HOSPITAL 6/16		OPRAH 9/22 264.46		NEWS 12/25	
WGNX (CBS)	GUIDING LIGHT 3/9		GERALDO 2/5 87.23		ACCESS HOLLYWOOD 2/4 19.26	AMERICAN JOURNAL 2/5 32.84
WXIA (NBC)	DAYS OF OUR LIVES 6/16		MONTEL WILLIAMS 3/6 92.20		NEWS 4/9	
WAGA (Fox)	ROSIE O'DONNELL 5/14 69.66		JERRY SPRINGER 10/25 69.84		NEWS 7/16	
WATL (WB)	BEETLEBORGS 3/8	POWER TURBO 3/7	GOOSEBUMPS 3/7	DIFFERENT WORLD 2/6	RICKI LAKE 4/8 124.27	
WTBS (IND)	FLINTSTONES 3/7	FLINTSTONES 3/7	SUPER TUNES 2/6	CALIFORNIA DREAMS 2/5	SAVED BY THE BELL 2/4	SAVED BY THE BELL 3/6
WUPA (UPN)	WACKY TEX AVERY 1/2 1.92	BREAKER HIGH 1/2	SWEET VALLEY 1/3	BOY MEETS WORLD 1/2 8.71	BEVERLY HILLS, 90210 2/5 13.84	



Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WSB (ABC)	NEWS 14/25		ABC NEWS 13/21	ENTERTAINMENT TONIGHT 14/22 146.22	NEWS (11PM) 11/22	WSB ----- WGNX TOUCHED ANGEL 15/20 WXIA MEN/BODLY 6/7 WAGA SIMPSONS 11/15 WATL JAMIE FOXX 9/12 WTBS ----- WUPA HERCULES 3/4 31.99
WGNX (CBS)	NEWS 2/4	CBS NEWS 3/6	INSIDE EDITION 3/5 52.92	REAL TV 5/7 48.12	NEWS (11PM) 4/7	9PM SUNDAY WSB MOVIE 15/18 WGNX MOVIE 12/16 WXIA -----
WXIA (NBC)	NEWS 6/11	NBC NEWS 7/1E	WHEEL OF FORTUNE 11/18 113.18	JEOPARDY 11/17 95.25	NEWS (11PM) 9/17	WAGA X-FILES 15/20 34.86 WATL UNHAPPILY 6/8 WTBS WILDLIFE ADJ. 2/2 WUPA PENA 3/4 31.34
WAGA (Fox)	NEWS 7/13		EXTRA 6/10 120.34	HOME IMPROVEMENT 7/11 80.33	NEWS (10PM) 8/13	
WATL (WB)	FRESH PRINCE 5/10	MR COOPER 6/11 44.43	SIMPSONS 8/13 25.60	LIVING SINGLE 8/13 103.98	VIBE 5/11 361.18	
WTBS (IND)	FAMILY MATTERS 4/7	FAMILY MATTERS 4/8	COACH 4/6	COACH 2/4		
WUPA (UPN)	MAD ABOUT YOU 2/4 57.30	MAD ABOUT YOU 3/5	FRASIER 3/6 39.45	MARTIN 3/5 69.77	GOOD TIMES 4/7	

HOUSTON

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KTRK (ABC)	GERALDO 6/18 66.69		THE VIEW 3/11		PORT CHARLES 3/9	NEWS 4/12
KHOU (CBS)	GAYLE KING 4/12 24.34	MARTHA STEWART 4/13 62.32	PRICE IS RIGHT 5/16	PRICE IS RIGHT 6/19	YOUNG & RESTLESS 8/24	
KPRC (NBC)	MAURY POVICH 5/17 49.95		MONTEL WILLIAMS 5/17 51.96		JENNY JONES 5/15 79.76	
KRIV (Fox)	NEWLYWED GAME 2/7 9.31	DATING GAME 2/7 9.08	RICKI LAKE 2/6 74.88		HOME TEAM 1/4 54.86	
KHTV (WB)	700 CLUB 1/2		STAR TREK ENTERPRISE 2/5		MATLOCK 1/4	
KTXH (UPN)	BREAKER HIGH 1/5	SWEET VALLEY 2/6 .38	SUNSET BEACH 2/7		DR. QUINN 2/5 54.99	



Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
KTRK (ABC)	SALLY JESSY 7/17 140.16		ROSIE O'DONNELL 6/13 132.52		NEWS 8/16	ABC NEWS 10/17
KHOU (CBS)	INSIDE EDITION 5/14 31.34	JEDPARDY 6/16 31.53	OPRAH 10/21 197.36		NEWS 11/21	CBS NEWS 10/19
KPRC (NBC)	JERRY SPRINGER 10/26 26.58		NEWS 9/20	HARD COP 8/16 45.42	NEWS 8/16	NBC NEWS 5/14
KRIV (Fox)	SPIDERMAN 2/6	BEETLEBORGS 2/6	POWER TURBO 3/6	GOOSEBUMPS 3/6	SIMPSONS 8/16 165.60	HOME IMPROVEMENT 8/15 194.94
KHTV (WB)	BUGS & DAFFY 1/3	ANIMANIACS 1/3	PINKY & BRAIN 2/5	BATMAN 3/6	BOY MEETS WORLD 2/5 22.15	MR. COOPER 3/5 24.08
KTXH (UPN)	POPEYE 2/5	WACKY TEX AVERY 2/5 .65	TOM AND JERRY 4/9	FULL HOUSE 5/10	FAMILY MATTERS 5/10	FRESH PRINCE 8/7

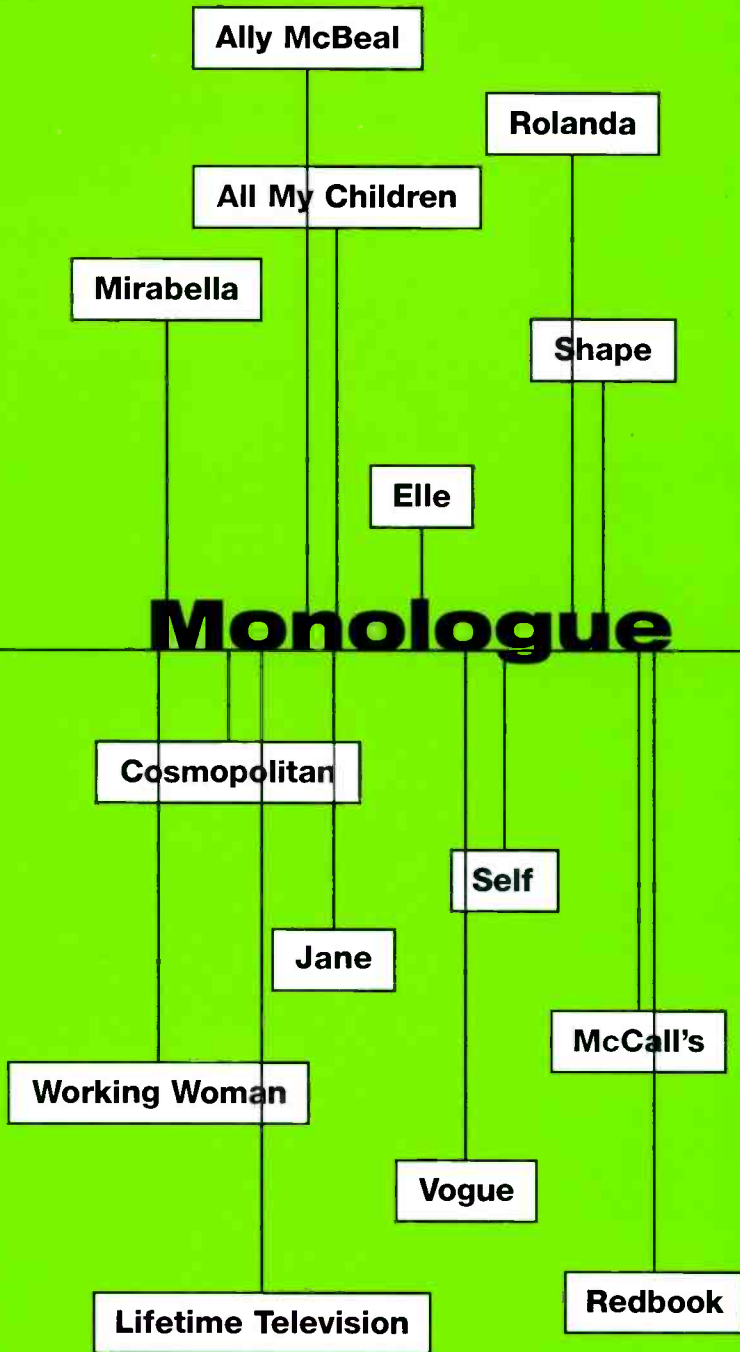
Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KTRK (ABC)	NEWS 11/17		PRIME TIME	PRIME TIME	NEWS 14/22	5PM KTRK ----- KHOU -----
KHOU (CBS)	NEWS 10/16	WHEEL OF FORTUNE 12/19 155.48			NEWS (10PM) 11/17	KPRC SAVE STREETS 5/10 7.92 KRIV WALKER 6/11 61.28 KHTV HERCULES 5/9 169.80 KTXH STEP BY STEP 6/12 4.45
KPRC (NBC)	NEWS 8/13	ENTERTAINMENT TONIGHT 7/12 152.16			NEWS (10PM) 11/16	
KRIV (Fox)	SIMPSONS 11/18	HOME IMPROVEMENT 11/17			NEWS (9PM) 7/10	6PM KTRK NEWS 6/12 KHOU NEWS 9/15 KPRC NEWS 9/15 KRIV X-FILES 7/12 35.49 KHTV XENA 5/9 234.71 KTXH FRASIER 5/9 37.00
KHTV (WB)	LIVING SINGLE 4/7 66.89	LIVING SINGLE 4/7			SEINFELD 7/11 109.53	
KTXH (UPN)	FRESH PRINCE 7/11	MARTIN 7/11 128.45			MARTIN 6/9	



HOME TEAM: 30TH CENT. FOX; WHEEL OF FORTUNE: KINGWORLD.

**What a concept.
You talk to customers.
They talk back.**





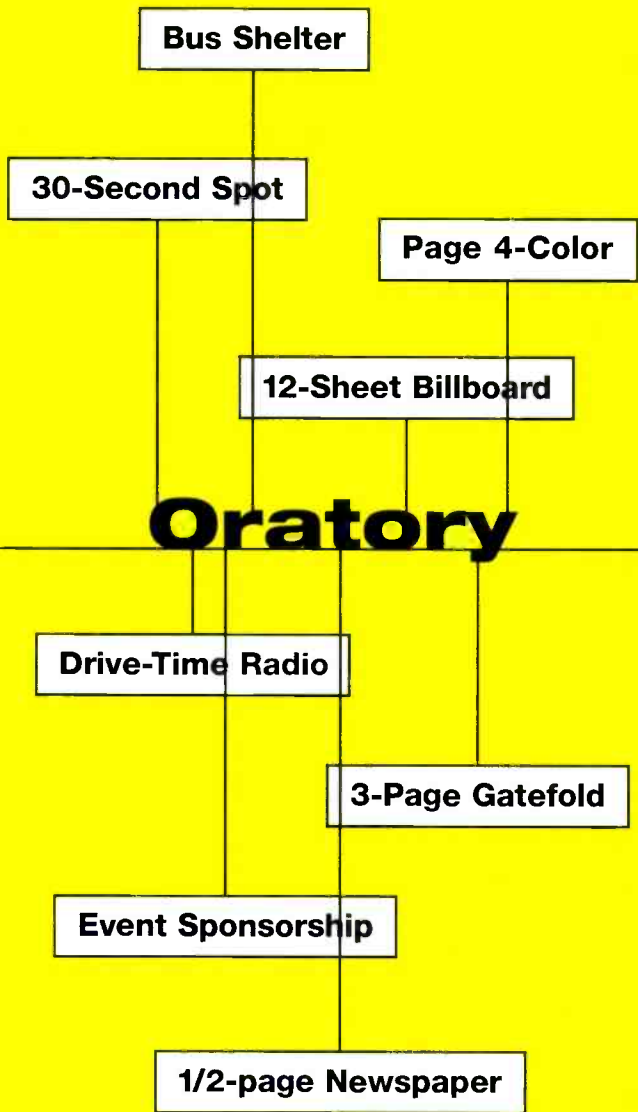
iVillage is the #1 destination for women on the Web—we're talking 50% more traffic than our nearest

Dialogue



'TIS A FAR, FAR BETTER THING
TO TALK WITH WOMEN
THAN TO TALK AT THEM.

competitor.* They come, they stay, they talk, they buy. Be there. sponsor@iVillage.com



Conversation starter: Women now comprise 42% of the online world? And soaring. Their favorite

Participatory



HOW REFRESHING.
WOMEN SEE YOU NOT AS AN
INTERRUPTION BUT AS
PART OF THE DISCUSSION.

site? iVillage. The reason? Ask us. Better still, ask *them*. sponsor@iVillage.com

Yahoo

Infoseek

CNET

Surf

HotBot

Lycos

It's about time. And it's about answers. Women want more of both. They find them at the #1 women's Web

Turf



IT'S SIMPLE.
WOMEN DON'T WANT TO
WANDER THE WEB.
THEY WANT A HOME.
THIS IS IT.

site, iVillage.* Which, not coincidentally, is where you'll find all the women. sponsor@iVillage.com

The number of women online will grow from 19.5 million to **52.4 million** in the next four years.*

Fact

Women are the primary decision-makers for consumer products in **85%** of households.*

Fact

In the past year, **54%** of women online purchased a product via the Internet.*

Fact

When women go online, they're not surfing. They're seeking community and **solutions**.*

Fact

iVillage is the top women's site on the Web, with **50% more** page views than our nearest competitor.*

Fact

The facts speak for themselves.
And their message is clear.

sponsor@iVillage.com


www.iVillage.com AOL keyword: iVillage (212) 206-3124

New York St. Louis San Francisco Los Angeles

*Sources: Jupiter Communications Spring 1997 Projections; NetSmart-Research: What Makes Women Click?, Fall 1997; Published Site Traffic Data (HomeArts, iVillage). Names referenced in "Monologue" section refer to print or TV properties rather than online vehicles. All names, trademarks or registered trademarks are properties of their respective owners.


SEATTLE

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KOMO (ABC)	REGIS & KATHIE LEE 5/20 105.96		THE VIEW 3/14		NEWS 4/7	PORT CHARLES 3/10
KIRO (CBS)	SALLY JESSY 3/13 37.19		PRICE IS RIGHT 4/19	PRICE IS RIGHT 4/20	YOUNG & RESTLESS 4/15	
KING (NBC)	MARTHA STEWART 4/18 91.78	GAYLE KING 2/9 36.05	SUNSET BEACH 1/6		DAYS OF OUR LIVES 3/11	
KCPQ (Fox)	DR. QUINN 1/2 74.01		BEVERLY HILLS, 90210 2/7 1.71		PICTIONARY 1/6 13.89	JUDGE JOOY 3/10 22.00
KSTW (UPN)	THREE'S COMPANY 1/3	WHO'S THE BOSS 1/4	COSBY SHOW 1/6	COSBY SHOW 1/E	ROCKFORD FILES 1/5	
KTZZ (WB)	CAPTAIN PLANET •	DUCK TAILS • 18.44	NEWLYWED GAME 1/3 9.88	DATING GAME 1/3 10.25	JENNY JONES 2/6 71.90	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue	
KOMO (ABC)	N'WEST AFTERNOON 3/12		ROSIE O'DONNELL 6/18 134.90		NEWS 10/21		
KIRO (CBS)	MONTEL WILLIAMS 4/14 55.06		HARD COPY 3/9 25.86	RIAL TV 3/9 25.12	NEWS 6/11		
KING (NBC)	EVENING 2/9	ACCESS HOLLYWOOD 3/9 40.15	OPRAH 8/21 231.95		NEWS 12/23		
KCPQ (Fox)	SPIDERMAN 2/7	BETLEBORGS 1/7	POWER TURBO 1/4	GOOSEBUMPS 2/5	FULL HOUSE 2/5		FULL HOUSE 4/7
KSTW (UPN)	TOON TOWN 1/2 18.29	WACKY TEX AVERY 1/3 1.40	BREAKER HIGH 1/4	SWEET VALLEY 1/4	SAVED BY THE BELL 2/4		ROSEANNE 3/7 11.86
KTZZ (WB)	ANIMANIACS 1/3	PINKY & BRAIN 2/5	BATMAN 1/4	MR. COOPER 1/2 28.86	RICKI LAKE 1/3 76.40		

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KOMO (ABC)	ABC NEWS 9/16	NEWS 9/16	WHEEL OF FORTUNE 11/20 123.89	JEOPARDY 11/19 127.48	NEWS (11PM) 7/18	4PM KOMO W/X 3/8 28.69
KIRO (CBS)	CBS NEWS 5/9	NEWS 5/10	E'TAINMENT TONIGHT 6/11 94.94	SEINFELD 3/14 143.42	NEWS (11PM) 6/14	KIRO BILL NYE 1/2 8.26
KING (NBC)	NBC NEWS 12/21	NEWS 10/18	NEWS 8/14	AMER. JRNL 9/14 99.30	NEWS (11PM) 9/24	KING JACK HANNA 3/6
KCPQ (Fox)	SIMPSONS 5/10 130.42	MAO ABOUT YOU 5/8 44.98	MASH 5/9	SIMPSONS 1/2	MASH 3/7	KCPQ HERCULES 3/6 71.19
KSTW (UPN)	HOME IMPROVEMENT 6/11 139.00	CHEERS 6/10	FRASIER 6/10 75.24	HOME IMPROVE 6/10	NEWS (10PM) 5/9	KSTW MOVIE 4/8
KTZZ (WB)	STEP BY STEP 2/3 5.78	BOY MEETS WORLO 2/4 23.30	FRESH PRINCE 2/4	LIVING SINGLE 2/3 28.90	JENNY JONES 3/8	KTZZ -----
						5PM KOMO NEWS 9/17 KIRO NEWS 3/7 KING NEWS 3/7 KCPQ XENA 5/9 157.86 KSTW ----- KTZZ -----

CLEVELAND

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WEWS (ABC)	MORNING EXCHANGE 4/15		MARTHA STEWART 4/16 47.55		REGIS & KATHIE LEE 4/14 56.74	
WOIO (CBS)	DR. QUINN 1/6 57.35		MAD ABOUT YOU 1/5 42.23	PICTIONARY 1/5 9.13	PRICE IS RIGHT 3/13	PRICE IS RIGHT 4/16
WKYC (NBC)	SALLY JESSY 6/22 48.39		JENNY JONES 6/24 60.16		DAYS OF OUR LIVES 4/14	
WJW (Fox)	GERALDO 3/11 23.07		HOME TEAM 1/5 25.19		REAL TV 3/10 36.12	REAL HIGHWAY PATROL 3/19 18.05
WUAB (UPN)	BANANAS IN PAJAMAS 1/3 1.64	BLOSSOM 1/3 4.10	FAMILY MATTERS 1/4	DIFFERENT WORLD 1/6	COSBY SHOW 2/7	NEWS 1/3
WBNX (WB)	90 + 9 CLUB •		MATLOCK 1/4		HUNTER 1/4	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WEWS (ABC)	GENERAL HOSPITAL 5/16		OPRAH 6/16 142.32		NEWS 10/21	
WOIO (CBS)	GUIDING LIGHT 2/7		JUDGE JUDY 3/7 38.26	JUDGE JUDY 3/7	PEOPLE'S COURT 3/6 54.46	
WKYC (NBC)	MAURY POVICH 5/15 58.47		JERRY SPRINGER 11/28 62.27		MONTEL WILLIAMS 11/23 135.48	
WJW (Fox)	RICKI LAKE 3/10 46.76		ROSIE O'DONNELL 5/12 88.43		NEWS 7/14	
WUAB (UPN)	FAMILY MATTERS 2/8	FULL HOUSE 3/10	BREAKER HIGH 2/6	SWEET VALLEY 2/5	BOY MEETS WORLD 3/6 38.51	SIMPSONS 4/8 63.69
WBNX (WB)	SPIDERMAN 2/6	BEETLEBORGS 2/5	POWER TURBO 2/6	GOOSEBUMPS 2/5	PINKY & BRAIN 2/5	BATMAN 2/4



Station	6PM LATE NEWS Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	WEEKEND	
WEWS (ABC)	NEWS 10/20	ABC NEWS 10/19	WHEEL OF FORTUNE 13/23 116.06	JEOPARDY 13/23 113.05	NEWS (11PM) 14/26	8PM WEWS VARIOUS 7/12
WOIO (CBS)	NEWS 2/5	CBS NEWS 3/7	SEINFELD 7/13 103.23	FRASIER 8/13 58.99	NEWS (11PM) 5/11	WOIO DR. QUINN 7/12
WKYC (NBC)	NEWS 9/18	NBC NEWS 8/16	HARD COPY 8/14 86.34	E'TAINMENT TONIGHT 9/5 108.06	NEWS (11PM) 13/25	WKYC PRETENDER 9/16
WJW (Fox)	NEWS 9/18		EXTRA 6/10 54.23	REAL TV 6/10	NEWS (10PM) 8/13	WJW COPS 7/11
WUAB (UPN)	ROSEANNE 5/10 23.47	GRACE UNDER FIRE 6/11 40.79	HOME IMPROVEMENT 8/15 108.76	SIMPSONS 7/12	NEWS (10PM) 4.6	WUAB HERCULES 4/7 114.57
WBNX (WB)	AMERICAN JOURNAL 2/4 15.21	INSIDE EDITION 2/4 18.74	COPS 3/5 43.28	COPS 3/6	FX (VARIOUS) 1/3	WBNX F/A 1/2 29.56

DR. QUINN, SPIKE MANNARIELLO; CBS; PINKY & BRAIN, WARNER BROS.

MINNEAPOLIS

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	11AM Rating/Share Revenue	10:30AM Rating/Share Revenue	1AM Rating/Share Revenue	11:30PM Rating/Share Revenue
KSTP (ABC)	PEGIS & KATHIE LEE 3/13 40.83		THE VIEW 2/7		EXTRA 2/9 29.43	NEWS 5/18
WCCO (CBS)	MARTHA STEWART 3/15 56.28	GAYLE KING 2/11 20.30	PRICE IS RIGHT 4/20	PRICE IS RIGHT 5/24	YOUNG & RESTLESS 5/21	
KARE (NBC)	NEWS 3/14		NEEZA 2/9		ANOTHER WORLD 2/8	
WFTC (Fox)	BEVERLY HILLBILLIES 1/6	BEV HILLBILLIES 1/7	MOGAN'S HEROES 2/9	MOGAN'S HEROES 2/8	BIG VALLEY 1/5	
KLGT (IND)	CREFLO •	I LOVE DUCY •	WIN MARKETPLACE •			ANDY GRIFFITH •
KMSP (IND)	ARTHEL & FRED 1/3 37.53		JENNY JONES 2/10 67.80		MONTEL WILLIAMS 3/13 43.21	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
KSTP (ABC)	PEOPLE'S COURT 2/8 41.78		ROSIE O'DONNELL 5/15 140.86		NEWS 7/15	ABC NEWS 6/13
WCCO (CBS)	SALLY JESSY 5/19 37.92		OPRAH 7/20 152.95		NEWS 9/20	CBS NEWS 11/21
KARE (NBC)	GERALDO 4/15 36.51		AMERICAN JOURNAL 4/13 24.78	HARD COPY 6/15 29.71	NEWS 11/23	NBC NEWS 11/22
WFTC (Fox)	SPIDERMAN 2/7	BEETLEBORGS 1/3	POWER TURBO 1/3	GOOSEBUMPS 2/4	SIMPSONS 5/10 103.37	SIMPSONS 6/12
KLGT (IND)	BUGS & DAFFY 1/3	ANIMANIACS 2/6	PINKY & BRAIN 1/4	BATMAN 2/4	JUDGE JUDY 1/2 7.89	LIVING SINGLE 1/2 16.80
KMSP (IND)	MUMMIES ALIVE 1/5 62.58	WACKY TEX AVERY 1/6 2.3	BREAKER HIGH 2/7	SWEET VALLEY 3/8	BOY MEETS WORLD 4/9 83.64	BOY MEETS WORLD 5/9

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KSTP (ABC)	NEWS 6/10	NEWS 5/8	PRIME TIME	PRIME TIME	NEWS (10PM) 10/17	10PM KSTP NEWS 11/19 .000 WCCO NEWS 19/31 KARE NEWS 16/27 WFTC NEWS 5/10 106.85 KLGT VIPER 1/3 23.98 KMSP NEWS 2/4
WCCO (CBS)	NEWS 13/24	WHEEL OF FORTUNE 15/27 128.33			NEWS (10PM) 12/21	
KARE (NBC)	NEWS 11/20	ENTAINMENT TONIGHT 8/14 81.56			NEWS (10PM) 18/31	
WFTC (Fox)	SEINFELD 6/11 122.76	FRASIER 7/13 93.99			STAR TREK TNG 3/5	11PM KSTP AMERICA'S DUMBEST CRIMINALS 4/12 13.4E WCCO INSIDE ED. 4/13 5.6E KARE VIKING EXTRA 8/24 WFTC HERCULES 4/15 65.00 KLGT F/X 1/3 28.9E KMSP TEAM KNIGHT 2/7 39.8E
KLGT (IND)	STEP BY STEP 2/3 4.22	GRACE UNDER FIRE 1/2 19.18			MARTIN 1/2 16.14	
KMSP (IND)	HOME IMPROVEMENT 7/12 114.33	HOME IMPROVEMENT 8/15			NEWS (10PM) 3/4	

TAMPA

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WFTS (ABC)	GERALDO 2/9 24.72		MONTEL WILLIAMS 1/6 114.87		PEOPLE'S COURT 2/7 28.14	
WTSP (CBS)	MAURY POVICH 2/10 55.07		SALLY JESSY 3/14 46.26		PRICE IS RIGHT 5/21	PRICE IS RIGHT 7/25
WFLA (NBC)	MARTHA STEWART 3/12 75.56	GAYLE KING 2/6 24.34	INSIDE EDITION 1/5 112.77	AMERICAN JOURNAL 1/4 110.87	LEEZA 2/6	
WTVT (Fox)	REGIS & KATHIE LEE 5/19 59.23		JUDGE JUDY 4/18 35.72	JUDGE JUDY 4/17	ACCESS HOLLYWOOD 2/10 8.51	EXTRA 2/9 110.41
WTOG (IND)	DR. QUINN 1/5 40.32		T.J. HOOKER 1/6		QUINCY 2/6	




Station	3PM Rating/Share Revenue	3:30 PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue	
WFTS (ABC)	GENERAL HOSPITAL 5/14		MONTEL WILLIAMS 4/11		NEWS 4/9	NEWS 4/8	
WTSP (CBS)	GUIDING LIGHT 5/14		NEWS 4/10	HARD COPY 4/9 32.88	NEWS 5/11	NEWS 7/13	
WFLA (NBC)	ANOTHER WORLD 2/7		OPRAH 6/15 97.32		NEWS 8/17	NEWS 9/17	
WTVT (Fox)	RICKI LAKE 5/14 65.42		ROSIE O'DONNELL 5/14 104.49		NEWS 6/14	NEWS 7/13	
WTOG (IND)	101 DALMATIANS 2/5 40.88		QUACK PACK 2/5 24.55	BREAKER HIGH 1/3	SWEET VALLEY 1/4	SIMPSONS 3/6 68.15	SIMPSONS 4/8

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WFTS (ABC)	NEWS 5/9	ABC NEWS 7/11	FRASIER 7/11 48.38	HOME IMPROVEMENT 6/9 58.70	NEWS (11PM) 6/11	12AM SATURDAY WFTS ---- WTSP HERCULES 2/6 44.29 WFLA ---- WTVT TALES/EGYPT 2/7 19.49 WTOG MOVIE TRAILER 2/6
WTSP (CBS)	NEWS 9/15	CBS NEWS 10/16	WHEEL OF FORTUNE 14/22 153.91	JEOPARDY 13/21 151.15	NEWS (11PM) 7/15	12AM SUNDAY WFTS MOVIE 2/10 WTSP XENA 2/9 39.41 WFLA HAMMEF 2/6 WTVT POLTERGEIST 2/10 18.68 WTOG TEAM KNIGHT 3/9 39.07
WFLA (NBC)	NEWS 11/19	NBC NEWS 11/19	INSIDE EDITION 7/11	AMERICAN JOURNAL 6/10	NEWS (11PM) 9/19	
WTVT (Fox)	NEWS 8/14	FOX NEWS 6/10	ENTAINMENT TONIGHT 5/8 84.99	EXTRA 5/8	NEWS (10PM) 8/13	
WTOG (IND)	ROSEANNE 5/9 32.15	GRACE UNDER FIRE 5/9 59.85	MAD ABOUT YOU 6/10 155.15	SEINFELD 9/14 165.83	NEWS (10PM) 5/7	

GAYLE KING, CBS, INC. BREAKER (11:30); UPN

MIAMI

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WPLG (ABC)	SALLY JESSY 5/19 40.82		JENNY JONES 4/18 56.06		MAURY POVICH 4/15 47.72	
WFOR (CBS)	MARTHA STEWART 1/5 52.64	GAYLE KING 1/4 19.02	JUDGE JUDY 2/9 22.52	JUDGE JUDY 3/11	PRICE IS RIGHT 4/15	PRICE IS RIGHT 4/17
WTVJ (NBC)	LEEZA 2/7		PEOPLE'S COURT 1/6 51.45		NEWS 2/6	
WSVN (Fox)	REGIS & KATHIE LEE 4/17 65.26		HOME TEAM 2/8 57.27		DR. QUINN 1/5 44.86	
WBFS (UPN)	FUNNIEST VIDEOS 1/4	FUNNIEST VIDEOS 1/5	GOOD TIMES 2/7	GOOD TIMES 2/8	SANFORD & SON 2/7	SANFORD & SON 2/7
WDZL (WB)	BKN COMEDY HOUR 1/3	VARIED 1/3	RICKI LAKE 1/3 97.84		COSBY SHOW 1/5	ROSEANNE 1/5 50.8

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue	
WPLS (ABC)	GENERAL HOSPITAL 4/11		OPRAH 7/16 235.56		NEWS 7/16	NEWS 3/15	
WFOR (CBS)	GUIDING LIGHT 4/12		GERALDO 4/9 60.40		NEWS 3/7	NEWS 3/6	
WTVJ (NBC)	MONTEL WILLIAMS 3/7 89.42		ROSIE O'DONNELL 4/9 165.31		NEWS 4/9	NEWS 5/9	
WSVN (Fox)	HUNTER 4/12		HEAT OF THE NIGHT 5/12		NEWS 6/13	NEWS 6/11	
WBFS (UPN)	101 DALMATIANS 2/5 84.53		BREAKER HIGH 2/5	SWEET VALLEY 2/5 2.03	FULL HOUSE 3/7	BOY MEETS WORLD 3/7 41.38	FAMILY MATTERS 4/8
WDZL (WB)	BUGS & DAFFY 1/4		ANIMANIACS 2/5	PINKY & BRAIN 2/6	BATMAN 3/6	HOME IMPROVEMENT 3/6 142.17	SIMPSONS 4/8 30.32

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WFLG (ABC)	NEWS 8/15	ABC NEWS 10/17	WHEEL OF FORTUNE 13/21 134.06	JEOPARDY 12/18 119.66	NEWS 8/15	8PM THURSDAY WPLG MOVIE 5/7
WFOR (CBS)	NEWS 3/6	NEWS 3/6	HARD COPY 4/7 112.51	ENTERTAINMENT TONIGHT 6/9 112.08	NEWS 5/10	WFOR PROMISED LD 8/11
WTVJ (NBC)	NEWS 6/10	NEWS 6/10	ACCESS HOLLYWOOD 5/8 92.33	EXTRA 4/6 73.21	NEWS 8/15	WTVJ FRIENDS 13/20
WSVN (Fox)	NEWS 5/10	NEWS 5/8	INSIDE EDITION 4/7 103.14	DEED DRIVE 4/6	NEWS (10PM) 6/9	WSVN LIVING SINGLE 6/9
WBFS (UPN)	MARTIN 5/8 165.10	FRESH PRINCE 6/10	MARTIN 6/10	FRESH PRINCE 7/11	VIBE 3/6 362.41	WBFS MOVIE 6/9
WDZL (WB)	LIVING SINGLE 4/8 78.80	SIMPSONS 6/9	HOME IMPROVEMENT 6/10	SEINFELD 8/13 141.12	NEWS (10PM) 3/5	WDZL HERCULES 5/8 146.60
						9PM THURSDAY WPLG ---- WFOR DIAGNOSIS 8/11 WTVJ SEINFELD 17/24 WSVN VARIED 7/10 WBFS ---- WDZL NEWS 5/8 139.38

OPRAH: SHREINER/PHARPO PRODDG; 20 PHOENIX; SPIDERMAN: FOX

PHOENIX

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KNXV (ABC)	DR. QUINN 1/6 45.48		THE VIEW 1/6		ALL MY CHILDREN 3/10	
KPHO (CBS)	PRICE IS RIGHT 3/14	PRICE IS RIGHT 4/17	MARTHA STEWART 3/14 124.86	GAYLE KING 3/11 47.13	YOUNG & RESTLESS 6/20	
KPNX (NBC)	REGIS & KATHIE LEE 4/15 59.85		ANDRER WRDL 2/9		GERALDO 2/8 34.67	
KSAZ (Fox)	JENNY JONES 1/6 63.30		CHARLIE'S ANGELS 1/5		ROCKFORD FILES 2/6	
KASW (WB)	NEWLYWED GAME 1/3 21.39		HAPPY DAYS AGAIN 1/4	HAPPY DAYS AGAIN 1/4	DOOGIE HOWSER MD 1/4 2.41	DOOGIE HOWSER MD 1/4
KUPT (UPN)	BANANAS/CRYN BDX 1/3 44.26	MR. MEN • 42.86	MONTEL WILLIAMS 1/3 67.75		ARTHEL & FRED • 55.77	
KTVK (IND)	SALLY JESSY 4/16 38.51		MAURY PDVICH 4/15 43.37		NEWS 3/11	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4-30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue	
KNXV (ABC)	PEOPLE'S COURT 3/7 109.77		MURPHY BROWN 2/4	HOME IMPROVEMENT 3,7 130.68	NEWS 4/9	ABC NEWS 5/10	
KPHO (CBS)	BEVERLY HILLS 90210 2/7 23.43		RICKI LAKE 3/8 97.59		NEWS 3/6	CBS NEWS 4/8	
KPNX (NBC)	DAYS OF OUR LIVES 5/14		NEWS 5/12	NEWS 5/13	NEWS 8/16	NBC NEWS 9/18	
KSAZ (Fox)	JENNY JONES 3/9		ROSIE D'DONNELL 5/13 225.94		FOX NEWS 5/11	JUDGE JUDY 4/9 26.68	
KASW (WB)	SPIDERMAN 2/6		BEETLEBORGS 2/5	POWER TURBO 2/5	GOOSEBUMPS 1/3	LITTLE HOUSE 2/4	
KUPT (UPN)	101 DALMATIANS 1/4 71.89		QUACK PACK 1/4 41.75	BREAKER HIGH 1/3	SWEET VALLEY 2/4 1.06	BOY MEETS WORLO 3/7 54.80	FRESH PRINCE 4/7
KTVK (IND)	OPRAH 7/21 167.21			INSIDE EDITION 6/16 60.25	AMERICAN JOURNAL 6/15 61.41	NEWS 8/18	NEWS 8/16

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KNXV (ABC)	NEWS 5/8	HOME IMPROVEMENT 7/12	PRIME TIME 9/14	PRIME TIME 9/13	NEWS (10PM) 7/13	7PM SATURDAY KNXX VARIED
KPHO (CBS)	NEWS 5/8	MASH 7/12	PRIME TIME 8/13	PRIME TIME 9/14	NEWS (10PM) 8/14	KPHO DR. QUINN 10/16
KPNX (NBC)	NEWS 9/17	EXTRA 7/12 118.22	PRIME TIME 10/16	PRIME TIME 10/15	NEWS (10PM) 12/21	KPNX PRETENDER 9/15
KSAZ (Fox)	NEWS 4/7	REAL TV 4/8 69.38	PRIME TIME 7/11	PRIME TIME 8/12	NEWS (9PM) 6/9	KSAZ COPS 7/12
KASW (WB)	MAD ABOUT YOU 3/6 155.88	SIMPSONS 4/7 121.53	MOVIE 3/5		SIMPSONS 3/6	KASW -----
KUPT (UPN)	RDSEANNE 4/8 30.51	GRACE UNDER FIRE 1/3 53.26	VARIOUS 3/5	VARIED 4/6	VIBE 1/2 310.60	KUPT KNIGHT RIDER 2/3 85.89
KTVK (IND)	NEWS 9/16	ENTAINMENT TONIGHT 9/15 179.19	JEOPARDY 9/15 115.79	WHEEL OF FORTUNE 8/13 125.55	NEWS 6/12	KTVK TEXAS RANCER 5/8 59.83
						8PM SATURDAY KNXX ----- KPHO EARLY EDITION 9/15 KPNX SLEEPWALKERS 7/11 KSAZ AMW BACK 8/13 KASW MOVIE 2/3 KUPT STAR VOYAGER 3/5 KTVK PENSACOLA 5/8 42.45

DENVER

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KMGH (ABC)	REGIS & KATHIE LEE 4/18 58.64		PICTIONARY 3/12 16.47	PORT CHARLES 2/10	NEWS 3/15	
KCNC (CBS)	GUIDING LIGHT 2/9		PRICE IS RIGHT 3/13	PRICE IS RIGHT 3/15	YOUNG & RESTLESS 3/14	
KJSA (NBC)	MARTHA STEWART 4/18 71.51	GAYLE KING 3/11 27.09	MAURY POVICH 4/16 40.65		LEEZA 3/13	
KDVR (Fox)	THREE'S COMPANY 1/5	CLOSE FOR COMFORT 1/5	MURPHY BROWN 1/4	DOOGIE HOWSER, MD 1/4	DR. QUINN 1/4 47.40	
KTVD (JPN)	LITTLE HOUSE 1/5		LEAVE IT TO BEAVER 1/5	HAPPY DAYS AGAIN 1/4	DESIGNING WOMEN 1/3	MAMA'S FAMILY 1/2
KWGN (WB)	700 CLUB 1/3		I LOVE LUCY 1/3	ANDY GRIFFITH 2/7	ANDY GRIFFITH 2/9	COSBY SHOW 2/8



Station	2PM Rating/Share Revenue	2:30PM Rating/Share Revenue	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue
KMGH (ABC)	ONE LIFE TO LIVE 4/15		PEOPLE'S COURT 4/12 3.85		OPRAH 7/18 97.33	
KCNC (CBS)	MONTEL WILLIAMS 3/10 41.23		ROSIE O'DONNELL 5/16 94.54		NEWS 8/21	
KUSA (NBC)	ANOTHER WORLD 1/5		DAYS OF OUR LIVES 5/17		NEWS 5/11	
KDVR (Fox)	BLOSSOM 1/4 4.32	CASPER 1/3	SPIDERMAN 1/5	BEETLEBORGS 1/4	POWER TURBO 2/5	GOOSEBUMPS 2/5
KTVD (UPN)	JERRY SPRINGER 4/17 17.75		BREAKER HIGH 2/6	SWEET VALLEY 1/4 1.56	BOY MEETS WORLD 2/5 19.29	STEP BY STEP 2/4 5.95
KWGN (WB)	SUPERHEROES 1/4	CAPTAIN PLANET 1/4	BUGS & OAFFY 1/5	ANIMANIACS 2/6	PINKY & BRAIN 3/7	BATMAN 3/7



Station	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KMGH (ABC)	NEWS 7/15	ABC NEWS 8/16	JEOPARDY 11/21 76.09	WHEEL OF FORTUNE 11/20 105.81	NEWS (10PM) 7/13	11PM SATURDAY KMGH ----- KCNC ----- KUSA ----- KDVR X-FILES 3/7 20.70 KTVD ----- KWGN XENA 2/6 78.79
KCNC (CBS)	NEWS 9/18		NEWS 7/13	NEWS 7/12	NEWS (10PM) 10/18	12 AM SATURDAY KMGH PENSACOLA 2/6 31.07 KCNC PSI FACTOR 2/5 22.68 KUSA -----
KUSA (NBC)	NEWS 9/18	NEWS 8/15	NEWS 8/15	ENTAINMENT TONIGHT 8/15 102.92	NEWS (10PM) 18/32	KDVR TALES/CRYPT 2/8 33.45 KTVD VOYAGER 2/7 KWGN HERCULES 1/5 72.13
KDVR (Fox)	FUNNIEST VIDEOS 3/5	SIMPSONS 6/12 127.39	SIMPSONS 8/15	SEINFELD 9/15 147.92	FRASIER 5/8 25.37	
KTVD (UPN)	SALLY JESSY 3/5 69.70		GRACE UNDER FIRE 3/5 45.26	REAL TV 3/5 68.77	GRACE UNDER FIRE 2/3	
KWGN (WB)	FULL HOUSE 4/8	HOME IMPROVEMENT 5/10 185.41	ROSEANNE 3/5 6.26	HOME IMPROVEMENT 6/10	NEWS (9PM) 5/7	

PHOTO: CLARENCE ANDREW ECCLES/ABC; BLOOMINGDALE'S; ILLINOIS

PITTSBURGH

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WTAE (ABC)	REGIS & KATHIE LEE 7/29 87.02		MAURY POVICH 5/20 73.03		SALLY JESSY 5/18 62.60	
KDKA (CBS)	MURPHY BROWN 2/6	MURPHY BROWN 2/6	PEOPLE'S COURT 4/16 46.93		PRICE IS RIGHT 7/27	PRICE IS RIGHT 9/32
WPXI (NBC)	MONTEL WILLIAMS 4/16 71.18		JENNY JONES 4/16 66.44		LEEZA 2/9	
WPGH (Fox)	BLOSSOM 1/2 2.06	MR COOPER 1/3 3.01	HOME TEAM 1/2 26.59		700 CLUB •	
WPTT (UPN)	GARFIELD & FRIENDS •	BANANAS IMPALOMAS • 2.84	PAID PROGRAM •		MATLOCK 1/2	



Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WTAE (ABC)	GENERAL HOSPITAL 5/14		OPRAH 8/19 136.11		NEWS 10/21	NEWS 10/20
KDKA (CBS)	GUIDING LIGHT 8/21		ROSIE O'DONNELL 8/20 151.70		NEWS 10/21	
WPXI (NBC)	DAYS OF OUR LIVES 6/16		REAL TV 5/13 48.14	HARD COPY 6/14 5.49	NEWS 9/18	
WPGH (Fox)	SPIDERMAN 1/4	BETLEBORGS 1/3	POWER TURBO 2/4	GOOSEBUMPS 2/5	BOY MEETS WORLD 3/7 57.79	FRESH PRINCE 4/8
WPTT (UPN)	REAL H'WAY PATROL 2/5 16.50	COPS 2/5 21.24	BREAKER HIGH 1/2	SWEET VALLE™ 1/2	RICKI LAKE 2/4 46.25	

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND	
WTAE (ABC)	NEWS 10/18	ABC NEWS 9/16	INSIDE EDITION 7/12 81.79	ENTAINMENT TONIGHT 9/15 112.16	NEWS 12/22	9PM SUNDAY	
KDKA (CBS)	NEWS 13/24		CBS NEWS 11/19	GRACE UNDER FIRE 6/11 45.15	NEWS (11PM) 13/24	WTAE MOVIE	12/16
WPXI (NBC)	NEWS 10/19	NBC NEWS 10/18	JEOPARDY 14/24 120.17	WHEEL OF FORTUNE 15/25 122.96	NEWS 11/20	KDKA MOVIE	20/27
WPGH (Fox)	HOME IMPROVEMENT 6/11 111.27	HOME IMPROVEMENT 8/13	FRASIER 7/12 85.19	SEINFELD 8/13 131.76	NEWS (10PM) 3/5	WPXI	-----
WPTT (UPN)	LIVING SINGLE 2/3 27.15	MARRIED WITH CHILDREN 3/5 49.63	SIMPSONS 4/6 12.53	SIMPSONS 3/5	KEENEN WAYANS 1/2 83.59	WPGH X-FILES	9/12 7.48
						WPTT XENA	2/2 24.41
						10PM SUNDAY	
						WTAE	-----
						KDKA	-----
						WPXI	-----
						WPGH NEWS	4/5
						WPTT HERCULES	2/3 17.35

MURPHY BROWN: TONY ESARZA, CBS; DAYS OF OUR LIVES: DAVE BIERKE/NBC.



ADVERTISER SYNDICATED TELEVISION ASSOCIATION

UPDATE

JANUARY 1998

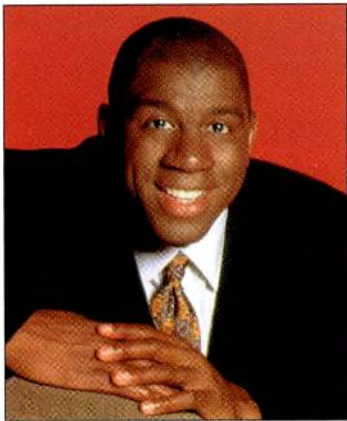
NEW SHOWS: DAYTIME, LATE FRINGE LOOK HOT

NEW KIDS SHOWS, ACTION DRAMAS ALSO OFFERED

The new programs that are being offered at NATPE indicate that the 1998/99 season will be another hotly competitive one. Once again, new shows in almost every genre will be seeking to wrest viewers from established favorites, as syndicators seek new answers to the question: What will viewers want to watch? As advertisers are well aware, the lively syndication marketplace is very good at coming up with solutions to this ever-changing question.

DAYTIME IS HEATING UP AGAIN

In the current season, Daytime has been a bit calmer and more orderly than in recent years. With *Rosie* having moved to Early Fringe time periods in many markets, and some weaker shows going away, many of the remaining shows have been able to upgrade their time slots and solidify their audiences. As a result, average ratings for syndicated shows in the daypart are running about 15% higher than last year.



The Magic Hour (20th Television)

But success in syndication always draws competition. The success of *Judge Judy* and this year's *People's Court* has renewed interest in court shows, including *Judge Mills Lane* from Rysher, and *Judge Joe Brown* from Worldvision. Pearson All American is bringing a brand-new version of the *Match Game* to market; and Twentieth Television has the new relationship show, *Forgive or Forget*.

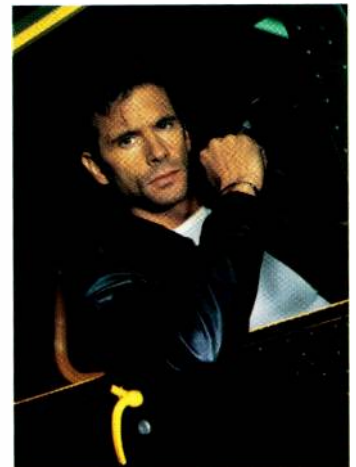
LATE FRINGE: HOTTER THAN EVER

According to the new Nielsen Share of Viewing Report (see p. 3), syndicated shows in Late Fringe already attract an audience that is nearly the size of the combined network audience. The daypart heated up this season with the addition of *Keenen*

Ivory Wayans and *Vibe*; it will get even hotter in 1998 as Magic Johnson premieres *The Magic Hour* (Twentieth Television), and Warner Brothers introduces its Late Night Block. It's a 1-hour block consisting of a new version of the long-running *Love Connection* and a new relationship show, *Change of Heart*.

DRAMAS: THE EMPHASIS IS ON ACTION

Syndication has captured the lead in exciting action dramas from the networks with shows such as *Xena*, *Sinbad*, *Pensacola* and *Earth: Final Conflict*. Next season the action will continue with *Air America*, *Kickboxer* and *the Kid* (both Pearson All American), and *Mortal Kombat Krusades* from Warner Bros. And for younger adults, there's the new drama, *Malibu, CA*, described as "Baywatch meets *Saved by the Bell*!"



Air America (Pearson All American)

OFFNET: THAT'S WHAT FRIENDS ARE FOR

Next season will see the long-anticipated entry of *Friends* into syndication (Warner Bros.), with its younger demos likely to make it a strong contender in Early Prime. In later time periods, *N.Y. Undercover* (time sales: African Heritage) is expected to mimic the considerable success of this year's *N.Y.P.D. Blue*.

(continued on page 16)

INSIDE:

ASTA Member Program Listings	p.4
NATPE Convention Map	p.10
New Share of Viewing Report	p.3

Presenting the #1 & #2 new weekly first run hours of the season

HH
Rank

Program

HH

A18-49

M25-54

M18-49

M25-54

W18-49

W25-54

Gene Roddenberry's

HH Rank	Program	HH	A18-49	M25-54	M18-49	M25-54	W18-49	W25-54
1	EARTH: FINAL CONFLICT	4.3	2.9	3.0	3.1	3.3	2.6	2.8
2	NIGHTMAN*	3.5	2.0	2.0	2.1	2.1	1.9	1.9
2	Honey, I Shrunk the Kids	3.5	1.7	1.7	1.6	1.6	1.8	1.7
4	Pensacola: Wings of Gold	3.4	1.7	1.9	1.7	1.9	1.7	1.9
5	Team Knight Rider	2.6	1.4	1.3	1.5	1.4	1.3	1.3
5	Wild Things	2.6	1.5	1.6	1.5	1.6	1.5	1.6
7	Police Academy	2.4	1.3	1.2	1.3	1.2	1.2	1.2
8	Soldier of Fortune	2.3	1.3	1.4	1.3	1.5	1.2	1.3
9	Conan	1.8	1.0	1.1	1.2	1.3	0.8	0.9
10	Fame L.A.	1.6	0.9	0.8	0.7	0.7	1.0	1.0
11	Due South	1.4	0.6	0.7	0.7	0.8	0.6	0.7
12	Ghost Stories	1.3	0.8	0.9	0.8	0.8	0.8	1.0
13	Mike Hammer	1.1	0.5	0.6	0.5	0.6	0.6	0.6

SOURCE: NTI GAA% measurement, 9/15/97-12/7/97

* includes 2-hour premiere

GENE RODDENBERRY'S

NIGHT MAN

EARTH FINAL CONFLICT

STATION SALES

ADVERTISER SALES



NEW YORK
212.210.1000

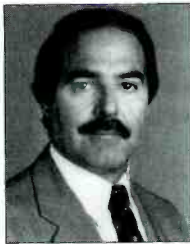
CHICAGO
312.222.4441

ATLANTA
770.643.4504

LOS ANGELES
213.460.3854

NEW YORK
212.210.1000

CHICAGO
312.222.4442



Once again, a record number of advertiser and agency executives will attend the NATPE conference in New Orleans. Why do so many advertising people attend an event whose primary purpose, even today, is to match program producers who need distribution with

TV stations that need programs?

The answer is that syndication continues to be one of the liveliest marketplaces for programming—especially original programming. As the TV audience fragments, producing original, ad-supported programming is becoming more challenging for every TV medium. Yet year after year, syndicators come up with new ways to interest and attract viewers. Popular programs mean large audiences, which means they offer what advertisers are hungry for—a way to maximize the reach of their commercial messages.

So advertisers prowl the NATPE floor looking for the next *Rosie O'Donnell*, or the next *Xena*. Some of them will surely find what they seek. Good hunting!

—Tim Duncan, Executive Director

NIelsen INTRODUCES NEW SHARE OF VIEWING REPORT

How does the TV audience divide its viewing time? Specifically, how much time do viewers spend watching syndicated programs, as compared with network ones? Or cable or, for that matter, local shows?

These are questions media planners and buyers need answers to if they are to allocate their advertising weight effectively. But they had no way to answer them, because Nielsen tracked these media separately—until now.

In December, Nielsen published its first official Share of Viewing Report, containing 6 household and demo breaks for 32 time periods. It is the first time Nielsen has provided viewing data that can allow Network, Syndication and Cable to be compared. Also broken out are viewing to PBS, pay cable, and “other”—meaning local, cash syndication, paid programs, and other programming in which national advertisers have no participation.

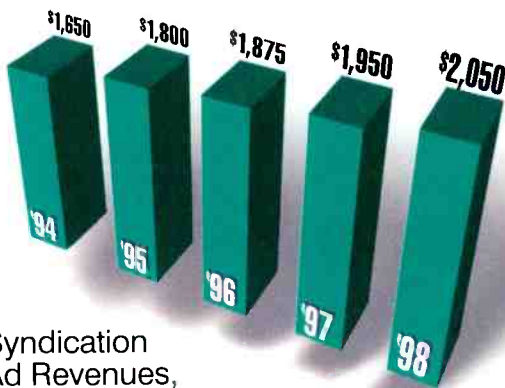
“These are data my clients have been asking for for a long time,” says David Marans, Vice-President, Media Research, at J. Walter Thompson Inc. “It will be a great help in our media allocations.”

The report shows that Syndication has an important share of total viewing on a 24-hour basis, with particular strength in such major dayparts as Daytime, Early Prime, Late Fringe, and weekends—not surprising, as these are syndication strongholds. Syndication’s share of total viewing averaged 12.9% for the first three periods of 1997 (Feb., May & July); its share of national broadcast (network and syndication) was 33%. (see chart 2)

(continued on page 16)

CHART 1

Over \$2 Billion in Ad Revenues

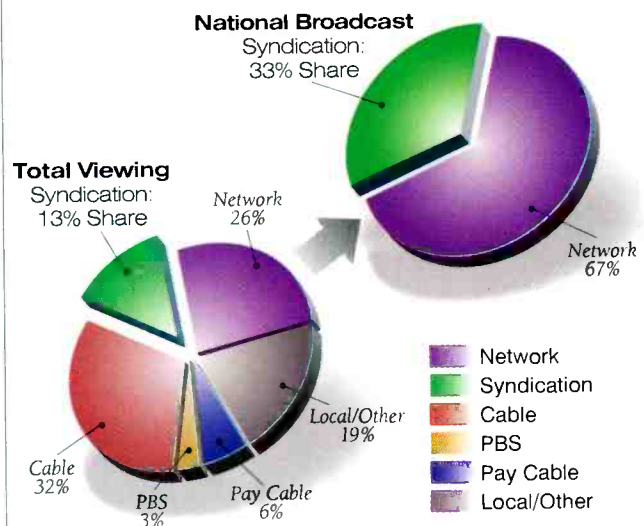


Syndication Ad Revenues, 1994 - 1998 (In Millions)

Source: ASTA

CHART 2

VIEWING SHARES: TOTAL DAY



Source: Nielsen Share of Viewing Report, Feb., May, July 1997

Check out the new ASTA website at

www.astatv.com.

Program listings, charts, research & more!

ASTA BOARD OF DIRECTORS AND OFFICERS

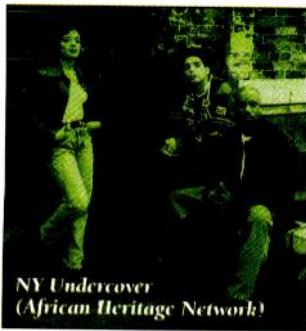
Board of Directors: Bob Cesa, Elizabeth Herbst, Julie Kantrowitz, Mike Shaw, Marc Solomon

Executive Director: Tim Duncan **Assistant:** Bianca Bazil
Treasurer: Cindy Donnelly **Design:** Alberto Columbani, FinImage

Advertiser Syndicated Television Association
1756 Broadway, Suite 3J, New York, New York 10019
Telephone (212) 245-0840 Fax (212) 245-0842



ADVERTISER SYNDICATED TELEVISION ASSOCIATION.....



ASTA

MEMBER LISTINGS



BOOTH #	CONTACT:	TEL:
3149	Frank Mercado-Valdez Adrienne C. Smith	N.Y.: (212) 227-0494

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
AHN "Movie of the Month" Series	Baruch	Monthly	120:	Quality, culturally relevant, prestigious movie package with African-American stars, producers and directors.
AHN Primetime Theater	Baruch	Quarterly	150:	Academy Award-winning feature films, historical dramas, broadcast premieres, exciting specials, and original made-for-TV movies.
AHN "Our Heritage" Specials* - African Portraits - A Great Day in Harlem	Baruch	2x/yr	60:	In the tradition of staying true to our culture and celebrating our history, AHN will provide a documentary or music special that is specifically relevant to the heritage of African-Americans.
New York Undercover*	Universal	W	60:	Hip urban drama series, starring Malik Yoba and Michael Delorenzo. This top rated series consistently generated high marks in African American and Latino Households.



BOOTH #	CONTACT:	TEL:
2375	George Baratta Mark Staub	N.Y.: (212) 213-4675

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Children				
BKN: Extreme Block				
Extreme Dinosaurs	BKN	M-F	30:	Based on Mattel's hot toy line. Story of four super-intelligent dinosaurs who try to halt the antics of the evil Raptors who are bent on destroying Earth's environment.
Jumanji*	BKN	M-F	30:	Based on the successful 1996 film. Judy, Peter, and Allan explore the depths of the wild jungle and their own familiar neighborhood.
BKN: Comedy Hour				
Pocket Dragon Adventures*	BKN	M-F	30:	Heroic pocket sized dragons explore magical mysteries and fantastic adventures in their whimsical medieval world.
Sonic Underground*	BKN	W	30:	In this new series, the ever popular Sonic learns he's one of a set of triplets. Now, he and his siblings are reunited to battle Robotnik in 40 all new adventures.
BKN: Kids Toons				
Pocket Dragon Adventures*	BKN	W	30:	Heroic pocket sized dragons explore magical mysteries and fantastic adventures in their whimsical medieval world.
Princess Gwenevere & the Jewel Riders	BKN	W	30:	Story of three heroic girls as they attempt to save their world of Avalon from the evil Lady Kale.
BKN: Amazing Adventures				
The Mask	BKN	M-F	30:	Stanley Ipkiss becomes a hilarious super hero when he puts on the Mask. The hit series returns for its third year.
Extreme Ghostbusters	BKN	M-F	30:	A diverse group of big-city high school kids battle to rid the city of it's many ghosts and evil spirits from the netherworld.

*New Show

BKN

TM

KIDS NETWORK

...IT'S CATCHING ON!

FALL 1998



JUMANJI



MUMMIES

Alive!



EXTREME DINOSAURS



Pocket Dragon Adventures

• CONTACT GEORGE BARATTA • 212.213.4675 • NATPE BOOTH #2375 •

BKN is a wholly owned subsidiary of Bohbot Entertainment & Media, Inc. BKN is a trademark of Bohbot Entertainment, Inc. • Jumanji™ and ©1997 Adelaide Productions, Inc. All Rights Reserved. • Mummies™ and ©1997 DIC Productions L.P. and Northern Lights Entertainment, Inc. • Pocket Dragon Adventures™ and ©1997 Real Musgrave and BKN Kids Network, Inc. Worldwide representation by BKN Kids Network, Inc. All rights reserved. Based on the characters created by Real Musgrave. • Extreme Dinosaurs™ and ©1997 BKN Kids Network, Inc. Worldwide representation by BKN Kids Network, Inc. All rights reserved. Extreme Dinosaurs is a trademark of Mattel, Inc. used under license by BKN Kids Network, Inc.

**Buena Vista Television**

BOOTH #	CONTACT:		TEL:
575	Mike Shaw Norman Lesser Irv Shulman	Howard Levy Cathy Thomas Jim Engleman (Chi.)	N.Y.: (212) 735-7420 CHI.: (312) 595-7777

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
Boy Meets World	Buena Vista	M-F	30:	Sitcom exploring life through the eyes of an adolescent boy.
Grace Under Fire	Carsey-Werner	M-F	30:	Brett Butler stars as a single mom in a "real family" sitcom.
Home Improvement	Buena Vista	M-F	30:	Tim Allen stars in the top-rated ABC program, now a syndication smash!
Honey I Shrunk the Kids: The Series	Buena Vista	W	60:	All-new adventures of wacky scientist and family, now on the small screen.
Keenen Ivory Wayans	Buena Vista	M-F	60:	High-energy late night talk show, hosted by multi-talented Keenen.
Live! Regis & Kathie Lee	Buena Vista	M-F	60:	Celebrating ten years together, a talk show that is just plain fun!
Movies from Disney, Touchstone, Hollywood Pictures, and Miramax	Buena Vista	TBA	120:	Syndication's top rated movie packages.
Roseanne	Carsey-Werner	M-F	30:	Currently in its sixth season in syndication. A household favorite!
Siskel & Ebert	Buena Vista	W	30:	Over twenty-one years together in television! The true movie review show.
Children				
Bill Nye the Science Guy	Buena Vista	W	30:	Science can be fun with a little humor and imagination.
Doug	Buena Vista	M-F	30:	ABC's Saturday morning hit can now be seen daily!
Ducktales	Buena Vista	M-F	30:	Due to popular demand, the show that revitalized the animation industry is back!
Hercules*	Buena Vista	M-F	30:	The box-office hit comes to the small screen with mega fun adventures!
Beast Wars	Claster	M-F	30:	Highest rated show in syndication continues.



BOOTH #	CONTACT:		TEL:
2920	Mark Walton Elena Soto	Derek Cason David Latimer	N.Y.: (212) 689-6699

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
America's Black Forum	MG Perin	W	30:	Newsmagazine entering its twenty-third season covering national and international issues. Hosts James Brown and Juan Williams are joined by Julian Bond, Deborah Mathis and Armstrong Williams.
Film Rap	ONYX	W	60:	An urban, slick, entertaining look at the world of film, targeted to Generation X.
Specials				
Tuskegee Airmen*	ONYX	OTO	60:	Nationally syndicated event, hosted by Ossie Davis, that tells the gripping story of the Tuskegee Airmen.

*New Show

(continued on next page)

**Onyx Media Group** (continued from previous page)

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Hispanic Heritage Awards	ONYX	OTO	60:	Annual one-hour award ceremony at the Kennedy Center honoring people of Hispanic heritage.
At Home for the Holidays	ONYX	OTO	60:	Three, 1-hour specials focusing on preparing for the Halloween, Thanksgiving and Christmas holidays.

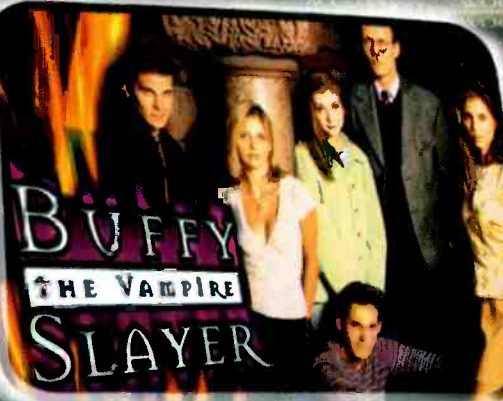
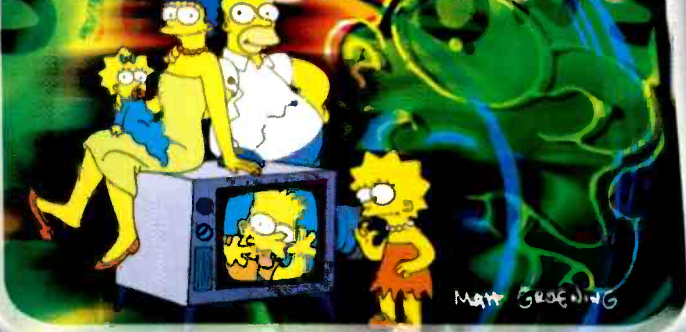


BOOTH #	CONTACT:	TEL:
1175	Bob Cesa Larry VanderBeke (Chi) Jim Gronfein	David Barrington Jodi Chisarick
		N.Y.: (212) 556-2520 CHI: (312) 494-2975

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
Access Hollywood	20th TV	M-F W	30: 60:	Renewed for a third season, this daily ½ hour entertainment news magazine is hosted by Giselle Fernandez and Pat O'Brien. It features in depth coverage of the television, motion picture and music industries.
Cops	20th TV	M-F	30:	Cops, one of syndication's longest running off-network strips, enters it's 6th season as the leader in the genre.
Century 17	20th TV	Monthly	120:	A collection of some of the most successful feature films, such as <i>Wall Street</i> , <i>Hoffa</i> , <i>Alien 3</i> , and <i>Broadcast News</i> .
Forgive and Forget*	20th TV	M-F	60:	Experience all the drama of daytime in this daily hour where guests seek forgiveness from those they've let down. Mother Love helps them in their quest for closure.
Fox Hollywood Theater III	20th TV	W	120:	An exciting mix of classic comedies, dramas and action/adventures designed to reach any target, i.e. <i>Man Trouble</i> , <i>Jack the Bear</i> , and <i>Planet of the Apes</i> .
The Magic Hour*	20th TV	M-F	60:	A nightly hour of comedy, music, entertainment and "A-list" celebrities interviewed by the superstar himself, Magic Johnson - accompanied nightly by band leader Sheila E.
NYPD Blue	20th TV	W	60:	Network television's #1 primetime police drama, amassing a record number of awards and nominations with its ground breaking style, is now syndication's #1 late night program.
Student Bodies	20th TV	W	30:	This unique first-run young adult sitcom blends live action and animation in a high-school setting.
X-Files	20th TV	W	60:	The critically acclaimed off-network sci-fi hit, with wide demographic appeal, is now the #1 new off-network program in syndication.
Specials				
Miracle on 34th Street	20th TV	OTO	120:	A classic Christmas movie about a department store Santa who tries to persuade a cynical little girl he is the real Santa Claus.
A Christmas Carol	20th TV	OTO	120:	A beautiful staged retelling of the Dickens classic starring George C. Scott.
A Hollywood Christmas	20th TV	OTO	120:	Jane Seymour hosts a retrospective of nearly a century of films that capture the Christmas Spirit.
Scrooge	20th TV	OTO	120:	The Charles Dickens classic featuring Alastair Sim as Scrooge.
More Secrets of the X-Files	20th TV	OTO	120:	A special which chronicles the most dramatic moments of the series, providing an instant primer for the syndication audience.

*New Show

THE SIMPSONS



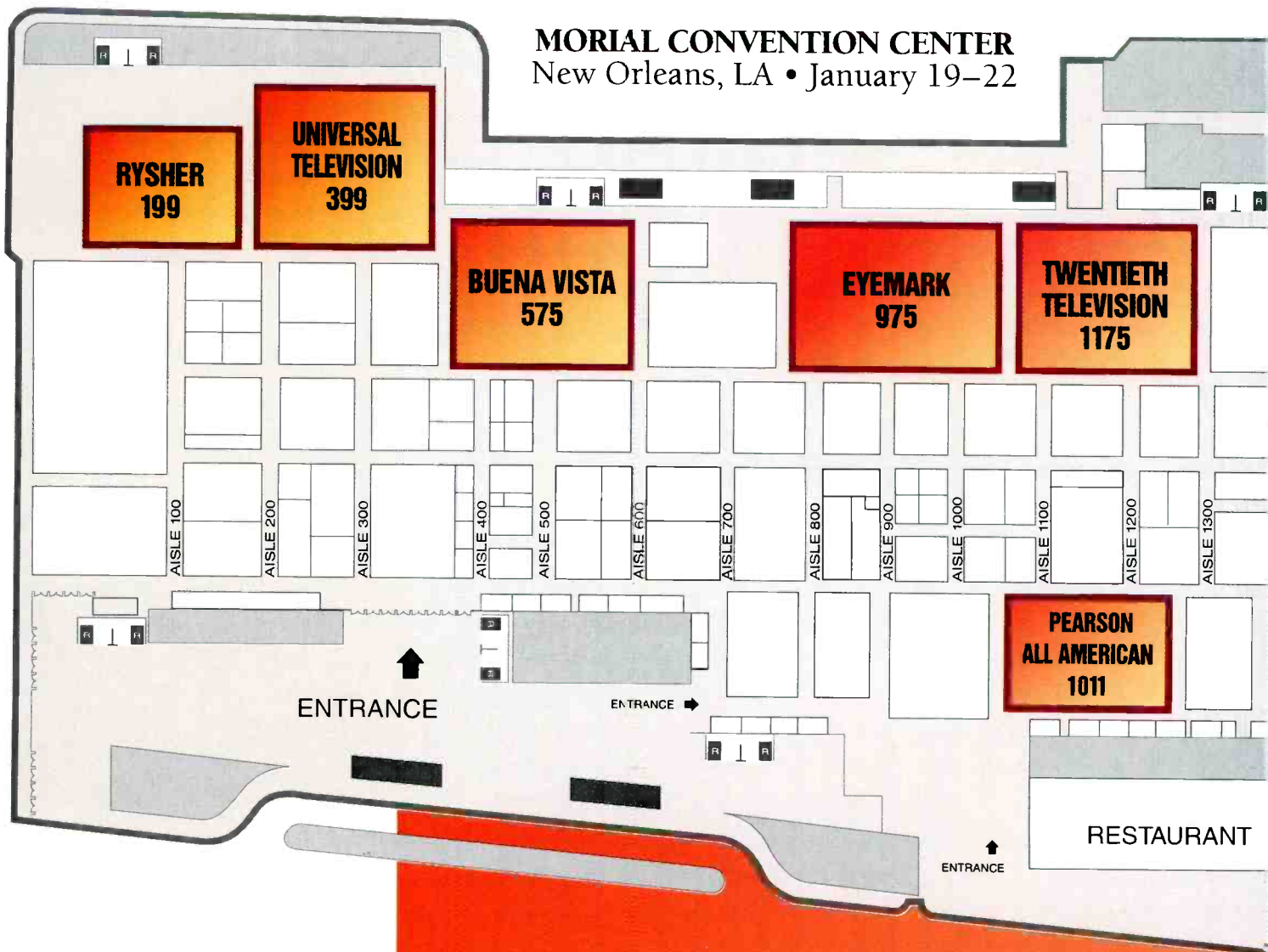
SHOWS.



FOR ADVERTISER SALES CONTACT
NEW YORK 212.556.2520
OR CHICAGO 312.494.2975

NATPE International 1998

MORIAL CONVENTION CENTER
New Orleans, LA • January 19-22




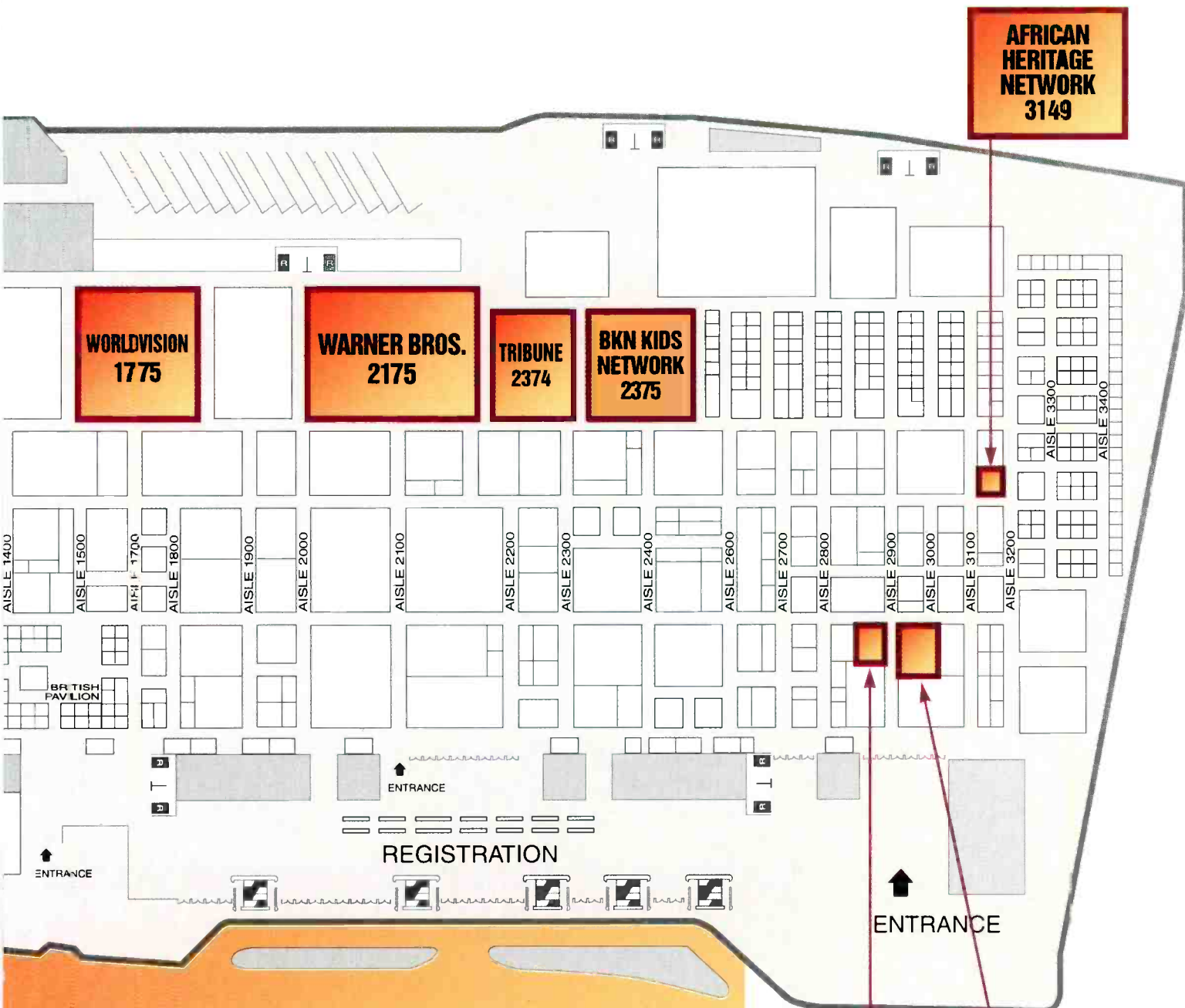
ADVERTISER SYNDICATED
TELEVISION ASSOCIATION

1756 Broadway
New York, NY 10019
(212) 245-0840

ASTA Members at NATPE

- 3149** African Heritage Network
- 2375** BKN Kids Network
- 575** Buena Vista Television Advertising Sales
- 975** Eyemark Media Sales
- 2921** Luna Television Network
- 2920** Onyx Media Group
- 1011** Pearson All American

 = Restrooms



**AFRICAN
HERITAGE
NETWORK
3149**

**WORLDVISION
1775**

**WARNER BROS.
2175**

**TRIBUNE
2374**

**BKN KIDS
NETWORK
2375**

**ONYX
2920**

**LUNA
2921**

AISLE 1400
 AISLE 1500
 AISLE 1700
 AISLE 1800
 AISLE 1900
 AISLE 2000
 AISLE 2100
 AISLE 2200
 AISLE 2300
 AISLE 2400
 AISLE 2600
 AISLE 2700
 AISLE 2800
 AISLE 2900
 AISLE 3000
 AISLE 3100
 AISLE 3200
 AISLE 3300
 AISLE 3400

BRITISH
PAVILION

ENTRANCE
 REGISTRATION
 ENTRANCE
 ENTRANCE

199 Rysher Entertainment
2374 Tribune Entertainment Company
1175 Twentieth Television
399 Universal TV Advertiser Sales, Inc.
2175 Warner Bros. Domestic TV Distribution
1775 Worldvision



BOOTH #

975

CONTACT:

Dan Cosgrove
Pat Brown (Chi.)
Scott Collins
Cathy SzulcLiz Koman
Norma Taylor
Stuart Zimmerman

TEL:

N.Y.:
(212) 975-4400
CHI.:
(312) 245-4820

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
Gayle King Show	Eyemark	M-F	30:	Gayle King hosts upbeat talk show.
Pensacola: Wings of Gold	Eyemark	W	60:	James Brolin leads an elite fighting task force.
PSI Factor	Eyemark	W	60:	O.S.I.R. investigates the unusual; hosted by Dan Aykroyd.
George Michael Sports Machine	Eyemark	W	30:	#1 weekly sports update.
Mike Hammer	MG Perin	W	60:	America's foremost private eye.
Bob Vila's Home Again	Eyemark	W	30:	America's favorite Mr. Fix-It-Up.
Better Homes & Gardens	Station Store	W	30:	A great magazine becomes a great TV show.
Children				
Popular Mechanics for Kids	Hearst	W	30:	Kids get a first-hand look at the process behind building and operating various machines.
Pocket Monsters*	Summit	M-F	30:	Based on hit Japanese interactive computer game.
War Planets*	Summit	W	30:	Cutting edge action adventure animation.
Donkey Kong Country*	Summit	W	30:	Based on successful Nintendo game.
Voltron	Summit	W	30:	Perennial favorite action hero.
Cyborg*	Summit	W	30:	Animated 21st Century adventure.
Secrets of the Animal Kingdom*	Hearst	W	30:	Weekly series set at Disney Park.
Specials				
Marquee Movies	Hearst	OTO	120:	Recent box office hits.
Kinnevik Movies	Kinnevik	OTO	120:	Top off-pay cable movies.
Hallmark Entertainment	Hearst	OTO	120:	Hallmark classic features.



BOOTH #

399

CONTACT:

Elizabeth Herbst
Tim MillerCindy Donnelly
Jeanette Skalla (Chi.)

TEL:

N.Y.:
(212) 373-7770
CHI.:
(312) 527-3294

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
Hercules	Universal TV	W	60:	KEVIN SORBO returns as 'Hercules' for an action-packed 5th season. Half Man, Half God. All Hero. Hercules uses his wits, courage and super-human strength to defend the poor, virtuous and downtrodden.
Xena	Universal TV	W	60:	Once a provocative and militant villainess bent on destruction, Xena is now a heroine on a mission committed to fighting for the rights of mankind. LUCY LAWLESS returns as the brave and beautiful Xena for an exciting 4th season.
Team Knight Rider	Universal TV	W	60:	An eclectic team of highly trained and distinctive crime fighters combined with vehicles that challenge the imagination with their own unique personalities.
Sally Jessy Raphael	Universal TV	M-F	60:	Daytime talk. '98/99 will be Sally's 15th season.
Jerry Springer	Universal TV	M-F	60:	Daytime talk. '98/99 will be Jerry's 8th season.
Maury	Universal TV	M-F	60:	Daytime talk. '98/99 will be Maury's 8th season.

*New Show

TALK



SALLY

- 15 years of solid performance.
- Last season's #1 growing issue-oriented talk show.
- 13% growth vs. last November. Best November sweep performance since '93.

Source: NSS, 9/15-12/14/97 vs. 9/9-12/15/96 (HH GAA%)



JERRY

- Up an incredible 73% over last year.
- #1 growing talk show beating *Rosie* and finishing second to *Oprah* in November.
- Six consecutive weeks of all-time NTL highs.

Source: NSS, 9/15-12/14/97 vs. 9/9-12/15/96 (HH GAA%)
Source: NSS, Ratings Weeks 10/27-11/30/97
Source: NSS, Ratings Weeks 10/20-11/30/97



MAURY

- Already sold in almost 90% of the country.
- Seven seasons of rock-solid numbers.
- Coming Fall '98.

ACTION



HERCULES & XENA

- Second consecutive season as the #1 and #2 first-run hours in syndication.
- Top performers across all demographics.
- Top 10 rank among all syndicated series.

Source: NSS, 9/1/97-12/14/97 (HH GAA%)



TEAM KNIGHT RIDER

- Builds on the great *Knight Rider* franchise.
- Strong male appeal; 18-34.
- Cleared in 93% of the country.

For Advertiser Sales Call: 212.373.7770

NOW MORE THEN EVER, TALK & ACTION ARE UNIVERSAL.





BOOTH #

199

CONTACT:

Marc Solomon
Cynthia Collins
Corey SilvermanDina Kalish
Keith Luttkus
Marilyn Kessel

TEL:

N.Y.:
(212) 750-9190
CHI.:
(312) 240-7950

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
Entertainment Tonight	Paramount	M-F	30:	This television franchise is the number one and only pure source of entertainment news.
Judge Mills Lane*	Rysher	M-F	30:	A compelling court show ruled by Judge Mills Lane, America's best known prize fight referee.
Highlander... The Series	Rysher	W	60:	Time traveling hero battles sinister forces for the "prize" of ultimate knowledge.
FX... The Series	Rysher	W	60:	Exciting action hour combining movie magic in the real world with ultimate crime fighting team.
Soldier of Fortune, Inc.	Rysher	W	60:	An elite group of ex-military personnel who "right wrongful acts" that the government cannot.
Comedy Showcase	Rysher	W	60:	Hosted by Louie Anderson, featuring the best known comedians with the best in stand-up comedy.
Save Our Streets	Kelly	W	30:	Reality program about people taking back their street.
Better Living With Carrie Wiatt*	Kelly	W	30:	Simple ideas and tips for better living in a complicated world, hosted by Carrie Wiatt.
Rebecca's Garden	Kelly	W	30:	A fast-paced half hour full of easy to understand information and tips about gardening, hosted by Rebecca Kolls.

BOOTH #

2374

CONTACT:

Jon Barovick
Tim Davis
Kim RippsWanda Meyers
Mike Guariglia
Dick Bailey (Chi.)

TEL:

N.Y.:
(212) 210-1000
CHI.:
(312) 222-4412

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
Gene Roddenberry's Earth: Final Conflict	Tribune	W	60:	Syndication's highest rated new first-run action hour returns for a second year. #1 with all major demos among new hours.
Nightman	Tribune	W	60:	Syndication's 2nd highest rated new first-run action hour returns for a second year. #2 with all major demos among new hours.
The Adventures of Sinbad	Pearson All American	W	60:	The legendary hero and his intrepid crew are back for another season of fantasy adventure.
Malibu, CA*	Tribune	W	30:	Peter Engel, television's foremost producer of young adult sitcoms, introduces his next hit, a "Baywatch-meets-Saved by the Bell" sitcom targeting viewers 12-34.
Specials				
Live from the Academy Awards	Tribune	OTO	60:	LA's top entertainment reporter Sam Rubin interviews the Oscar nominees and stars outside the Shrine Auditorium.
Hollywood Christmas Parade	Tribune	OTO	120:	A perennial family favorite, this spectacular star studded caravan features beautiful floats, marching bands and cartoon characters.

*New Show

GET ON TARGET

with **African Heritage Network**. Zeroing in on the African American market is a sure shot with **African Heritage Network**. From the classic favorites of *African Heritage Movies*, hosted by Ossie Davis and Ruby Dee, to the informative documentary *African Portraits* AHN delivers a bulls-eye every time.



TM

NEWYORK UNDERCOVER

TM



TM

(continued from page 3)

NIELSEN INTRODUCES NEW SHARE OF VIEWING REPORT

For other dayparts, syndication's share was as follows:

	SHARE OF	
	Total Viewing	National Broadcast
Daytime (M-F 9am-4pm)	17%	37%
Early Prime (M-F 4-8pm)	32%	80%
Late Fringe (M-S 11pm-1am)	12%	45%
Weekend Pre-Prime (S/S 4-8pm)	11%	29%

Data from prior quarters indicates that viewing to syndication is subject to less seasonal falloff than network in Third Quarter; syndication's share of national broadcast rose to 36% in July, vs. 32% in each of the two prior periods.

The unique importance of the Share of Viewing Report is that Nielsen is providing, for the first time, viewing based on programming rather than distribution sources—something that will be increasingly necessary as digital technology allows several programs to be transmitted over one frequency. Traditional Nielsen reports, such as the Total Viewing Sources Report, provides viewing shares to “affiliates,” “independents” and cable, which is both unhelpful to national advertisers (they buy programming, not stations) and becoming outmoded as new program services become available (UPN and WB affiliates are still “Indies”; Fox stations are not.)

“We are very pleased that Nielsen is publishing this report,” says Tim Duncan, ASTA's Executive Director. “It will help everyone who follows the television industry to better understand how viewing patterns are changing, and it will certainly help advertisers to make their media allocations.”

(continued from page 1)

NEW SHOWS: DAYTIME, LATE FRINGE LOOK HOT

KIDS: LIVELY AS ALWAYS

Syndication has always led the way with original programming for kids on weekdays as well as weekends.

Next year will see a number of new daily animated series, including *Sonic Underground*, *Jumanji*, and *Pocket Dragon*



Jumanji (BKN Kids Network)

Adventures (all from BKN; *Pocket Dragons* will also be part of the weekly BKN Kids Toons block). Buena Vista is bringing out the animated *Hercules*, based on its successful movie. Eyemark has the daily series, *Pocket Monsters*, as well as several weekly shows including *War Planets*, *Donkey Kong Country*, *Cyborg*, and the live-action *Secrets of the Animal Kingdom*. Warner also has some prime time movie specials for kids, the *WB Prime Kids Movies*.

SPECIAL AUDIENCES

Syndication also excels in reaching audiences with special interests, from home improvement (Bob Vila, Rebecca's Garden) to movies (Siskel & Ebert).



Judge Joe Brown (Worldvision)

Next year, ethnic audiences—and general audiences as well—will tune to the *Tuskegee Airmen Special* (Onyx) and the “Our Heritage” specials from African Heritage. Lifestyle enthusiasts will enjoy *Better Living* with Carrie Wiatt.

In short, Syndication is once again coming up with some new, exciting, and occasionally unconventional offerings for TV viewers in just about every daypart. Expect another lively season.



Tribune's new hour drama



CHECK OUT THE NEW ASTA WEBSITE

ASTA's new website is up on the 'Net! It's got program listings, traffic information, industry stats and more. Check it out at

www.astatv.com



EXPERIENCE

COMMITMENT

QUALITY



NIELSEN

MEDIA

RESEARCH



ADVERTISER SYNDICATED TELEVISION ASSOCIATION.....



WARNER BROS. DOMESTIC TELEVISION DISTRIBUTION

BOOTH #	CONTACT:	TEL:
2175	Julie Kantrowitz Clifford Brown Jeffery Wosleger Jean Medd	Paul Montoya Roseann Cacciola Christine Merrifield N.Y.: (212) 636-5310 CHI.: (312) 440-1100

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
Jenny Jones	Warner	M-F	60:	Jenny's comedic appeal and genuine concern for her guests continues to keep this entertaining topic-driven show at the top.
People's Court	Warner	M-F	60:	Former NYC Mayor Ed Koch presides over the People's Court, drawing real cases from small claims court. The verdict is in, and his honor is a success.
The Rosie O'Donnell Show	Warner	M-F	60:	Rosie O'Donnell has won the hearts of loyal fans as the host of her extremely popular variety show. The Rosie O'Donnell Show features "A-list" celebrity guests, hip music and lots of laughs.
Living Single	Warner	M-F	30:	Starring Queen Latifah. Six upwardly mobile friends try to make sense of life, careers, and love with hilarious consequences.
Martin	Warner	M-F	30:	Starring comedian Martin Lawrence. His antics with his buddies and sassy girlfriend Gina mean nonstop laughter.
Friends*	Warner	M-F	30:	This must-see, star-studded, and hilarious series about a group of twenty-something friends launches into syndication this Fall.
Extra	Warner	M-F W	30: 60:	In a fast-paced, upbeat style, EXTRA brings you the world of entertainment and pop culture.
Mortal Kombat Krusades*	Warner	W	60:	The battle of good and evil begins with Mortal Kombat Krusades. The weekly series is based on the powerful Mortal Kombat franchise, where sci-fantasy meets martial arts.
Police Academy The Series	Warner	W	60:	Based on the theatrical movies of the same name, this action comedy follows the zany antics of those lovable cadets.
Warner Bros. Primetime Movies	Warner	Monthly	120:	The best box office hits with the hottest stars from Warner Bros., New Line, and Turner.
Warner Bros. Prime Kid Movies*	Warner	OTO/4 th Q OTO/3 rd Q	120:	Our Warner Bros. Kids feature films will warm audiences' hearts and sparkle kids' imagination.
Late Night Block:				
Love Connection*	Warner	M-F	30:	The Late Night Block opens with the perennial favorite Love Connection. Hosted by Pat Bullard, the new Love Connection will have a new look, but the same proven format.
Change of Heart*	Warner	M-F	30:	Change of Heart, new to syndication in '98 completes our Late Night Block. Challenges couples to ask, "Is this the person for me?" Take the challenge and see who has a <i>Change of Heart</i> .



PEARSON ALL AMERICAN

BOOTH #	CONTACT:	TEL:
1011	Mike Weiden Marc Goodman Phil Peters (Chi.)	Joe Giordano Fred Norris N.Y.: (212) 541-2800 CHI.: (312) 444-2043

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
Baywatch	PAA	W	60:	The most popular show on earth enters its 8th season. Starring David Hasselhoff.
Ghost Stories	PAA	W	60:	Spine tingling anthology series. Full of heart pounding, edge of your seat suspense.
Kickboxer and the Kid*	PAA	W	60:	Martial arts professional and his youthful companion are for hire to fight for people in danger who have nowhere else to turn.

*New Show

(continued on next page)

**Pearson All American** (continued from previous page)

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Air America*	PAA	W	60:	International superstar, Lorenzo Lamas, is a former CIA chief who now runs Air America, a commercial enterprise which flies everything from passengers and cargo to helicopters on covert missions.
Match Game*	PAA	Daily	30:	New episodes of this classic Mark Goodson game show.
All American Feature Theatre	PAA	Monthly	120:	Provides a solid mix of action, comedy, and drama for all audiences.
Live Premiere Theatre	PAA	Monthly	120:	12 action-oriented titles with a star-studded array of talent.

Specials

Gymnastics and Figure Skating	Jefferson Pilot	Quarterly	120:	The top names in figure skating and gymnastics highlight these exciting sports events.
-------------------------------	-----------------	-----------	------	--

Children

Field Trip	Western	W	30:	FCC-friendly show, in which kids go on exciting and educational 'Field Trips' to various locations.
------------	---------	---	-----	---



BOOTH #	CONTACT:	TEL:
1775	Gary Montanus Doreen Muldoon Kever David Larson Pat Rastall (Chi.)	Bob Chenoff Anthony Madden Danielle S. Granelli
		N.Y.: (212) 261-2700 CHI.: (312) 527-0461

PROGRAM	DIST.	FREQ.	LENGTH	DESCRIPTION
Adult & General Audiences				
Judge Joe Brown*	Worldvision	M-F	30:	A new court show which goes one step further, offering solutions to real problems.
Judge Judy	Worldvision	M-F	30:	The #1 court strip show where real people bring real cases before the bench of Judge Judith Sheindlin.
Pictionary	Worldvision	M-F	30:	Alan Thicke hosts one of America's favorite party games, where two teams of celebrities compete in a hilarious game of charades with a pen.
America's Dumbest Criminals	Worldvision	W	30:	Weekly comic series about true criminals and their mishap crimes.
Due South	Polygram	W	60:	A fast-paced adventure comedy with a mix of invigorating action and irreverent humor.
The Entertainers	CF Entertainment	W	60:	Profiles celebrities from areas of film, television, music, comedy and sports.
Worldvision III	Worldvision	Monthly	120:	Theatrical film package featuring 3 titles for the '98/99 Season.
Movie of the Month	Polygram	Monthly	120:	Monthly movie package featuring 12 titles for the '98/99 Season

*New Show

**LUNA Television Network****ASSOCIATE MEMBER**

LUNA Television Network will launch a 4-6 hour daily block of Spanish-language programming in 1998. LUNA also handles the Spanish advertising sales for programs such as *N.Y. Undercover* and *Tejano Country*.

Contact:

Herbert Ortiz Deborah Larkin

N.Y.: (212) 213-4100

**Highway Entertainment****INTERNATIONAL MEMBER**

Highway Entertainment, Canada's leading barter syndication company, offers syndicated programming for all dayparts. Highway's roster includes *The Rosie O'Donnell Show*, the new *People's Court*, *Extra*, *Jenny Jones* and *Babylon-5*.

Contact:

Brian Ross Jim Reid Doug Newell

TORONTO: (416) 964-8788



**Great Television.
It's what we do.**

**7th Heaven
Judge Judy
Beverly Hills 90210
Moesha
Pictionary
Judge Joe Brown
America's Dumbest Criminals
Due South**



**WORLDVISION
ENTERPRISES, INC.**

**A SUBSIDIARY OF
SPELLING ENTERTAINMENT
GROUP INC.**

SACRAMENTO-STOCKTON-MODESTO

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KXTV (ABC)	MARTHA STEWART 3/9 52.82	GAYLE KING 2/7 18.94	THE VIEW 2/9		PEOPLE'S COURT 2/6 66.34	
KOVR (CBS)	REGIS & KATHIE LEE 3/13 43.22		PRICE IS RIGHT 4/14	PRICE IS RIGHT 4/16	YOUNG & RESTLESS 4/15	
KCRA (NBC)	JENNY JONES 4/14 110.33		SUNSET BEACH 2/9		LEEZA 3/14	
KTXL (Fox)	GERALDO 1/3 19.04		PICTIONARY 1/3 6.76	BOY MEETS WORLD 1/4 7.04	I LOVE LUCY 1/4	LEAVE IT TO BEAVER 1/5
KPWB (Fox)	JUDGE JUDY 3,10 14.86	JUDGE JUDY 3/11	HOME TEAM 1/6 14.16		MASH 2/9	NEWS 2/7
KQCA (UPN)	HAPPY DAYS AGAIN •	FAMILY TIES 1/2	BOSOM BUDDIES 1/2	GOMER PYLE 1/2	MR. COOPER 1/3 4.59	WKRP IN CINCINNATI 1/2

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
KXTV (ABC)	ALL MY CHILDREN 4/11		OPRAH 7/17 140.98			ABC NEWS 7/12
KOVR (CBS)	RICKI LAKE 4,12 54.38		MAURY POVICH 5/12 56.19		NEWS 6/12	CBS NEWS 5/8
KCRA (NBC)	MONTEL WILLIAMS 5,17 43.26	DAYS OF OUR LIVES 8/21		NEWS 11/25	NEWS 16/32	NBC NEWS 17/31
KTXL (Fox)	SPIDERMAN 3/8	BETLEBORGS 1/3	POWER TURBO 2/4	GOOSEBUMPS 2/4	STAR TREK TNG 4/7	
KPWB (Fox)	PINKY & BRAIN 2/5	BATMAN 3/7	FULL HOUSE 2/6	FAMILY MATTERS 2/5	STEP BY STEP 3/6 2.86	FRESH PRINCE 4/7
KQCA (UPN)	LITTLE HOUSE 1/2		FUNNIEST VIDEOS 1/2	FUNNIEST VIDEOS 1/2	SIMPSONS 2/3 40.70	GRACE UNDER FIRE 2/4 14.05

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KXTV (ABC)	NEWS 6/10	AMERICAN JOURNAL 6/10 44.48	JEOPARDY 11/19 76.85	WHEEL OF FORTUNE 11/17 82.91	NEWS (11PM) 8/21	4PM SUNDAY KXTV ANIMAL RESCUE 2/4 0.74 KOVR GHOST STORIES 2/4 7.39 KCRA OUTER LIMITS 7/13 24.49 KTXL VARIED KPWB MOVIE 4/7 KQCA MOVIE 3/6
KOVR (CBS)	NEWS 5/9	ENTAINMENT TONIGHT 6/11 58.37	PRIME TIME	PRIME TIME	NEWS (10PM) 5/9	
KCRA (NBC)	NEWS 15/26	NEWS 13/22	EXTRA 9/13 94.34	REAL TV 9/14 77.05	NEWS (11PM) 11/29	
KTXL (Fox)	HOME IMPROVEMENT 6/10 123.57	MAD ABOUT YOU 5/9 87.29	HOME IMPROVEMENT 8/13	SEINFELD 9/14 146.97	NEWS (10PM) 4/8	5PM SUNDAY KXTV NEWS 4/7 KOVR NEWS 2/4 KCRA NEWS 13/23 KTXL EARTH:FC 6/10 KPWB XENA 3/5 40.89 KQCA ----
KPWB (Fox)	FRESH PRINCE 3/6	MASH 3/6	NEWS 2/3	INSIDE EDITION 2/3 28.21	NEWS (10PM) 2/3	
KQCA (UPN)	ROSIE O'DONNELL 4/7 66.94		FRASIER 4/7 22.23	SIMPSONS 4/6	NEWS (10PM) 3/5	

ST. LOUIS

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KDNL (ABC)	PEOPLE'S COURT 2/8 17.54		THE VIEW 2/9		COACH 1/4	PORT CHARLES 1/4
KMOV (CBS)	REGIS & KATHIE LEE 4/16 44.90		MONTEL WILLIAMS 6/23 45.15		PRICE IS RIGHT 6/21	PRICE IS RIGHT 6/22
KSDK (NBC)	MARTHA STEWART 5/20 59.24	GYLE KING 4/14 20.57	SUNSET BEACH 2/8		SALLY JESSY 4/14 26.23	
KTVI (Fox)	GERALDO 3/11 25.04		HOME TEAM 2/7 24.83		JUDGE JUDY 3/11 17.92	
KPLR (WB)	DR. QUINN 3/13 63.95		HEAT OF NIGHT 4/15		MATLOCK 4/14	



Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
KDNL (ABC)	RICKI LAKE 3/7 48.12		FRESH PRINCE 3/6	HOME IMPROV. 4/8 75.20	NEWS 3/5	ABC NEWS 3/5
KMOV (CBS)	INSIDE EDITION 6/19 27.39	HARD COPY 7/13 35.48	YOUNG & RESTLESS 9/20		NEWS 12/22	CBS NEWS 11/20
KSDK (NBC)	SHOW ME-LOUIS 7/22	JEOPARDY! 11/29 32.21	OPRAH 12/28 123.18		NEWS 17/33	NBC NEWS 18/32
KTVI (Fox)	PICTIONARY 3/11 19.72	GRACE UNDER FIRE 4/10 38.04	ROSIE O'DONNELL 6/14 104.02		NEWS 6/11	
KPLR (WB)	BUGS & DAFFY 2/6	ANIMANIACS 3/8	PINKY & BRAIN 4/9	BATMAN 3/7	BOY MEETS WORLD 5/10 38.77	FULL HOUSE 6/11

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KDNL (ABC)	HOME IMPROVEMENT 7/11	SIMPSONS 7/11 9.23	PRIME TIME	PRIME TIME	NEWS (10PM) 5/7	3PM SATURDAY KDNL ---- KMOV ---- KSDK SPORTS 5/11 KTVI RL. HWY. PATROL 3/9 14.03 KPLR HERCULES 5/13 67.03
KMOV (CBS)	NEWS 12/21	ENTAINMENT TONIGHT 13/22 78.97			NEWS (10PM) 15/23	
KSDK (NBC)	NEWS 18/31	WHEEL OF FORTUNE 18/29 157.62			NEWS (10PM) 18/28	
KTVI (Fox)	FOX NEWS 5/9	EXTRA 5/8 69.54			NEWS (9PM) 6/8	4PM SATURDAY KDNL ---- KMOV ---- KSEK ---- KTVI POLICE ACADEMY 3/6 11.33 KPLR XENA 5/10 65.08
KPLR (WB)	MR. COOPER 5/9 94.32	LIVING SINGLE 5/9 86.31			NEWS (9PM) 4/7	



PRICE IS RIGHT: PAUL AMOUNT PICTURES. WHEEL OF FORTUNE: KINGWORLD

ORLANDO

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WFTV (ABC)	GERALDO 5/20 39.68		JENNY JONES 4/15 61.14		PEOPLE'S COURT 3/13 40.78	
WCPX (CBS)	MARTHA STEWART 3/12 51.93	GAYLE KING 3/11 18.34	GUIDING LIGHT 3/12		PRICE IS RIGHT 5/19	PRICE IS RIGHT 6/21
WESH (NBC)	REGIS & KATHIE LEE 6/22 54.13		MAURY POVICH 5/21 30.94		SALLY JESSY 5/18 25.28	
WOFL (Fox)	IRONSIDE 1/6		HUNTER 2/7		HAWAII 5-0 1/5	
WKCF (WB)	JERRY SPRINGER 2/8 15.83		BEV HILLS 90210 1/5 5.47		HOME TEAM 1/3 15.41	
WRBW (UPN)	BANANAS/PAJAMAS • 0.53				GUNSMOKE •	



Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WFTV (ABC)	GENERAL HOSPITAL 5/14		OPRAH 10/24 129.00		NEWS 15/30	NEWS 15/29
WCPX (CBS)	MONTEL WILLIAMS 6/17 79.54		ROSIE O'DONNELL 7/18 94.99		NEWS 8/16	NEWS 7/14
WESH (NBC)	DAYS OF OUR LIVES 5/14		NEWS 3/7	NEWS 3/7	NEWS 5/10	
WOFL (Fox)	SPIDERMAN 2/6	BEEBLEBORGS 2/5	POWER TURBO 2/5	GOOSEBUMFS 2/5	BOY MEETS WORLD 2/5 31.52	SIMPSONS 4/8 37.76
WKCF (WB)	ANIMANIACS 2/5	PINKY & BRAIN 2/5	BATMAN 2/6	LIVING SINGLE 2/9 18.60	RICKI LAKE 3/5 94.42	
WRBW (UPN)	BMW EXTREME •		BREAKER HIGH •	SWEET VALLEY • 0.13	PICTIONARY 1/1 5.26	GOMER PYLE 1/1

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WFTV (ABC)	NEWS 16/28	ABC NEWS 15/25	JEOPARDY 17/26 83.71	WHEEL OF FORTUNE 14/22 91.74	NEWS (11 PM) 11/23	12AM SATURDAY KFTV HIGHLANDER 3/8 14.87 KCPX STAR TREK 2/7 WESH ----- WOFL GHOST STORIES 3/9 8.32 WKCF PENSACOLA GOLD 2/5 50.11 WRBW WWF SHOTGUN 1/3 3.57
WCPX (CBS)	NEWS 3/14	CBS NEWS 8/13	HARD COPY 7/11 57.62	FRASIER 9/13 40.18	NEWS (11 PM) 8/17	12AM SUNDAY KFTV FX 2/9 14.57 KCPX STAR TREK 3/11 WESH SPORTS BAR 2/8 1.86 WOFL NYPD BLUE 3/12 27.18 WKCF VIPER 1/5 44.03 WRBW PETER POPOFF •
WESH (NBC)	NEWS 3/14	NBC NEWS 9/15	ENTAINMENT TONIGHT 9/14 108.38	REAL TV 9/14 98.85	NEWS (11 PM) 9/19	
WOFL (Fox)	ROSEANNE 6/10 27.49	GRACE UNDER FIRE 6/9 49.68	HOME IMPROVEMENT 9/14 77.79	HOME IMPROVEMENT 8/13	ROSEANNE 3/7	
WKCF (WB)	FRESH PRINCE 3/5	COSBY SHOW 4/6	MAD ABOUT YOU 4/6 69.35	SEINFELD 5/9 93.44	NEWS (10 PM) 5/8	
WRBW (UPN)	JUDGE JUDY 2/4 51.80	JUDGE JUDY 3/5	INSIDE EDITION 2/2 26.76	AMER. JOURNAL 1/2 24.19	NEWS (10 PM) 2/2	

BALTIMORE


Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WMAR (ABC)	PEOPLE'S COURT 5/19 39.63		SALLY JESSY 5/21 28.25		NEWS 4/16	PORT CHARLES 2/7
WJZ (CBS)	MARTHA STEWART 4/14 48.71	GAYLE KING 3/11 18.16	GERALDO 4/16 39.66		PRICE IS RIGHT 6/23	PRICE IS RIGHT 7/29
WBAL (NBC)	REGIS & KATHIE LEE 6/23 42.63		LEEZA 3/14		SUNSET BEACH 2/10	
WBFF (Fox)	BLOSSOM 1/6 4.84	ANDY GRIFFITH 1/5	700 CLUB 1/5		LIFE IN WORD 1/4	K. COPLAND DAILY 1/3
WNUV (WB)	BKN COMEDY HOUR 1/4	BENNY HILL 1/2	HOME TEAM 1/3 16.96		ARTHEL & FRED 1/3 33.42	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WMAR (ABC)	ROSIE O'DONNELL 4/12 97.19		MONTEL WILLIAMS 4/11 128.20		NEWS 5/11	
WJZ (CBS)	GUIDING LIGHT 6/18		REAL TV 5/14 24.91	HARD COPY 6/15 22.64	NEWS 9/19	
WBAL (NBC)	JERRY SPRINGER 9/27 57.07		OPRAN 11/28 125.60		NEWS 10/22	
WBFF (Fox)	SPIDERMAN 2/6	BEETLEBORGS 2/5	POWER TURBO 2/6	GOOSEBUMPS 2/5	RICKI LAKE 3/7 158.13	
WNUV (WB)	BREAKER HIGH 2/5	SWEET VALLEY 2/6	JENNY JONES 4/9 126.36		FRESH PRINCE 4/10	

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WMAR (ABC)	NEWS 6/11	ABC NEWS 7/12	JEOPARDY! 10/16 82.91	WHEEL OF FORTUNE 11/17 87.92	NEWS 6/12	8PM FRIDAY WMAR SABRINA 8/14
WJZ (CBS)	NEWS 11/19		CBS NEWS 10/18	ENTAINMENT TONIGHT 10/17 99.30	NEWS 11/21	WJZ VARIED
WBAL (NBC)	NEWS 11/21	NBC NEWS 12/21	INSIDE EDITION 9/16 61.88	AMERICAN JOURNAL 7/12 60.18	NEWS (11PM) 12/23	WRAL PLAYERS 7/11
WBFF (Fox)	HOME IMPROVEMENT 4/7 56.75	MAD ABOUT YOU 5/9 83.67	FRASIER 6/9 75.83	SEINFELD 8/12 133.19	NEWS (10PM) 6/10	WBFF VISITOR 5/8
WNUV (WB)	SIMPSONS 8/14	NEWS 4/8	LIVING SINGLE 6/10 39.86	MARTIN 6/9 1.97	VIBE 4/9 146.87	WNUV HERCULES 4/6 72.16
						9PM FRIDAY WMAR YOU WISH 6/10 WJZ GREG HILL 10/15 WRAL DATELINE 14/20 WBFF MILLENIUM 5/8 WNUV XENA 4/6 70.80

PORTLAND


Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KATU (ABC)	AW NORTHWEST 4/15		THE VIEW 3/13		PEOPLE'S COURT 3/13 21.73	
KOIN (CBS)	MARTHA STEWART 3/12 47.10	GAYLE KING 2/6 17.44	PRICE IS RIGHT 5/19	PRICE IS RIGHT 6/24	YOUNG & RESTLESS 5/20	
KGW (NBC)	REGIS & KATHIE LEE 5/17 52.24		LEEZA 2/9		JUDGE JUDY 4/17 14.61	DICTIONARY 2/10 9.47
KPDX (Fox)	DR. QUINN 1/5 36.44		HEAT OF NIGHT 1/4		GERALDO 1/4	
KPTV (UPN)	RICKI LAKE 2/7 20.30		MONTEL WILLIAMS 2/8 18.66		ARTHEL & FRED 1/5 16.21	
KWPB (WB)	VARIED •	VARIED •	NEWLY/DATING HOUR • 0.73		HAWAII 5-0 1/2	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
KATU (ABC)	ALL MY CHILDREN 5/16		ROSIE O'DONNELL 8/20 77.14		NEWS 12/23	
KOIN (CBS)	SALLY JESSY 5/15 18.26		MAURY POVICH 6/15 32.86		NEWS 8/15	CBS NEWS 8/15
KGW (NBC)	DAYS OF OUR LIVES 5/15		OPRAH 7/17 100.72		NEWS 9/19	NBC NEWS 9/17
KPDX (Fox)	SPIDERMAN 2/6	BEETLEBOGS 1/4	POWER TURBO 2/5	GOOSEBUMPS 2/4	FRESH PRINCE 3/6	SIMPSONS 6/10 39.54
KPTV (UPN)	TOON TOWN 2/6 17.41	WACKY TEX AVERY 1/4 0.61	BREAKER HIGH 2/5	SWEET VALLEY 2/5	STEP BY STEP 4/8 2.10	BOY MEETS WORLD 5/8 21.81
KWPB (WB)	BUGS & DAFFY 1/2	ANIMANIACS 1/2	PINKY & BRAIN 1/3	BATMAN 1/2	X-MEN 1/2	RESCUE 911 1/1

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KATU (ABC)	ABC NEWS 12/22	NEWS 11/20	JEOPARDY! 13/23 54.06	WHEEL OF FORTUNE 14/25 55.06	NEWS (11PM) 8/21	4PM SATURDAY KATU DUE SOUTH 4/10 15.71 KOIN ENT TONIGHT 3/8 12.97 KGW PEER PRESSURE 2/4 KPDX MOVIE 8/11 KPTV HONEY, I 3/8 22.61 KWPB HIGHLANDER •
KOIN (CBS)	NEWS 8/14		ENTAINMENT TONIGHT 5/9 61.25	REAL TV 6/11 52.44	NEWS (11PM) 6/16	5PM SATURDAY KATU NEWS 8/16 KOIN NEWS 7/14 KGW NEWS 7/15 KPDX - - - - KPTV TEAM KNIGHT 3/6 13.37 KWPB TARZAN 1/1
KGW (NBC)	NEWS 8/15	NEWS 7/12	EXTRA 5/9 41.89	AMER. JOURNAL 6/10 38.36	NEWS (11PM) 9/21	
KPDX (Fox)	HOME IMPROVEMENT 7/13 92.68	SIMPSONS 8/14	HOME IMPROVEMENT 8/14	FRASIER 7/11 48.01	NEWS (10PM) 5/9	
KPTV (UPN)	GRACE UNDER FIRE 4/7 25.86	ROSEANNE 5/9 15.48	SEINFELD 8/14 87.64	MAD ABOUT YOU 7/11 79.96	NEWS (10PM) 6/11	
KWPB (WB)	LAPD 1/1	FUNNIEST VIDEOS 1/2	REAL HWY. PATROL 2/3	COPS 2/3 0.94	LIVING SINGLE 1/1	

INDIANAPOLIS


Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WRTV (ABC)	PICTIONARY 2/7 12.55	INSIDE EDITION 2/7 49.49	JUDGE JUDY 3/12 25.64	JUDGE JUDY 4/14	NEWS 3/11	PORT CHARLES 2/5
WIS-1 (CBS)	MAURY POVICH 3/21 27.70		MARTHA STEWART 4/14 43.11	GAYLE KING 3/11 17.86	PRICE IS RIGHT 5/18	PRICE IS RIGHT 6/21
WTHR (NBC)	REGIS & KATHIE LEE 5/18 55.42		ANOTHER WORLD 4/14		DAYS OF OUR LIVES 6/22	
WXIN (Fox)	CHEERS 2/6	CHEERS 2/7	DR. QUINN 2/9 25.79		MURPHY BROWN 1/5	COACH 1/4
WWDY (WB)	BRADY BUNCH 1/2	FAMILY TIES 1/2	COSBY SHOW 1/3	WHO'S THE BOSS 1/3	DESIGNING WOMEN 1/2	I LOVE LUCY 1/3
WTTV (UPN)	HOME TEAM 1/2 16.82		SALLY JESSY 3/10 16.75		JERRY SPRINGER 4/14 14.08	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WRTV (ABC)	GERALDO 3/8 46.24		OPRAH 8/21 116.11		NEWS 9/21	NEWS 9/18
WIS-1 (CBS)	GUIDING LIGHT 6/20		PEOPLE'S COURT 6/16 63.61		NEWS 9/20	
WTHR (NBC)	MONTEL WILLIAMS 5/15 30.62		ROSIE O'DONNELL 6/14 82.16		NEWS 6/14	NEWS 7/14
WXIN (Fox)	SPIERMEN 2/5	BETLEBORGS 1/4	POWER TURBO 2/5	GOOSEBUMPS 1/4	RICKI LAKE 2/5 85.87	
WWDY (WB)	BUGS & DUFFY 1/4	ANIMANIACS 1/4	PINKY & BRAIN 1/4	BATMAN 2/4	FAMILY MATTERS 2/5	STEP BY STEP 2/5 1.04
WTTV (UPN)	BREAKER HIGH 1/3	SWEET VALLEY 1/4	101 DALMATIANS 1/4 62.99	QUACK PACK 2/4 37.76	FULL HOUSE 3/6	FRESH PRINCE 4/8

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WQTV (ABC)	NEWS 8/16	ABC NEWS 7/13	INSIDE EDITION 6/10	AMERICAN JOURNAL 6/10 43.47	NEWS (11PM) 7/15	8PM FRIDAY WQTV VARIED
WIS-1 (CBS)	NEWS 10/20	CBS NEWS 11/20	WHEEL OF FORTUNE 15/26 68.62	JEOPARDY! 16/26 63.18	NEWS (11PM) 9/19	WIS-1 DR. QUINN 10,16 WTHR PRETENDER 8,13 WXIN COPS 6,10 WWDY WALKER 4/6 21 13 WTTV OUTER LIMITS 3/5 38 27
WTHR (NBC)	NEWS 8/15	NBC NEWS 8,14	REAL TV 7/12 50.47	ENTAINMENT TONIGHT 6/10 53.33	NEWS (11PM) 9/19	
WXIN (Fox)	GRACE UNDER FIRE 3/5 27.33	SIMPSONS 5,9 61.93	SIMPSONS 6/10	COPS 5,8 53.52	NEWS (10PM) 6/9	9PM FRIDAY WQTV --- --
WWDY (WB)	MARTIN 2/4 21.26	BOY MEETS WORLD 2,4 13.40	MR. COOPER 2/3 32.19	LIVING SINGLE 3,5 20.03	NEWS (10PM) 2/3	WIS-1 EARLY ED. 13,20 WTHR SLEEPWALK 7,9 WXIN AMW BACK 6,10 WWDY DUE SOUTH 3/4 12 13 WTTV POLTERGEIST 2/3 26 13
WTTV (UPN)	HOME IMPROVEMENT 6/12 46.90	MAD ABOUT YOU 5,10 53.83	SEINFELD 7/12 88.22	FRASIER 7,11 53.12	NEWS (10PM) 6/9	

SAN DIEGO

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KGTV (ABC)	PICTIONARY 1/3 13.50	INSIDE EDITION 1/4 74.29	THE VIEW 2/6		NEWS 2/9	
KFMB (CBS)	MARTHA STEWART 3/11 42.64	GAYLE KING 2/7 15.46	PRICE IS RIGHT 3/14	PRICE IS RIGHT 4/17	YOUNG & RESTLESS 5/18	
KNSD (NBC)	LEEZA 2/8		JENNY JONES 2/8 33.39		ANOTHER WORLD 1/4	
XETV (Fox)	STAR TREK TNG 1/3	HAPPY DAYS AGAIN •	I LOVE LUCY 1/3	ANDY GRIFFITH 1/3	FAMILY TIES 1/3	HAPPY DAYS AGAIN 1/2
KSWB (WB)	K. COPLAND DAILY •	BENNY HINN •	DR. QUINN 1/3 34.96		FUNNIEST VIDEOS 1/3	FUNNIEST VIDEOS 1/3
KUSI (IND)	REGIS & KATHIE LEE 4/15 68.03		MONTEL WILLIAMS 2/7 80.00		SALLY JESSY 3/11 27.23	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue	
KGTV (ABC)	JUDGE JUDY 3/12 43.80	JUDGE JUDY 4/12	OPRAH 6/16 200.78		NEWS 7/14		
KFMB (CBS)	LAPD 1/3 37.83	MASH 2/6	NEWS 4/11		NEWS 7/15		
KNSD (NBC)	REAL HWY PATROL 2/8 58.64	COPS 3/8 36.13	NEWS 4/11		NEWS 6/14	NBC NEWS 8/15	
XETV (Fox)	WACKY TEX AVERY 1/3 1.15	SPIDERMAN 2/5	BEETLEBORGS 2/4		POWER TURBO 2/4	GOOSEBUMPS 1/2	BKN COMEDY HOUR 1/3
KSWB (WB)	BUGS & DAFFY 1/4	ANIMANIACS 1/4	PINKY & BRAIN 1/4		BATMAN 1/3	FULL HOUSE 2/5	FULL HOUSE 3/5
KUSI (IND)	MAURY POVICH 3/11 37.56		MONTEL WILLIAMS 3/9			JERRY SPRINGER 6/12 24.74	

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND	
KGTV (ABC)	ABC NEWS 7/14	NEWS 7/12	INSIDE EDITION 5/8	AMERICAN JOURNAL 5/8 74.45	NEWS 6/15	6PM SATURDA*	
KFMB (CBS)	CBS NEWS 9/17	NEWS 9/15	ENTAINMENT TONIGHT 6/10 98.23	HARD COPY 6/10 97.97	NEWS 6/15	KGTV NEWS	3/6
KNSD (NBC)	NEWS 5/9	ACCESS HOLLYWOOD 4/7 60.53	WHEEL OF FORTUNE 9/16 83.60	JEDPAROY 10/17 111.54	NEWS 8/19	KFMB NEWS	9/17
XETV (Fox)	SIMPSONS 6/11 153.24	HOME IMPROVEMENT 5/10 131.47	SIMPSONS 6/10	HOME IMPROVEMENT 6/9	KEENEN WAYANS 1/4 119.51	KNSD NEWS	5/9
KSWB (WB)	STEP BY STEP 2/4	BOY MEETS WORLD 3/5 25.91	FRESH PRINCE 3/4	FRESH PRINCE 3/5	LIVING SINGLE 2/4 9.60	XETV TEAM NIGHT	2/5 27.84
KUSI (IND)	EXTRA 4/7 70.37	REAL TV 5/9 84.44	SEINFELD 9/15 142.02	FRASIER 8/12 67.50	NEWS (10PM) 5/8	KSWB NIGHT MAN	2/3 57.22
						KUSI PSI FACTOR	2/4 24.62
						7PM SATURDAY	
						KGTV WALKER	2/4 31.48
						KFMB PENSACOLA	5/9 68.19
						KNSD WHEEL	9/16
						XETV STAR TREK DS9	4/8 90.55
						KSWB X-FILES	4/7 15.80
						KUSI WILD THINGS	2/4 36.71

HARTFORD/NEW HAVEN


Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WTNH (ABC)	REGIS & KATHIE LEE 5/21 52.19		PEOPLE'S COURT 3/12 45.23		THE VIEW 3/11	
WFSB (CBS)	MAURY POVICH 4/16 28.07		GAYLE KING 5/20 17.61	MAFIA STEWART 4/13 53.75	PRICE IS RIGHT 6/25	PRICE IS RIGHT 7/29
WVIT (NBC)	EXTRA 2/9 12.21	AMER. JRNL 2/8 14.78	MONTEL WILLIAMS 3/11 40.09		LEEZA 2/9	
WTIC (Fox)	BLOSSOM 1/2 2.41	COSBY SHOW 1/3	JERRY SPRINGER 2/8 18.19		GERALDO 2/7 18.13	
WBNE (WB)	BRADY BUNCH •	I LOVE LUCY •	K. COPLANO DAILY •	CREOLE DAILY •	PAIO PROGRAM	
WTXX (UPN)	LAPD • 25.37	PAIO PROGRAM	CATHOLIC MASS •	PAIO PROGRAM	DR. QUINN • 35.33	



Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WTNH (ABC)	GENERAL HOSPITAL 6/18		SALLY JESSY 6/16 44.87		NEWS 8/18	
WFSB (CBS)	GUIDING LIGHT 5/15		OPRAH 9/22 136.44		NEWS 12/25	NEWS 13/27
WVIT (NBC)	RICKI LAKE 3/9 41.64		MONTEL WILLIAMS 3/8		ROSIE O'DONNELL 7/14 120.76	
WTIC (Fox)	SPIERMAN 2/6	BEEBLEBORGS 1/4	POWER TURBO 1/4	GOOSEBUMPS 1/4	BOY MEETS WORL 2/3 22.13	ROSEANNE 2/4 13.23
WBNE (WB)	BUGS & DAFFY •	ANIMANIACS •	PINKY & BRAIN •	BATMAN •	WHO'S THE BOSS •	LIVING SINGLE 1/1 4.45
WTXX (UPN)	BANANAS/PAJAMAS • 1.10	SUPERHEROES •	WACKY TEX AVERY • .50	MR. COOPER 1/1 29.70	MARTIN 1/2 10.70	MARRIED W/CHILDREN 1/3 7.49

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WTNH (ABC)	NEWS 11/20	ABC NEWS 12/20	JEOPARDY 12/21 68.37	WHEEL OF FORTUNE 11/17 104.43	NEWS(11PM) 10/20	8PM SUNDAY WTNH -----
WFSB (CBS)	NEWS 13/27	CBS NEWS 13/23	INSIDE EDITION 8/14 68.65	REAL TV 8/12 64.36	NEWS (11PM) 9/19	WFSB TOUCHED ANGEL 18/24
WVIT (NBC)	NEWS 7/13	NBC NEWS 7/13	ENTAINMENT TONIGHT 5/8 61.96	HARD COPY 5/9 63.14	NEWS (11PM) 8/17	WVIT MEN/BADLY 5/7
WTIC (Fox)	HOME IMPROVEMENT 4/7 52.36	SIMPSONS 4/8 56.89	SEINFELD 8/14 129.54	FRASIER 7/12 90.66	NEWS (10PM) 5/8	WTIC SIMPSONS 11/14
WBNE (WB)	BEVERLY HILLS, 90210 1/2 4.29		STAR TREK TNG 2/3		MASH 2/3	WBNE JAMIE FOXX 1/2
WTXX (UPN)	CHEERS 1/2	MAO ABOUT YOU 1/2 22.19	JUDGE JUDY 3/6 25.39	JUDGE JUDY 4/6	NEWS (10PM) 2/3	WTXX TEAM KNIGHT 1/1 11.13
						9PM SUNDAY WTNH MOVIE 9/14 WFSB MOVIE 16/23 WVIT ----- WTIC X-FILES 16/21 WBNE UNHAPPILY 1/1 WTXX WALKER 1/2 15.89

CHARLOTTE


Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue	
WSOC (ABC)	REGIS & KATHIE LEE 6/25 52.77		SALLY JESSY 5/22 36.78		JENNY JONES 6/23 50.83		
WBTV (CBS)	MARTHA STEWART 5/19 64.69	GAYLE KING 3/14 23.29	MAURY POVICH 4/20 51.13		PRICE IS RIGHT 5/22	PRICE IS RIGHT 6/25	
WCNC (NBC)	LEEZA 2/8		PEOPLE'S COURT 1/6 36.86		SUNSET BEACH 1/4		
WCCE (Fox)	COSBY SHOW 1/4	DIFFERENT WORLD 1/5	RICKI LAKE 1/4 62.40		GERALDO 1/4 24.79		
WFVT (WB)	PAID PROGRAM	K. COPLAND DAILY	JAMES ROBISON		PAID PROGRAM	MORE-CONQUEROR	BENNY HINN
WJZY (UPN)	QUACK PACK 1/3 6.50	JUST IMAGINE 1/2 .37	PAID PROGRAM		PAID PROGRAM	PAID PROGRAM	BRADY BUNCH

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WSOC (ABC)	GENERAL HOSPITAL 5/16		OPRAH 9/24 121.92		NEWS 13/27	NEWS 15/28
WBTV (CBS)	GUIDING LIGHT 6/20		MONTIEL WILLIAMS 8/21 78.19		NEWS 11/23	NEWS 12/23
WCNC (NBC)	DESIGNING WOMEN 1/4	DESIGNING WOMEN 2/4	PEOPLE'S COURT 2/6 36.86		NEWS 3/6	NEWS 3/6
WCCB (Fox)	SPIDERMAN 1/4	BEETLEBORGS 1/3	POWER TURBO 1/3	GOOSEBUMPS 1/3	ROSIE O'DONNELL 3/6 71.48	
WFVT (WB)	BUGS & DAFFY 1/2	ANIMANIACS 1/2	PINKY & BRAIN 1/3	BATMAN 1/3	BOY MEETS WORLD 1/2 12.56	FAMILY MATTERS 1/3
WJZY (UPN)	FULL HOUSE 2/5	STEP BY STEP 3/8 4.37	BREAKER HIGH 2/4	SWEET VALLEY 2/5 1.25	STEP BY STEP 3/6	ROSEANNE 3/5 1.06

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WSOC (ABC)	NEWS 17/30	ABC NEWS 14/24	INSIDE EDITION 9/16 65.31	ENTAINMENT TONIGHT 9/14 75.24	NEWS (11PM) 12/26	9PM SUNDAY WSOC MOVIE 11/16 WBTV MOVIE 17/25 WCNC ---- WCCB X-FILES 11/16 WFVT UNHAPPILY 2/3 WJZY ---- <hr/> 10PM SUNDAY WSOC ---- WBTV ---- WCNC ---- WCCB NEWS 7/11 WFVT NYPD BLUE 1/2 30.76 WJZY HERCULES 3/4 48.46
WBTV (CBS)	NEWS 14/24	CBS NEWS 12/20	ACCESS HOLLYWOOD 7/12 22.07	EXTRA 7/11 58.83	NEWS (11PM) 9/21	
WCNC (NBC)	NEWS 3/6	NBC NEWS 4/7	JEOPARDY 9/15 37.91	WHEEL OF FORTUNE 9/16 43.60	NEWS (11PM) 5/11	
WCCB (Fox)	SIMPSONS 3/5 26.09	MARTIN 3/5 20.72	HOME IMPROVEMENT 5/9 93.19	HOME IMPROVEMENT 6/10	NEWS (10PM) 7/11	
WFVT (WB)	MR. COOPER 2/4 34.92	MR. COOPER 3/4	LIVING SINGLE 3/6 33.34	FRESH PRINCE 4/6	VIBE 2/5 77.04	
WJZY (UPN)	GRACE UNDER FIRE 3/6 49.67	GRACE UNDER FIRE 4/7	SEINFELD 5/9 51.96	FRASIER 5/8 29.05	MAD ABOUT YOU 2/5 36.13	

GREENVILLE-SPARTANBURG, S.C.

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WLOS (ABC)	JENNY JONES 2/11 41.57		SALLY JESSY 3/19 15.23		JERRY SPRINGER 3/17 32.77	
WSPA (CBS)	REGIS & KATHIE LEE 5/26 40.10		PEOPLE'S COURT 2/13 33.70		PRICE IS RIGHT 6/29	PRICE IS RIGHT 6/30
WYFF (NBC)	MAURY POVICH 3/15 14.60		LEEZA 2/13		SUNSET BEACH 2/8	
WHNS (Fox)	HOME TEAM • 13.03		MARTHA STEWART 1/5 15.19	GA'LE KING • 5.97	LITTLE HOUSE •	
WASV (WB)	I LOVE LUCY •	I LOVE LUCY •	BRADY BUNCH •	THREE'S COMPANY •	BARNABY JONES •	
WFBC (IND)	K. COPLAND DAILY •	PAID PROGRAM	AMERICAN JOURNAL • 4.40	REAL TV • 2.25	LAPD • 7.24	STRANGE UNIVERSE • 3.73

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WLOS (ABC)	GENERAL HOSPITAL 4/17		MONTEL WILLIAMS 4/14 51.35		NEWS 6/18	NEWS 7/19
WSPA (CBS)	GUIDING LIGHT 6/23		ROSIE O'DONNELL 5/17 47.34		NEWS 5/13	HARD COPY 5/14 23.02
WYFF (NBC)	ANDY GRIFFITH 3/13		OPRAH 6/22 65.83		NEWS 8/23	NEWS 9/24
WHNS (Fox)	SPIDERMAN 1/4	BEETLEBORGS 1/5	POWER TURBO 1/5	GOCSEBUMPS 1/2	SIMPSONS 2/7 16.36	FRESH PRINCE 2/6
WASV (WB)	BUGS & DAFFY •	ANIMANIACS •	PINKY & BRAIN 1/2	BATMAN •	BREAKER HIGH •	SWEET VALLEY • .16
WFBC (IND)	BKN EXTREME • .00	BKN COMEDY HOUR •	BKN EXTREME •	X-MEN 1/• 4.09	BEVERLY HILLS, 90210 1/3 5.06	

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WLOS (ABC)	NEWS 11/21	ABC NEWS 11/21	WHEEL OF FORTUNE 13/24 56.91	JEOPARDY 14/25 55.81	NEWS 6/18	7PM SATURDAY WLOS X-FILES 3/7 5.98 WSPA WALKER 7/16 14.73 WYFF HERCULES 3/8 18.58 WHNS COACH 2/6 WASV VOYAGER 1/3 WFBC WHEEL FRTN 2/5
WSPA (CBS)	NEWS 11/20		CBS NEWS 9/18	EXTRA 6/1 33.78	NEWS 8/23	7PM SUNDAY WLOS DISNEY 7/12 WSPA 60 MINUTES 16/31 WYFF CATLINE 5/9 WHNS ---- WASV NICK FRENDO • WFBC SOLDIER 1/1 3.47
WYFF (NBC)	NEWS 14/27	NBC NEWS 14/27	ENTAINMENT TONIGHT 7/14 45.64	INS-DE EDITION 6/13 50.43	NEWS 8/25	
WHNS (Fox)	LIVING SINGLE 2/5 17.20	GRACE UNDER FIRE 3/5 20.74	HOME IMPROVEMENT 7/12 48.02	SEINFELD 8/15 57.75	NEWS (10PM) 3/6	
WASV (WB)	STEP BY STEP •	COSEY SHOW 1/1	MR. COOPER 1/2	MARTIN 1/2	MAMA'S FAMILY •	
WFBC (IND)	BOY MEETS WORLD 1/2 3.64	DIFFERENT WORLD 1/1	FRASIER 1/3 5.21	MAJ ABOUT YOU 1/2 9.89	KEENEN WAYANS • 21.24	

SALT LAKE CITY


Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KTVX (ABC)	REGIS & KATHIE LEE 5/18 63.99		MONTEL WILLIAMS 4/17 40.45		UTAH LIVING 2/9	PORT CHARLES 1/5
KUTV (CBS)	PRICE IS RIGHT 4/17	PRICE IS RIGHT 5/19	YOUNG & RESTLESS 5/19		AS THE WORLD TURNS 3/14	
KSL (NBC)	MASH 3/14	MASH 4/15	PICTIONARY 3/12 8.44	MURPHY BROWN 3/12	LEF7A 3/13	
KSTU (Fox)	JUDGE JUDY 3/10 11.24	JUDGE JUDY 3/11	PEOPLE'S COURT 2/10 18.56		ROSIE O'DONNELL 6/26 37.36	
KJZZ (UPN)	GARFIELD & FRIENDS 1/6	BANANAS/PAJAMAS 1/4 .76	PAID PROGRAM	PAID PROGRAM	THREE'S COMPANY 1/6	LAVERNE & SHIRLEY 1/6

Station	3PM Rating/Share Revenue	2:30PM Rating/Share Revenue	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue
KTVX (ABC)	GENERAL HOSPITAL 4/15		RICKI LAKE 5/17 53.11		OPRAH 10/26 119.30	
KUTV (CBS)	BOLD & BEAUTIFUL 1/5		MARTHA STEWART 3/11 32.16	GAYLE KING 3/8 10.96	MAURY POVICH 5/12 35.47	
KSL (NBC)	DAYS OF OUR LIVES 5/20		DR. QUINN 5/17 99.42		MAD ABOUT YOU 5/15 63.30	ACCESS HOLLYWOOD 5/13 22.33
KSTU (Fox)	BOB WR-MTH 2/8		SPIDERMAN 3/9	BETLEBORGS 2/6	POWER TURBO 2/7	GODSEBUMPS 3/8
KJZZ (UPN)	SALLY JESSY 4/15 16.00	CASPER 3/9	QUACK PACK 2/6 22.71	101 DALMATIANS 2/7 43.25	BREAKER HIGH 3/7	SWEET VALLY 3/8

Station	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KTVX (ABC)	ABC NEWS 10/23	NEWS 12/24	WHEEL OF FORTUNE 10/20 51.93	JEDPARDY 11/20 54.08	NEWS 12/21	8PM KTVX VARIED
KUTV (CBS)	NEWS 6/12		CBS NEWS 5/9	E'TAINMENT TONIGHT 7/14 66.36	NEWS 10/17	KUTV EARLY EDITION 12/29 KSL PRETENDER 7/13 KSTU AMW-BACK 8/11 KJZZ HERCULES 4/9 51.78
KSL (NBC)	NEWS 7/15	NBC NEWS 9/18	NEWS 11/20	NEWS 9/16	NEWS (10PM) 21/36	9PM KTVX PRACTICE 8/14 KUTV WALKER 13/22 KSL PROFILER 7/13 KSTU NEWS 7/12 KJZZ XENA 5/8 51.73
KSTU (Fox)	HOME IMPROVEMENT 8/18 79.90	SIMPSONS 11/21 38.25	HOME IMPROVEMENT 14/27	SEINFELD 14/25 82.51	NEWS (9PM) 7/12	
KJZZ (UPN)	BOY MEETS WORLD 4/9 19.38	FRESH PRINCE 4/8	FRASIER 4/7 17.53	GRACE UNDER FIRE 3/6 34.19	ROSEANNE 2/4 3.43	

GRAND RAPIDS-KALAMAZOO, BATTLE CREEK

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WOTV (ABC)	NEWLYWED GAME 1/4 3.65	DATING GAME 1/3 3.50	ARTHEL & FRED • 12.78		THE VIEW 1/5	
WZZM (ABC)	REGIS & KATHIE LEE 7/31 54.65		MARTHA STEWART 3/19 62.20	GAYLE KING 2/13 24.24	MAURY POVICH 2/13 37.32	
WWMT (CBS)	JERRY SPRINGER 4/9 18.91		SALLY JESSY 4/25 20.12		PRICE IS RIGHT 7/37	PRICE IS RIGHT 7/37
WOOD (NBC)	JENNY JONES 1/5 14.08		LEEZA 2/10		SUNSET BEACH 1/4	
WXMI (Fox)	BANANAS/CRYN • 35.59	MR MEN • 34.65	HOME TEAM • 11.20	SIMPSON'S • 5.48	RICKI LAKE 1/5 15.40	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WOTV (ABC)	GENERAL HOSPITAL 1/7		FAMILY TIES 1/2	MR. COOPER 1/2 8.54	DR. QUINN 1/2 49.82	
WZZM (ABC)	GENERAL HOSPITAL 4/17		MONTEL WILLIAMS 3/10 31.95		HARD COPY 3/8 24.76	NEWS 6/16
WWMT (CBS)	GUIDING LIGHT 3/13		OPRAH 7/24 83.99		NEWS 5/16	NEWS 6/14
WOOD (NBC)	PEOPLE'S COURT 2/9 39.46		ROSIE O'DONNELL 7/26 75.86		NEWS 10/28	NEWS 11/27
WXMI (Fox)	SPIDERMAN 1/6	BEETLEBORGS 1/4	POWER TURBO 1/2	GOOSEBUMPS 1/2	BOY MEETS WORLD 3/8 17.21	GRACE UNDER FIRE 2/6 14.40

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WOTV (ABC)	NEWS 1/2	ABC NEWS 1/2	AMERICAN JOURNAL 1/2 18.19	REAL TV 2/3 14.19	NEWS (11PM) 1/4	5PM SATURDAY WOTV ---- WZZM ---- WWMT ---- WOOD NEWS 10/28 WXMI STAR TREK DS9 1/3 38.25
WZZM (ABC)	NEWS 10/20	ABC NEWS 9/18	ENTAINMENT TONIGHT 5/9 33.95	MAD ABOUT YOU 3/6 32.36	NEWS (11PM) 7/20	
WWMT (CBS)	NEWS 9/18	CBS NEWS 9/19	WHEEL OF FORTUNE 14/28 53.60	JEOPARDY 14/27 55.76	NEWS (11PM) 6/16	
WOOD (NBC)	NEWS 14/29	NBC NEWS 14/27	INSIDE EDITION 6/13 42.67	EXTRA 7/15 45.51	NEWS 10/28	6PM SATURDAY WOTV ---- WZZM ---- WWMT ---- WOOD NEWS 11/26 WXMI EARTH: FC 2/4 11.35
WXMI (Fox)	HOME IMPROVEMENT 5/9 75.20	SIMPSON'S 6/12	HOME IMPROVEMENT 9/17	SEINFELD 9/17 56.50	FRASIER 3/8 15.42	

SAN ANTONIO

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KSAT (ABC)	JERRY SPRINGER 8/26 14.91		GAYLE KING 5/15 16.07	MARTHA STEWART 4/15 45.57	ALL MY CHILDREN 5/16	
KENS (CBS)	MATLOCK 3/8		PICTIONARY 3/9 9.70	I LOVE LUCY 3/8	PRICE IS RIGHT 5/16	PRICE IS RIGHT 6/19
KMOL (NBC)	REGIS & KATHIE LEE 5/15 37.44		MONTEL WILLIAMS 5/18 38.30		NEWS 3/9	
KABB (Fox)	FULL HOUSE 2/6	FULL HOUSE 2/5	HOME TEAM 1/2 12.68		RICKI LAKE 2/7 54.10	
KRRT (UPN)	HAWAII 5-0 1/4		DR. QUINN 2/7 24.36		PEOPLE'S COURT 2/5 21.62	
KWEX (UNI)	MAITE 2/6		VOLVER 2/6		MARIMAR 2/7	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
KSAT (ABC)	SALLY JESSY 7/18 34.29		OPRAH 10/22 100.15		NEWS 11/21	ABC NEWS 9/16
KENS (CBS)	YOUNG & RESTLESS 5/14		NEWS 3/7	NEWS 4/10	NEWS 9/17	CBS NEWS 9/15
KMOL (NBC)	ROSIE O'DONNELL 4/11 59.48		EXTRA 5/12 25.29	AMERICAN JOURNAL 6/15 25.09	NEWS 8/16	NBC NEWS 9/16
KABB (Fox)	SPIDERMAN 3/7	BEETLEBORGS 3/7	POWER TURBO 3/8	GOOSEBUMPS 4/10	FRESH PRINCE 6/12	SIMPSONS 3/15 9.69
KRRT (UPN)	101 DALMATIANS 1/3 40.03	WACKY TEX AVEFY 2/4 0.96	BREAKER HIGH 2/4	SWEET VALLEY 2/5	REAL TV 2/5 20.27	HOME COPY 3/5 19.34
KWEX (UNI)	CRISTINA 4/10		PRIMO 4/10		NOTICIAS 4/8	NOTICIAS UNIVISION 5/8

Station	4PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KSAT (ABC)	NEWS 10/15	ENTAINMENT TONIGHT 10/16 68.28	PRIME TIME	PRIME TIME	NEWS (10PM) 14/21	8PM SATURDAY KSAT ----
KFNS (CBS)	NEWS 10/16	GRACE UNDER FIRE 5/8 27.56			NEWS (10PM) 16/25	KENS EARL TID. 9/13
KMOL (NBC)	WHEEL OF FORTUNE 12/19 53.71	JEOPARDY 14/22 50.00			NEWS (10PM) 13/20	KMOL SLEEPWALKERS 5/7
KABB (Fox)	HOME IMPROVEMENT 3/14 35.61	FRASIER 7/11 26.55			NEWS (9PM) 6/8	KABB AWW-BACK 8/13
KRRT (UPN)	REAL H'WAY PATROL 4/6 34.46	COPS 5/9 39.64			STAR TREK TNG 3/5	KRRT HERCULES 4/7 51.86
KWEX (UNI)	MI ISABEL 8/12				NOTICIAS 4/7	KWEX ----



JEOPARDY/THEBEN KING WORLD

NORFOLK-PORTSMOUTH-NEWPORT NEWS

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WVEC (ABC)	RESIS & KATHIE LEE 5/22 40.13		MAURY POVICH 3/14 25.56		THE VIEW 1/7	
WTKR (CBS)	MARTHA STEWART 2/9 34.07	GAYLE KING 1/6 10.08	NEWS 1/4		PRICE IS RIGHT 6/29	PRICE IS RIGHT 6/30
WAVY (NBC)	JENNY JONES 4/16 18.40		SUNSET BEACH 2/1*		LEEZA 1/4	
WTVZ (Fox)	GERALDO 1/3 9.08		FULL HOUSE 1/1*	COSBY SHOW 1/3	MAMA'S FAMILY 1/3	PAID PROGRAM •
WGNT (UPN)	JUDGE JUDY 3/13 11.17	JUDGE JUDY 3/15	JEFFRY SPRINGER 6/31 7.02		SALLY JESSY 4/17 7.32	
WVBT (WB)	NEW BAPTIST CHURCH •	PASTOR BLANCHARD •	ABTHEL & FRED • 9.32		JEFFERSONS 1/4	SANFORD & SON 1/3

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue	
WVEC (ABC)	GENERAL HOSPITAL 3/23		OPRAH 7/23 127.74		NEWS 8/21	AMERICAN JOURNAL 8/19 41.58	
WTKR (CBS)	GUIDING LIGHT 5/21		ROSIE O'DONNELL 8/16 55.55		NEWS 6/16	EXTRA 5/12 37.36	
WAVY (NBC)	PEOPLE'S COURT 2/8 34.51		MONTEL WILLIAMS 6/20 80.28		NEWS 7/19	NEWS 9/22	
WTVZ (Fox)	SPIDERMAN 1/5		BEETLEBOGS 1/4	POWER TURBO 1/5	GOOSEBUMPS 1/4	LIVING SINGLE 2/6 38.22	MARTIN 3/6 46.58
WGNT (UPN)	PICTIONARY 1/4 3.66		BOY MEETS WORLD 1/4 4.03	BREAKER HIGH 1/3	SWEET VALLEY 1/3 16	RICKI LAKE 4/10 59.20	
WVBT (WB)	BUGS & DAFFY •		ANIMANIACS •	PINKY & BRAIN •	BATMAN •	GOMER PYLE •	MCHEAL'S NAVY 1/2

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WVEC (ABC)	NEWS 12/24	ABC NEWS 12/24	WHEEL OF FORTUNE 16/29 76.32	JEOPARDY 17/29 87.34	NEWS (11PM) 6/18	6PM SATURDAY WVEC ----- WTKR ----- WAVY NEWS 1/28 WTVZ HERCULES 3/8 26.26 WGNT EARTH-FC 1/2 32.38 WVBT BOJANZA •
WTKR (CBS)	NEWS 10/19	CBS NEWS 9/17	HOME IMPROVEMENT 8/14 36.53	SEINFELD 3/15 46.16	NEWS (11PM) 6/18	7PM SUNDAY WVEC WHEEL 3/1 WTKR EXTRA 3/6 WAVY ENT. TONIGHT 4/13 WTVZ XENA 3/8 31.86 WGNT STAR TREK DS9 3/6 WVBT LAPD 2/3
WAVY (NBC)	NEWS 12/24	NBC NEWS 12/22	ENTAINMENT TONIGHT 7/13 49.21	HARD COPY 6/10 48.35	NEWS (11PM) 10/27	
WTVZ (Fox)	SIMPSONS 3/6 8.70	FRASIER 3/5 13.1	LIVING SINGLE 4/8	MARTIN 5/10	KEENEN WAYANS 2/7 92.96	
WGNT (UPN)	GRACE UNDER FIRE 2/4 13.80	ROSEANNE 3/6 7.31	STAR TREK DS9 2/4 57.26		NEWS (10PM) 2/3	
WVBT (WB)	CHEERS 1/2	COPS 1/2 6.88	LAPD 1/2 16.82	REAL HOLLYWOOD PATROL 2/4 16.00	COPS •	

BUFFALO

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WKBN (ABC)	REGIS & KATHIE LEE 6/31 59.21		NEWS 3/16		GERALDO 2/12 31.81	
WIVB (CBS)	SALLY JESSY 3/13 33.48		GUIDING LIGHT 3/16		PRICE IS RIGHT 6/28	PRICE IS RIGHT 6/29
WGRZ (NBC)	MONTEL WILLIAMS 3/15 88.27		MARTHA STEWART 2/10 36.42	GAYLE KING 1/4 12.83	LEEZA 1/4	
WUTV (Fox)	JUDGE JUDY 1/4 9.17	PICTIONARY • 5.49	MAURY POVICH 1/4 15.61		NEWLYWED GAME • 7.35	DATING GAME • 7.48
WNYD (WB)	MR. MEN • 9.91	BANANAS PAJAMAS • 2.93	JENNY JONES 2/11 53.27		JERRY SPRINGER 3/17 11.63	


Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WKBN (ABC)	GENERAL HOSPITAL 6/25		ROSIE O'DONNELL 7/22 143.29		NEWS 11/28	
WIVB (CBS)	PEOPLE'S COURT 3/13 41.15		OPRAH 6/21 90.00		NEWS 8/21	
WGRZ (NBC)	FULL HOUSE 2/10	FULL HOUSE 3/11	MONTEL WILLIAMS 4/13 88.27		NEWS 5/12	HARD COPY 5/14 20.16
WUTV (Fox)	SPIDERMAN 1/2	BOB WR-MTH 1/4	CASPER 1/2	GOOSEBUMPS 1/4	RICKI LAKE 1/4 73.61	
WNYD (WB)	PINKY & BRAIN 1/•	BATMAN 1/•	MR. COOPER 1/2 19.90	FAMILY MATTERS 1/2	BOY MEETS WORLD 1/2 9.98	FAMILY MATTERS 1/1

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WKBN (ABC)	NEWS 17/33	ABC NEWS 15/30	WHEEL OF FORTUNE 17/31 77.45	JEOPARDY 16/28 78.55	NEWS 14/31	9PM SATURDAY WKBN --- WIVB EARLY 10.2E WGRZ SLEEPWALKER 1/3 WUTV AMW BUCK 3/E WNYD HERCULES 1/1 35.37
WIVB (CBS)	NEWS 13/24	CBS NEWS 10/20	INSIDE EDITION 6/10 37.82	AMERICAN JOURNAL 8/14 40.31	NEWS (11 PM) 12/26	10PM SATURDAY WKBN PRACTICE 5.1E WIVB WALKER 13.2E WGRZ PROFILE 1/E WUTV GHOST 3/1 20.30 WNYD XENA 1/2 33.34
WGRZ (NBC)	NEWS 5/10	NBC NEWS 5/10	ENTAINMENT TONIGHT 5/8 34.42	MAD ABOUT YOU 4/8 29.94	NEWS (11 PM) 7/15	
WUTV (Fox)	GRACE UNDER FIRE 2/3 33.87	ROSEANNE 3/6 19.11	HOME IMPROVEMENT 5/9 37.94	SIMPSONS 4/6 42.09	FRASIER 2/5 22.64	
WNYD (WB)	COSBY SHOW 2/4	LIVING SINGLE 2/4 9.98	MASH 3/5	MASH 4/6	ALL IN THE FAMILY 2/3	

NEW ORLEANS

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue	
WGNO (ABC)	HEAT OF NIGHT 3/9		THE VIEW 2/7		700 CLUB 1/3	PORT CHARLES 1/3	
WWL (CBS)	GAYLE KING 7/23 20.83	MARTHA STEWART 7/21 46.00	PRICE IS RIGHT 8/26	PRICE IS RIGHT 10/30	YOUNG & RESTLESS 16/44		
WDSU (NBC)	MAURY POVICH 6/18 23.93		MONTEL WILLIAMS 5/16 76.33		NEWS 4/12		
WVUE (Fox)	PEOPLE'S COURT 1/5 11.87		ROSIE O'DONNELL 2/6 12.75		HOME TEAM 1/3 11.87		
WNOL (WB)	BRADY BUNCH 1/4	2CLOSE FOR COMF. 1/4	THREE'S COMPANY 1/4	THREE'S COMPANY 1/4	GERALDO 2/4 11.60		
WUPL (UPN)	PAID PROGRAM •	PAID PROGRAM •	RICKI LAKE 1/2 48.62		HARD COPY 1/2 7.06		HAPPY DAYS AGAIN 1/3

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WGNO (ABC)	JERRY SPRINGER 10/26 30.47		SALLY JESSY 8/17 24.06		NEWS 6/12	ABC NEWS 6/10
WWL (CBS)	OPRAH 9/22 77.48		INSIDE EDITION 8/19 27.01	JEOPARDY 10/21 27.69	NEWS 15/29	CBS NEWS 17/31
WDSU (NBC)	JENNY JONES 4/10 24.46		MONTEL WILLIAMS 6/12 76.33		NEWS 9/16	NBC NEWS 9/15
WVUE (Fox)	POWER TURBO 1/3	GOOSEBUMPS 1/3	JUDGE JUDY 2/5 15.80	JUDGE JUDY 3/6	NEWS 4/7	ACCESS HOLLYWOOD 3/5 9.58
WNOL (WB)	ANIMANIACS 1/3	PINKY & THE BRAIN 2/5	BATMAN 3/6	DIFFERENT WORLD 4/8	MR. COOPER 4/8 25.99	SIMPSONS 5/9 13.65
WUPL (UPN)	FUNNIEST VIDEOS 1/3	BREAKER HIGH 1/1	SWEET VALLEY 1/2 .17	BOY MEETS WORLD 1/2 4.16	RICKI LAKE 2/4 48.62	

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WGNO (ABC)	MARTIN 8/12 26.30	FRESH PRINCE 8/13	PRIME TIME	PRIME TIME	NEWS (10PM) 6/9	5PM SATURDAY WGNO --- WWL ---
WWL (CBS)	NEWS 20/33	WHEEL OF FORTUNE 19/30 106.31			NEWS (10PM) 18/28	WDSU NEWS 10/18 WVUE MAD ABOUT 8/6 11.37 WNOL NIGHT MAN 8/8 18.76 WUPL VARIED 2/3
WDSU (NBC)	NEWS 10/17	ENTERTAINMENT TONIGHT 9/14 59.38			NEWS (10PM) 13/20	6PM SATURDAY WGNO NEWS 3/7 WWL NEWS 15/29 WDSU ENT. TONIGHT 6/11 12.79 WNOL HONEY, I 3/5 3.56 WUPL XENA 3/8 41.43
WVUE (Fox)	NEWS 5/8	SEINFELD 8/12 29.66			NEWS (10PM) 5/9	
WNOL (WB)	HOME IMPROVEMENT 5/8 19.45	LIVING SINGLE 5/8 33.93			GOOD TIMES 6/9	
WUPL (UPN)	MARRIED W/CHILDREN 2/3 8.28	ROSEANNE 1/2 3.52			MARRIED W/ 2/4	

MONTEL WILLIAMS: PARAMOUNT PICTURES; ENT. TONIGHT: PARAMOUNT PICTURES

MEMPHIS

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WFTT ABC	MARTHA STEWART 2/5 25.00	CAYLE KING 1/4 9.57	THE VIEW 1/4		MAURY POVICH 2/6 22.59	
WRBC CBS	PEOPLE'S COURT 6/17 44.41		PRICE IS RIGHT 8/22	PRICE IS RIGHT 3/22	YOUNG & RESTLESS 14/36	
WMC NBC	REGIS & KATHIE LEE 5/15 27.54		SUNSET BEACH 3/8		LEEZA 3/8	
WHBQ Fox	RICKI LAKE 6/17 18.18		SALLY JESSY 7/21 22.19		NEWS 4/10	EXTRA 3/8 18.27
WLMT UPN	K. COPLAND DAILY 1/3	PAID PROGRAM	DR. QUINN 1/3 33.01		REAL TV 1/4 23.38	LAPD 2/5 13.93

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WPTT ABC	ALL MY CHILDREN 6/13		MONTEL WILLIAMS 6/12 83.84		NEWS 5/8	ABC NEWS 4/7
WRBC CBS	INSIDE EDITION 6/15 11.36	HARD COPY 6/14 11.61	JEOPARDY 8/16 11.52	NEWS 1/1E	NEWS 10/17	CBS NEWS 11/19
WMC NBC	JENNY JONES 8/19 55.62		OPRAH 9/19 78.64		NEWS 14/26	NEWS 14/23
WHBQ Fox	ROSIE O'DONNELL 2/5 48.55		FAMILY MATTERS 5/9	MR. COOPER 2/3 19.83	NEWS 4/7	
WLMT UPN	BREAKER HIGH 2/6	SWEET VALLEY 3/6	COSBY SHOW 4/7	FRESH PRINCE 4/3	SIMPSONS 7/12 19.83	DIFFERENT WORLD 7/12


Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WPTT ABC	NEWS 3/5	SEINFELD 4/6 31.89			NEWS (10PM) 5/7	7PM THURSDAY WPTT NOTHING SACRED 3/4 WRBC PROMISED LAND 14/19 WMC FRIENDS 13/18 WHBQ LIVING SINGLE 11/15 WLMT HERCULES 7/10 40.03
WRBC CBS	NEWS 13/20	ENTERTAINMENT TONIGHT 11/16 67.22			NEWS 14/20	
WMC NBC	NBC NEWS 15/24	WHEEL OF FORTUNE 17/25 75.65			NEWS 16/25	
WHBQ Fox	MARRIED W/CHILDREN 6/9 14.32	LIVING SINGLE 6/9 17.33			NEWS (9 PM) 7/9	8PM THURSDAY WPTT CRACKER 4/5 WRBC DIAGNOSIS 13/18 WMC SEINFELD 13/17 WHBQ WANTED 12/15 WLMT XENA 7/9 35.80
WLMT UPN	FRESH PRINCE 8/13	MARTIN 9/13 39.60			NEWS (9 PM) 6/8	



WHEEL OF FORTUNE: KING WORLD.

WEST PALM BEACH

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WPBF (ABC)	JERRY SPRINGER 3/13 29.12		SALLY JESSY 3/13 15.64		THE VIEW 2/7	
WPEC (CBS)	REGIS & KATHIE LEE 6/25 40.70		MARTHA STEWART 4/19 42.34	SAYLE KING 3/14 16.16	PRICE IS RIGHT 7/26	PRICE IS RIGHT 8/29
WPTV (NBC)	MAURY POVICH 4/18 24.44		JENNY JONES 3/12 27.17		SUNSET BEACH 2/7	
WFLX (Fox)	PICTIONARY 1/3 4.23	MURPHY BROWN 1/4	JUDGE JUDY 3/12 10.51	JUDGE JUDY 3/13	RICKI LAKE 3/10 22.14	
WTVX (UPN)	MR. MEN • 2.37	MR. COOPER • 6.76	BEVERLY HILLS, 90210 • 3.99		DR. QUINN • 11.13	


Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WPBF (ABC)	GENERAL HOSPITAL 5/16		MONTEL WILLIAMS 4/11 37.70		NEWS 3/8	HARD COPY 4/9 21.66
WPEC (CBS)	GUIDING LIGHT 3/10		PEOPLE'S COURT 5/12 34.91		NEWS 6/14	NEWS 8/16
WPTV (NBC)	ROSIE O'DONNELL 5/14 50.59		OPRAH 9/23 72.87		NEWS 11/25	NEWS 12/25
WFLX (Fox)	BEETLEBORGS 1/4	POWER TURBO 1/4	GOOSEBUMPS 2/4	BOY MEETS WORLD 2/4 10.55	SIMPSONS 3/8 20.42	MARRIED W/CHILDREN 4/8 19.93
WTVX (UPN)	WACKY TEX AVERY • .46	BREAKER HIGH 1/3	SWEET VALLEY 1/2 .25	FAMILY MATTERS	FAMILY MATTERS •	MR COOPER 1/1

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WPBF (ABC)	NEWS 4/7	ABC NEWS 5/8	WHEEL OF FORTUNE 13/22 43.17	JEOPARDY 15/24 70.03	NEWS (11PM) 6/12	4PM SATURDAY WPBF ---- WPEC ---- WPTV ----
WPEC (CBS)	NEWS 9/18	CBS NEWS 8/15	INSIDE EDITION 6/10 50.22	ENTERTAINMENT TONIGHT 8/13 64.97	NEWS (11PM) 8/16	WFLX NIGHT MAN 2/4 8.25 WTVX XENA 2/5 16.05
WPTV (NBC)	NEWS 14/27	NBC NEWS 15/27	EXTRA 11/19 65.58	REAL TV 5/8 31.44	NEWS 11/22	5PM SATURDAY WPBF ---- WPEC ---- WPTV ----
WFLX (Fox)	HOME IMPROVEMENT 6/12 33.03	GRACE UNDER FIRE 6/10 25.84	FRASIER 9/16 50.56	SEINFELD 12/23 96.45	NEWS (10PM) 5/9	WFLX STAR TREK DS9 4/7 22.48 WTVX HERCULES 2/3 16.64
WTVX (UPN)	MAD ABOUT YOU 1/2 17.66	MAD ABOUT YOU 2/3	REAL HWY PATROL 1/2 26.36	REAL HWY PATROL 2/2	JERRY SPRINGER 2/5 29.12	

OKLAHOMA CITY

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KOCO (ABC)	GERALDO 3/14 25.83		THE VIEW 5/16		ALL MY CHILDREN 4/16	
KWTV (CBS)	REGIS & KATHIE LEE 7/30 31.05		MONTTEL WILLIAMS 5/24 21.27		PRICE IS RIGHT 7/30	PRICE IS RIGHT 7/30
KFOR (NBC)	MARTHA STEWART 4/16 37.91	GALE KING 2/10 12.59	SUNSET BEACH 1/4		LEEZA 1/6	
KD (H) (Fox)	MURPHY BROWN •	MURPHY BROWN •	HOME TEAM 1/3 7.08		NEWLYWED GAME 1/2 3.40	DATING GAME • 3.33
KOCB (UPN)	BLOSSOM • 1.24	PICTIONARY • 2.64	HEAT OF THE NIGHT 1/6		MATLOCK 1/4	


Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
KOCO (ABC)	SALLY JESSY 4/14 24.94		OPRAH 10/28 84.92		NEWS 8/17	ABC NEWS 8/17
KWTV (CBS)	YOUNG & RESTLESS 6/22		NEWS 6/18	JEOPARDY 9/24 12.20	NEWS 10/23	CBS NEWS 10/22
KFOR (NBC)	ROSIE O'DONNELL 7/25 55.60		EXTRA 3/9 11.88	NEWS 4/12	NEWS 10/24	NBC NEWS 11/25
KOKH (Fox)	SPIDERMAN 1/5	BEEFLBORGS 1/4	POWER TURBO 1/3	GOOSEBUMPS 1/3	FRESH PRINCE 2/6	MR. COOPEP 2/5 15.53
KOCB (UPN)	QUACK PACK • 11.63	WACKY TEX AVERY • .19	BREAKER HIGH 1/3	SWEET VALLEY 1/2 .06	BOY MEETS WORLD 2/4 11.37	GRACE UNDER FIRE 3/6 9.63

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
KOCO (ABC)	NEWS 8/16	WHEEL OF FORTUNE 15/28 69.91	PRIME TIME	PRIME TIME	NEWS (10PM) 9/15	5PM SATURDAY* KOCO ---- KWTV ----
KWTV (CBS)	NEWS 11/21	ENTERTAINMENT TONIGHT 8/15 51.58			NEWS (10PM) 14/26	KFOR BOB VILA 7/7 5.2 KOKH EARTH FC 2/6 3.71 KOCB HERCULES 1/3 33.18
KFOR (NBC)	NEWS 12/22	NEWS 8/14			NEWS (10PM) 16/28	
KOKH (Fox)	MAMA'S FAMILY 2/3	FRASIER 2/4 12.65			NEWS (9PM) 2/3	6PM SUNDAY KOCO DISNEY 13/16 KWTV 60 MINUTS 13/28 KFOR DATELINE NBC 1/15
KOCB (UPN)	HOME IMPROVEMENT 8/14 95.60	HOME IMPROVEMENT 8/13			SIMPSONS 3/5 2.36	KOKH WORLD'S FUNNIEST 5/9 KOCB XENA 4/8 27.89

LEEZA: CHRIS HASTON/NBC; HOME IMPROVEMENT: ABC PHOTO.

HARRISBURG - LANCASTER - LEBANON - YORK


Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WHTM (ABC)	REGIS & KATHIE 6/30 36.39		JENNY JONES 2/13 20.71		VIEW 2/9	
WHP (CBS)	MARTHA STEWART 1/4 17.78	GAYLE KING • 5.47	SALLY JESSY 1/9 10.84		PRICE IS RIGHT 4.24	PRICE IS RIGHT 1/3
WGAL (NBC)	I LOVE LUCY 2/10	ANDY GRIFFITH 2/9	LEEZA 1/11		SUNSET BEACH 17	
WPMT (Fox)	GARFIELD 1/3	FULL HOUSE •	HOME TEAM 1/5 5.39		GERALDO 1/4 4.37	
WLYH (UPN)	PAID PROGRAM		NEWLY/DATING GAME • 6.16		FICTIONARY 1/4 2.06	JUDGE JUDY 2/8 7.08

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WHTM (ABC)	GENERAL HOSPITAL 5/19		MONTEL WILLIAMS 4/15 42.67		NEWS 5/14	NEWS 6/15
WHP (CBS)	GUIDING LIGHT 3/11		MAURY POVICH 1/4 18.94		MAD ABOUT YOU 1/4 8.98	CHEERS 1/3
WGAL (NBC)	ROSIE O'DONNELL 7/27 88.08		OPRAH 9/30 94.81		NEWS 12/35	NEWS 14/36
WPMT (Fox)	SPIDERMAN 1/5	BEETLEBORGS 1/4	POWER TURBO 1/4	GOOSEBUMPS 1/2	SIMPSONS 3/9 25.67	SIMPSONS 4/10
WLYH (UPN)	BKN COMEDY HOUR •		BREAKER HIGH 1/3	SWEET VALLEY 1/4 10	RICKI LAKE 1/3 12.80	

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	ACTION/ADVENTURE/HOURS
WHTM (ABC)	NEWS 11/22	ABC NEWS 9/18	INSIDE EDITION 3/7 17.41	AMERICAN JOURNAL 2/E 17.37	NEWS (11PM) 7/22	8 PM WHTM SABRINA 8/15 WHP VARIED 6/14 WGAL PLAYERS 3/7 WPMT VISITOR 5/9 WLYH XENA PRINCESS 1/1 14.81
WHP (CBS)	NEWS 2/4	CBS NEWS 3/5	WHEEL OF FORTUNE 10/20 46.77	JEOPARDY 11/21 45.49	NEWS (11PM) 1/4	
WGAL (NBC)	NEWS 20/40	NBC NEWS 18/36	ENTERTAINMENT TONIGHT 8/17 45.28	ENTRA 3/12 36.38	NEWS (11PM) 11/34	
WPMT (Fox)	GRACE UNDER FIRE 3/6 15.45	HOME IMPROVEMENT 6/12 28.66	FRASIER 6/13 37.53	SUNFELD 9/7 55.52	NEWS (10PM) 5/9	9PM WHTM YOU WISH 4/7 WHP FAMILY MATTERS 5/9 WGAL DATELINE NBC 11/21 WPMT MILLENNIUM 6/11 WLYH HERCULES 1/3 17.8
WLYH (UPN)	BOY MEETS WORLD 1/1 3.56	AMER. FUN VIDEO 1/1	REAL TV 1/1 12.42	HARD COPY 1/1 12.17	NEWS (10PM) 1/1	

GREENSBORO - HIGH POINT - WINSTON-SALEM (ET)

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
TXL/ABC	JERRY SPRINGER 3/17 7.94		SALLY JESSY 3/19 7.36		VIEW 1/8	
WFMY CBS			JUDGE JUDY 5/26 12.61	PICTIONARY 3/18 5.33	PRICE IS RIGHT 8/41	PRICE IS RIGHT 8/41
WXII (NBC)	LEEZA 2/10		BOY MEETS WORLD 1/3 3.33	STEF BY STEF 1/4 .52	FAMILY MATTERS 1/5	ROSEANNE 1/6 2.11
WGHP (Fox)	REGIS & KATHIE 4/19 18.84		MARTHA STEWART 2/11 15.91	GAYLE KING 1/9 5.52	DR. QUINN 1/4 13.93	
WBFX (WB)	SANFORD & SON •	SANFORD & SON •	JEFFERSONS •	JEFFERSONS •	QUINCY •	
WLPT (UPN)	K. COPLAND •	PAID PROGRAM			LITTLE HOUSE •	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WOLV (NBC)	GENERAL HOSPITAL 2/9		MAD ABOUT YOU 1/4 17.76	MAD ABOUT YOU 1/4	GRACE UNDER FIRE 2/5 42.32	HOME IMPROVEMENT 2/5 49.92
WFMY (CBS)	GUIDING LIGHT 5/21		OPRAH 8/28 43.45		NEWS 8/21	ANDY GRIFFITH 12/28
WXII (NBC)	DAYS OF OUR LIVES 5/19		ROSIE O'DONNELL 3/12 53.72		NEWS 5/15	NEWS 6/14
WGHP (Fox)	MONTEL WILLIAMS 4/14 18.41		PEOPLE'S COURT 4/14 26.72		NEWS 7/17	
WBFX (WE)	SPIDERMAN •	BETLEBORGS •	POWER TURBO •		GOOSEBUMPS •	BEVERLY HILLS 90210 • 4.19
WLPT (UPN)	BKN EXTREME •		BREAKER HIGH •	SWEET VALLEY • 1.74	FRESH PRINCE 1/3	FRESH PRINCE 2/4

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WXIV (ABC)	NEWS 2/4	ABC NEWS 3/6	GRACE UNDER FIRE 4/7	HOME IMPROVEMENT 5/9	NEWS (11PM) 2/6	7PM SATURDAY
WFMY (CBS)	NEWS 15/27	CBS NEWS 14/36	WHEEL 16/28 54.55	JEPARDY 15/26 43.51	NEWS (11PM) 7/24	WXII WILD THINGS 3/6 20.67 WFMY WHEEL 16/28 WXII ROSEANNE 1/2 2.11 WGHP X-FILES 4/9 6.89 WBFX PENSACOLA GOLD • 7.18 WLPT TEAM KNIGHT RIDER • 3.01
WXII (NBC)	NEWS 11/20	NEWS 10/8	NBC NEWS 8/15	ENTAINMENT TONIGHT 7/12 40.87	NEWS (11PM) 8/25	
WGHP (Fox)	NEWS 8/15	HARD COPY 6/10 28.02	FRASIER 6/10 20.25	SEINFELD 7/13 41.27	NEWS (10PM) 7/15	3PM SATURDAY
WBFX (WB)	MR. COOPER • 5.78	227 1/1	MARTIN 1/2 4.06	LIVING SINGLE 1/2 3.38	MASH 1/2	WXIV VARIED 2/3 WFMY DR. QUINN 13/24 WXII PRETENDER 4/7 WGHP COPS 9/18 WBFX MOVIE • WLPT EARTH FC 1/2 3.30
WLPT (UPN)	SIMPSONS 2/5 6.95	SIMPSONS 3/5	COSBY SHOW 3/5	COSBY SHOW 3/5	NEWLYWED 1/3 6.62	

WILKES-BARRE, SCRANTON, PA (ET)


Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WNBP (ABC)	REGIS & KATHIE 10/43 33.76		JUDGE JOOY 5/29 15.34	PICTIONARY 3/20 9.37	VIEW 3/16	
WYOU (CBS)	SALLY JESSY 2/8 9.33		GUIDING LIGHT 2/11		PRICE IS RIGHT 7/33	PRICE IS RIGHT 7/33
WBRE (NBC)	JENNY JONES 1/4 19.24		LEEZA 2/5		SUNSET BEACH 1/5	
WOLF (Fox)	MATLOCK 1/5		ANDY GRIFFITH •	I LOVE LUCY •	JERRY SPRINGER 1/6 5.44	

Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WNBP (ABC)	GENERAL HOSPITAL 8/28		PEOPLE'S COURT 4/14 28.44		NEWS 11/27	GRACE UNDER FIRE 5/12 18.94
WYOU (CBS)	MAURY POVICH 3/10 16.47		MONTEL WILLIAMS 4/12 22.97		MASH 4/9	NEWS 7/13
WBRE (NBC)	ROSIE O'DONNELL 5/19 19.28		OPRAH 9/26 37.52		NEWS 8/20	SEINFELD 13/28 21.33
WOLF (Fox)	SPIDERMAN •	BEETLEBORGS •	POWER TURBO 1/2	GOOSEBUMPS 2/6	BOY MEETS WORLD 1/3 10.77	COSBY SHOW 1/2

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WNBP (ABC)	NEWS 22/37	ABC NEWS 20/34	REAL TV 7/12 25.09	FRASIER 6/10 14.32	NEWS (11PM) 14/34	7PM SATURDAY WNBP ---- WYOU ---- WBRE SPORTS SAT 1/0 WOLF HERCULES 1/2 0.82
WYOU (CBS)	NEWS 6/9	CBS NEWS 5/9	HARD COPY 6/10 22.15	ENTERTAINMENT TONIGHT 7/11 33.41	NEWS (11PM) 5/11	
WBRE (NBC)	NEWS 12/20	NBC NEWS 12/20	WHEEL OF FORTUNE 18/31 36.14	JEOPARDY 18/29 33.97	NEWS (11PM) 9/22	7PM SUNDAY WNBP ---- WYOU ---- WBRE ---- WOLF KENA PRINCESS 2/3 0.82
WOLF (Fox)	SIMPSONS 2/3 10.80	CHEERS 2/3	MAO ABOUT YOU 3/4 24.47	HOME IMPROVEMENT 3/6 20.99	NEWS (10PM) 4/7	

ALBUQUERQUE - SANTA FE (MT)

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
KOAT (ABC)	REGIS & KATHIE 4/21 41.00		MAURY POVICH 2/12 28.79		ALL MY CHILDREN 4/19	
KRQE (CBS)	MARTHA STEWART 3/15 13.53	GAYLE KING 2/10 4.16	AS THE WORLD TURNS 2/12		PRICE IS RIGHT 3/15	PRICE IS RIGHT 3/15
KOB (NBC)	PEOPLE'S COURT 2/10 22.22		LEEZA 2/12		DAYS OF OUR LIVES 4/21	
KASA (Fox)	MR. COOPER • 3.10	BOY MEETS WORLD • 6.86	HOME TEAM • 9.24		AMERICAN JOURNAL 1/4 4.33	INSIDE EDITION 1/4 4.46
KASY (UPN)	MR. MEN • 3.19	PRUD HOME SHOW •	I LOVE LUCY 1/3	ANOY GRIFFITH •	MATLOCK •	

Station	2PM Rating/Share Revenue	2:30PM Rating/Share Revenue	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	
KOAT (ABC)	GENERAL HOSPITAL 4/22		MONTEL WILLIAMS 3/15 48.91		OPRAH 8/26 83.82		
KRQE (CBS)	GUIDING LIGHT 2/11		SALLY JESSY 2/11 17.13		REAL TV 2/7 7.16	HARD COPY 2/7 7.63	
KCB (NBC)	JENNY JONES 3/17 24.04		RICKI LAKE 2/10 30.83		ROSIE O'DONNELL 5/15 69.33		
KASA (Fox)	BANANAS/PAJAMAS • 1.35	X-MEN • 31.69	SPIDERMAN 1/5		BEEBLEBORGS 1/4	POWER TURBO 1/3	GOOSEBUMPS 1/4
KASY (UPN)	DR. QUINN 1/4 8.01		BULLWINKLE •		WACKY TEX AVERY • .11	BREAKER HIGH •	SWEET VALLEY • .62

Station	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue	6PM Rating/Share Revenue	6:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND	
KOAT (ABC)	NEWS 13/32	ABC NEWS 15/33	NEWS 14/25	ENTAINMENT TONIGHT 9/17 83.41	NEWS (10PM) 15/33	10:30PM SATURDAY	
KRQE (CBS)	CBS NEWS 3/20	NEWS 7/15	JEOPARDY 11/20 45.76	WHEEL OF FORTUNE 13/24 47.49	NEWS (10PM) 5/12	KOAT	HERCULES 5/21 37.86
KOB (NBC)	NEWS 5/13	NBC NEWS 7/16	NEWS 7/14	SEINFELD 10/18 59.94	NEWS (10PM) 10/21	KRQE	WALKER TEXAS 3/12 18.94
KASA (Fox)	GRACE UNDER FIRE 2/5 12.62	HOME IMPROVEMENT 4/8 46.09	HOME IMPROVEMENT 6/10 46.09	MAD ABOUT YOU 3/6 30.43	SIMPSONS 3/6 2.56	KOB	SAT NIGHT LIVE 5/23
KASY (UPN)	MARTIN • 3.08	LIVING SINGLE 1/1 3.32	COSBY SHOW 1/1	MASH 1/2	JERRY SPRINGER 2/4 1.29	KASA	----
						KASY	----
						11:30PM SATURDAY	
						KOAT	XENA PRINCESS 14/26 40.08
						KRQE	PSY ACTOR 8 8.87
						KOB	----
						KASA	----
						KASY	----

PROVIDENCE, RI - NEW BEDFORD, MA

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WLNE (ABC)	GRACE UNDER FIRE 1/4 4.93	COACH •	MATLOCK 1/4		VIEW 1/8	
WPRI (CBS)	MONTEL WILLIAMS 2/11 40.76		MARTHA STEWART 1/9 44.00	GALE KING 1/E 15.69	PRICE IS RIGHT 4/26	PRICE IS RIGHT 4/27
WJAR (NBC)	REGIS & KATHIE LEE 8/45 66.09		LEEZA 3/24		MAURY POVICH 2/14 60.00	
WUPX (Fox)	PAID PROGRAM •		STAR TREK GENERATION •		RICKI LAKE • 9.67	
WLWC (UPN)	MR. COOPER •	COSBY SHOW •	PICTIONARY •	AMER JOURNAL • 1.63	GERALDO •	

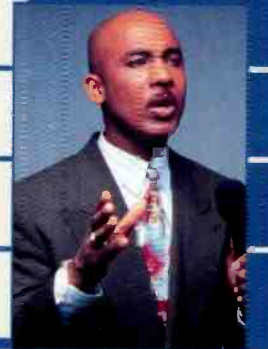


Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WLNE (ABC)	GENERAL HOSPITAL 4/16		PEOPLE'S COURT 2/8 47.09		ROSIE O'DONNELL 9/22 177.56	
WPRI (CBS)	GUIDING LIGHT 2/9		SALLY JESSY 3/10 17.93		NEWS 3/7	NEWS 3/8
WJAR (NBC)	SUNSET BEACH 3/12		OPRAH 9/33 148.56		NEWS 11/29	NEWS 13/31
WUAC (Fox)	SPIDERMAN •	BEETLEBOGS •	POWER TURBO •	GOOSEBUMPS •	BOY MEETS WORLD 1/2 6.42	FULL HOUSE 1/2
WLWC (UPN)	BUGS & DAFFY •	ANIMANIACS •	PINKY & THE BRAIN •	BATMAN •	BREAKER HIGH •	SWEET VALLEY •

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND	
WLNE (ABC)	NEWS 4/8	ABC NEWS 5/8	SEINFELD 5/12 72.97	MAD ABOUT YOU 4/E 64.02	NEWS (11PM) 2/5	8PM	
WPRI (CBS)	NEWS 8/15	CBS NEWS 7/14	WHEEL OF FORTUNE 13/24 56.91	JEOPARDY 14/24 54.06	NEWS (11PM) 6/17	WLNE	VARIED 3/7
WJAR (NBC)	NEWS 21/39	NBC NEWS 20/37	INSIDE EDITION 9/16 64.78	WNT TONIGHT 9/15 78.22	NEWS (11PM) 14/41	WPRI	DR. QUINN 9/18
WUAC (Fox)	SIMPSONS 3/5 24.55	SIMPSONS 3/6	HOME IMPROVEMENT 3/5 16.37	FRASIER 8/5 22.27	NEWS (10PM) 1/2	WJAR	PRETENDER 8/14
WLWC (UPN)	JUDGE JUDY 1/2	JUDGE JUDY 1/2	HARD COPY •	REAL TV •	COPS •	WUAC	COPS 4/7
						WLWC	STAR VOYAGER 1/2
						9PM	
						WLNE	EARLY EDITION 9/17
						WPRI	SLEEPWALKERS 5/10
						WJAR	AMW BACK 3/7
						WUAC	SENTINEL •

LOUISVILLE, KY (ET)

Station	9AM Rating/Share Revenue	9:30AM Rating/Share Revenue	10AM Rating/Share Revenue	10:30AM Rating/Share Revenue	11AM Rating/Share Revenue	11:30AM Rating/Share Revenue
WHAS (ABC)	REGIS & KATHIE LEE 6/28 26.83		MARTHA STEWART 3/20 30.75	GAYLE KING 2/11 10.76	MAURY POVICH 2/12 23.01	
WLKY (CBS)	MONTEL WILLIAMS 4/21 20.82		ARTHEL & FRED 1/8 24.30		PRICE IS RIGHT 6/31	PRICE IS RIGHT 6/31
WAVE (NBC)	SUNSET BEACH 1/6		PEOPLE'S COURT 3/18 16.14		SALLY JESSY 2/8 59.27	
WDRB (Fox)	MATLOCK 1/5		HOME TEAM 1/3 11.36		GERALDO 1/4 10.16	
WBNA (WB)	WORD ALIVE •		K. COPLAND •	VARIED	700 CLUB •	
WFTE (UPN)	MORNING MOVIE 1/3 .000				VIEW •	



Station	3PM Rating/Share Revenue	3:30PM Rating/Share Revenue	4PM Rating/Share Revenue	4:30PM Rating/Share Revenue	5 PM Rating/Share Revenue	5:30PM Rating/Share Revenue
WHAS (ABC)	GENERAL HOSPITAL 3/14		OPRAH 7/21 84.27		NEWS 9/23	NEWS 10/23
WLKY (CBS)	GUIDING LIGHT 4/17		YOUNG & RESTLESS 10/29		NEWS 9/22	
WAVE (NBC)	SALLY JESSY 6/25		ROSIE O'DONNELL 6/18 58.30		NEWS 8/21	NEWS 8/20
WDRB (Fox)	SPIDERMAN 1/4	BEETLEBORGS 1/3	POWER TURBO 1/3	GOOSEBUMPS 2/6	BOY MEETS WORLD 2/5 19.69	SIMPSONS 3/6 18.10
WBNA (WB)	TINY TOON •	CAPT. PLANET •	BUGS & DAFFY •	ANIMANIACS •	PINKY & THE BRAIN 1/2	BATMAN 1/1
WFTE (UPN)	101 DALMATIANS 1/3	QUACK PACK •	BREAKER HIGH 1/1	SWEET VALLEY 1/2	FULL HOUSE 1/2	ROSEANNE 1/2 1.06

Station	6PM Rating/Share Revenue	6:30PM Rating/Share Revenue	7PM Rating/Share Revenue	7:30 PM Rating/Share Revenue	LATE NEWS Rating/Share Revenue	WEEKEND
WHAS (ABC)	NEWS 12/25	ABC NEWS 11/21	FRASIER 6/11 20.04	NEWS 5/9	NEWS (11PM) 11/28	5PM WHAS: ---- WLKY: ---- WAVE: ---- WDRB: M/CYCLE 1/3 WBNA: SCUL TRAIN 1/2 WFTE: XENA PRINCESS 3/9
WLKY (CBS)	NEWS 9/18	CBS NEWS 9/18	WHEEL OF FORTUNE 14/26 53.29	JEOPARDY 14/25 51.15	NEWS (11PM) 7/19	
WAVE (NBC)	NEWS 11/21	NBC NEWS 11/21	ENT TONIGHT 7/14 51.82	EXTRA 6/11 48.41	NEWS (11PM) 8/22	
WDRB (Fox)	GRACE UNDER FIRE 4/9 25.37	HOME IMPROVEMENT 6/12 61.62	HOME IMPROVEMENT 8/15	SEINFELD 10/19 49.75	NEWS (10PM) 7/13	6PM WHAS: ABC NEWS 7/15 WLKY: CBS NEWS 7/15 WAVE: ---- WDRB: ---- WBNA: ENTERTAINERS • WFTE: HERCULES 4/8
WBNA (WB)	MOVIE				PAID PROGRAM	
WFTE (UPN)	MARTIN 1/3	LIVING SINGLE 2/3	COPS 3/5	LAPD 3/5	STAR TREK 1/4	



MONTEL: PARAMOUNT PICTURES; HOME IMPROVEMENT: ABC



YOUR SITE DEPENDS ON IT.

DoubleClick DART.[™] It will forever change how advertisers view your site. DART is a full-service online advertising management solution brought to you by DoubleClick, the company behind the DoubleClick Network. As the leaders in the field, DoubleClick provides the expertise and reliability necessary to avoid the dangers of increased competition on the Web.

It's simple. DART is compatible with any site. There is no hardware or software to install. Minor HTML changes are all you need. You maintain your own sales force. DoubleClick serves the ads and provides training and ongoing 24-hour support.

Since DART is a service, you have instant access to the latest innovations and upgrades. With a unique combination of media and technological expertise, DoubleClick is constantly working to develop new advertising solutions based on the response of the hundreds of advertisers we work with every day.

DART allows advertisers to target your site's visitors based on the most advanced profiling criteria. Comprehensive online reports chart site performance and provide advertisers with in-depth information on their campaigns.

DART harnesses the Web's powerful targeting potential. It creates revenue for your site and helps marketers reach their best prospects. It's the total ad management system.

Call 212.271.CLICK (2542) for more information or visit our Web site at www.doubleclick.net.

DART
DoubleClick
www.doubleclick.net



Since Netscape Communications might be the only Internet software company that makes a profit, the company's fourth-quarter earnings bomb was something of a shocker. Is the Internet's flagship company finally facing the marginalization that Microsoft inflicted on Apple? Netscape apparently thinks so: They broke out the browser numbers for easy reading at the Justice Dept. Maybe they'd be better off giving the browser away again; since ad sales on their Web site represent a big portion of earnings, they could probably use the traffic. —Kevin Pearce

@deadline

First Relevant Clients

RelevantKnowledge, Atlanta, has produced a long-awaited client list. To date, the audience measurement service has only reported beta customers. Its client list now numbers 26 and includes **General Motors, IBM, Anderson & Lembke, Modem Media, Hambrecht & Quist, McKinsey** and **Starwave**.

New Leaders at Poppe

Poppe Tyson, New York, has reorganized top management for the fourth time in a year. **Brad Winney**, who was named president of Poppe software company **Neterra** in the fall, now also adds the title of Poppe Tyson president; **Tom Wharton**, who had been president, becomes chief financial officer and chief operating officer, a new position. Each will report to **Kevin Clark**, chief executive officer.

Training ISP Users

Sprint, Kansas City, will launch this week an enhanced customer service plan for Sprint Internet Passport users. Dubbed Sprint Internet Personal Trainers, the program will cost \$9.95 per call for customers seeking help with advanced technical questions.

Agencies Doing Digital

New media work for clients has pervaded ad agencies to a full 98 percent, according to a study by the American Association of Advertising Agencies. This is the group's third annual study.

Surviving Avalanche, Remedy Launches

By Anya Sacharow

Remedy, a health-oriented Web site published by a Westport, Conn.-based health information company will beta launch next month despite the distracting financial problems of its agency, Avalanche Systems.

Avalanche had developed "great designs and presentations" for Remedy beginning last year, said Valorie Weaver, executive vice president and general manager of Remedy. But its development team took a heavy blow last spring when David Sinclair, Avalanche's chief technical officer, left. Around that time, the shop outsourced a lot of technical work to other companies, including Thaumaturgix, a coding and hosting group that picked up the technical side of the Remedy project.

It soon became clear that Remedy had had the bad luck to catch a young company in a young medium on the cusp of implosion. Weaver said she took an aggressive position with the agency and dealt directly with the coding group to hold the project together and get it finished. By the end of the year, Avalanche was in negotiations for a major strategic partnership with Razorfish.

"We had to be a proactive client," she said. "We couldn't let Avalanche run it at the end.

They were doing the whole dance with Razorfish and other people. They knew they needed investment and management help and were trying to survive."

Remedy spent \$350,000 on the site, a spin-off from the company's bimonthly health publication, which has a controlled circulation of 2.2 million households in the 50-plus demographic. The new site, is oriented toward personalizing and customizing health news that is then delivered to users via email. The beta will launch with pharmaceutical, food and technology companies as advertisers.

Another site born out of Avalanche Systems, Gruner

+ Jahr's Parents.com, was officially launched last week, though it initially went online in beta in September. Gruner + Jahr contracted Avalanche for the initial design work over a year ago and then brought the design, as well as the inactive sales and marketing, in-house. Gruner + Jahr also outsourced the technology team, which is not uncommon in interactive work.

Avalanche is expected to announce soon its strategic partnership with Razorfish; Troy Tyler will be the company's COO. Avalanche would not comment on its relationship with Razorfish. ■



Remedy's beta aims to offer a user-defined mix of health information for the over-50 surfing set.

[Search](#)
[News](#)
[Features](#)
[Reviews](#)
[People](#)
[Events](#)

[COMBOS' FIRST INTERNET FORAY p. 18](#) | [OFFICE DEPOT OPENS UP SHOP ONLINE p. 18](#) |

[DESIGNER DUFFY GETS INTERACTIVE p. 20](#) | [CITY SITES PURSUE LOCAL MARKET p. 22](#) |

bits

► Last month's top five publishers in terms of audience size, according to Atlanta-based **Relevant Knowledge**, were: **Yahoo** and **Four11**; **Netscape**; **Excite** and **WebCrawler**; **Microsoft** and **AOL.com**. For the first time, the report also broke out site traffic by gender, with **BarnesandNoble.com** ranking top among women and **ESPN SportsZone** being first among men.

► **Excite**, Redwood City, Calif., has signed a \$15.5 million online deal with **Cybermeals**, an online system that lets users place orders for restaurant purchases. The Lifestyle, Shopping and Travel channels on **Excite.com** will incorporate **Cybermeals'** service. The relationship is to last four years and guarantees transaction revenues for **Excite**.

► **Narrowline**, a San Francisco-based company that offers secure online buying and selling services for the ad industry, has launched **Narrowline Media Research**. The new service will develop third-party media research for media buyers and Web site publishers. **WhoWhere**, Mountain View, Calif., has hosted **Narrowline** audience surveys as a beta client.

► **OgilvyOne Interactive**, New York, has landed an assignment from **Jaguar Cars** to assume creative, production and maintenance duties for the Mahwah, N.J.-based company's corporate Web site. **Jaguar** is an existing client of **Ogilvy & Mather** and **OgilvyOne**.

► **Yahoo**, Santa Clara, Calif., has taken a minority equity stake in Dallas-based Internet broadcaster **AudioNet** to the tune of \$1.3 million. In return, **AudioNet** will "air" its audio and video events on **Yahoo! Sports** and **Yahoo! NetEvents**. Further events in other areas of **Yahoo** are planned in the coming months.

► With the completion of a November agreement to merge, **ClickOver** and **Focalink**, both of Palo Alto, Calif., have renamed the combined entity **AdKnowledge**. **Scott Kauffman**, formerly of **CompuServe**, heads up **AdKnowledge** as president and CEO.

► **Sun Microsystems**, Mountain View, Calif., has agreed to sponsor **E! Online's** live interactive coverage of upcoming major media events by supplying hardware, software and consulting support in addition to sponsorship dollars. The main events include the **Golden Globe** awards, the **Oscars**, the **Grammys** and several movie premieres.

Combos Nibbles on Web Sponsorship, More May Follow

BY BERNHARD WARNER—Combos Snacks is entering uncharted digital waters with their participation in a 10-week sponsorship of the Big East and Big Ten College Basketball Player of the Week polls on **ESPN SportsZone**. The sponsorship marks the snack brand's first foray online and the results of the program will ultimately determine whether **Combos** continues to advertise on the medium or even builds a brand site.

The choice by **Combos** to invest first in an online sponsorship deal follows criticism last year by industry watchers who maintain certain advertisers, especially packaged-goods companies, should eschew site construction in favor of more relevant content sponsorships. **Pizza Hut**, a longtime advertiser and sponsor on **SportsZone**, is one of the few advertisers to do so. The chain has a site that was built, hosted and updated by **ABC News/ESPN Internet Ventures**.

For **Combos**, an **M&M/Mars** brand, the sponsorship deal was chosen to boost its presence and support its current "Get Stuffed with **Combos Snacks**" campaign with Web surfers who have ties to the

snack food's biggest markets, the Northeast and Midwest, said **Mark Walker**, **Combos'** senior franchise manager.

"We were looking for tie-ins with partners that make sense for us geographically," **Walker** said, adding that **M&M/Mars** is still determining which brands are appropriate for the medium. Currently, **Snickers**, **Skittles** and **M&M Chocolate Candies** are the only **M&M/Mars** brands with a site.

College hoops and **SportsZone's** audience, comprised predominantly of men 18-49, is a logical tie-in for **Combos'** core demographic of 18- to 24-year-old men, **Walker** added. The brand has done few sports tie-ins in the past, limiting to on-campus activities with minimal media support, he said.

As part of the deal, **ESPN Internet Ventures** will construct more than 10 banners linking visitors to the poll from points throughout the site. It will also build a minisite for **Combos**, said **Kevin Granath**, director of advertising at **ESPN Internet Ventures**. **Combos'** agency, **D'Arcy Masius Benton & Bowles**, St. Louis, assisted with the project. ■



Combos' one-page site: Will a taste of new media leave them hungry for more substance?

Office Depot Tries "Virtual" Expansion

BY LAURA RICH AND BERNHARD WARNER—Office Depot, which was the object of a failed takeover attempt by **Staples** last year, will take a dramatically different expansion tack later this month, with the launch of a fully transactional online store.

Office Depot Online will offer a full complement of office products for sale on the Web. According to **Keith Butler**, executive director of marketing and merchandising for the division, the venture's primary objective is to build market share with **Depot's** largest business demographic—the increasingly wired small office/home office crowd.

Butler added that the online store will not derail the chain's physical expansion efforts in the real world.

The **Delray Beach, Fla.**-based office supply chain hired **Butler** in December to oversee the construction and marketing of

the cyberstore. A **San Francisco** office has been established for **Butler** and his support staff to handle the marketing of the site and transaction fulfillment duties. While the plan hasn't been finalized, an online media campaign is expected to kick off in February.

Studio Verso, a **San Francisco**-based new media agency headed by new media designer **David Siegel**, was the lead developer on the project. In addition to designing the interface, **Verso** was involved on a strategic level. It may also be involved in banner design. **Verso** is a 15-person shop whose clients have included **Sony** and **Hewlett-Packard**.

The new site will be **Office Depot's** first online effort in support of its U.S. business. **OfficeMax**, **Cleveland**, was the first office supply retailer to open a store on the Web in 1995. **Staples** has yet to do so. ■



Born January 5, 1998

ON JANUARY 5TH, AMFM Radio Networks signed-on as the biggest
RADAR network debut in decades.

WE ARE PROUD TO BE ON-THE-AIR WITH THE GREAT AFFILIATE STATIONS OF
CHANCELLOR MEDIA CORPORATION AND CAPSTAR BROADCAST PARTNERS.



A New Network For A New Millennium

Call For Advertising Opportunities


Los Angeles
213.852.3002

Dallas
972.239.6220

Chicago
312.202.8850

Detroit
248.614.7064

New York
212.373.8183

A Division of  **Chancellor** Media Corporation

Online Ads Still 'Experimental'

Has online advertising finally gained acceptance by the ad community? Not really, according to a survey conducted in December by DecisionTree, an online research firm spun off by Poppe Tyson Advertising last month.

Survey respondents (primarily agency executives, along with clients and marketing consultants) generally reported modest spending and overall skittishness toward Internet marketing. A majority (55 percent) said media spending online represented less than 5 percent of their overall buy in 1997; these same respondents predict the growth rate for online budgets to hover somewhere around the 5-7 percent level.

Publishers may be most interested to learn that 51 percent of the survey respondents reported that online spending comes from general marketing budgets. Some 35 percent said a "newly created pool" generates ad dollars for interactive media.

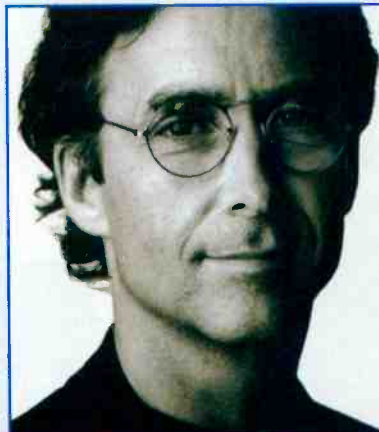
"Interactive is in a state of transition," summed up Nick Nyhan, managing director of DecisionTree, "but at the same time, it hasn't escaped the 'experimental' label."

Underscoring all of the responses, Nyhan pointed out, was a general feeling that online was "worth less because it costs less" and that impact on sales was more important to marketers than vague branding benefits. "Interactive's got to deliver at the cash register," he said. "It can't just be marketing."

Survey participants were recruited through banners on the DoubleClick and *Adweek* Web sites over a two-week period in December. DecisionTree (www.decisiontree.com) hopes to conduct similar industrywide studies quarterly. —LR

IQ movers

Jill Yablon, former vice president of content and new business at Greenhouse Networks, has been appointed vp, marketing at BarnesandNoble.com, New York . . . Magnet Interactive Communications, Washington, D.C., has named **Christopher Wuhrer** director, media planning and online marketing. He had been ad manager at Intuit, Mountain View, Calif. . . **Matthew Tucker** has been named director, Internet sales and marketing at Reed Elsevier's ECM group. He was online development director at Cahners Business Newspapers Group, both New York . . . At Atlantic Records, **Karen Colamussi** has been promoted to senior vp, general manager of new media and associated labels.



INSIDER

ONLINE BY DESIGN

By Laura Rich

Like the off-beat ad man "Dick" featured in Fallon McElligott's irreverent spots for the Miller Brewing Co., Joe Duffy is from a generation that the Gen X target audience might consider "retro." But at 48, Fallon's creative director is hardly

headed the way of the eight-track tape. As president of Revolv, Fallon McElligott's official vehicle into the new media industry, he'll be boldly going where few graphic designers have gone before: into the cyber-frontier of the World Wide Web and other new media.

There's no doubt that Duffy is a proven talent: Over nearly three decades he has accumulated shelves full of awards for innovative package design, identity work and advertising. He has also produced award-winning new media campaigns for Fallon clients Tidy Cat and BMW.

The question is: Can a big-time traditional-media designer take a sharp creative shop (Fallon chalked up an impressive spate of account wins in 1996, including United Airlines and McDonald's) to the interactive edge?

"One of the reasons I'm leading this group is because I've had a successful, integrated relationship with Fallon," Duffy says. That relationship has spanned the past 14 years, beginning with the formation of Duffy Design. In 1989, the agency acquired Duffy altogether, selling itself to clients as a multidisciplinary agency.

Duffy snickers at the new media

navel-gazing he's observed so far, noting that most online marketing trends toward whiz-bang technology antics or static versions of offline campaigns. "Here we have this exciting new medium and it's not being utilized."

Revolv will be more sophisticated, he says, mainly because of its close ties to the account and strategy departments at Fallon. He points to the work that the pre-Revolv team produced for client BMW. To support the debut of the 1998 models, they launched a campaign called CyberDrive, offering Internet users the opportunity to "test drive" the new cars online.

"[The campaign] relates well to what's being done in the advertising," Duffy points out, referring to TV spots from Fallon that emphasize performance with the tagline, "Ultimate Driving Machine."

Duffy, who actually expects CD-ROMs and kiosks to be Revolv's primary means of reaching consumers, uses a Web metaphor to describe the new firm's strengths: "[A brand may have] great advertising and packaging, but if the interactive campaign has no relationship to it; there's no link. That's the gap we'd like to bridge." ■



On BMW's interactive campaign, the Duffy Design/Fallon team ran like a well-oiled machine.



Gwyn David
Senior Vice President,
Media Director
GSD&M

A dedicated partner,
a true friend
who will be greatly missed.





Streets of Gold?

The Times joins the rush of New York City e-guides. By Steve Ditlea

It will lose \$12-\$15 million on its new media division in 1997, and \$8-\$11 million in 1998, but the usually staid New York Times Co. has not lost its appetite for electronic publishing. Indeed, having established the newspaper's Web site as a national Hot 100 destination and pioneered database marketing for its advertisers, the Gray Lady will up the new media ante this year in a play that will put the company in direct competition with America Online, the Home

Shopping Network and Microsoft in the nation's biggest local market.

Due to debut in the first quarter of 1998, New York Today will be the latest, and potentially most ambitious, entry into the online city guide field, a niche that was all the rage among content providers last year.

But in contrast to most rival guides (and its sister, www.nytimes.com), New York Today will

not target national advertisers. "We don't want people to confuse our local New York service with The New York Times on the Web, a major national news service," says Martin Nisenholtz, president of The New York Times Electronic Media Co. (The Times Web site draws 83 percent of its audience from outside the New York metropolitan area—proof for Nisenholtz that "once you unfetter *The New York Times* brand name from paper distribution, it becomes a national product set.")

The city site doesn't use the *Times* name, in

part because some content partners and advertisers "wouldn't be comfortable with it" in an era of media-alliance sprawl. To differentiate this interactive Gotham guide from other listings-oriented city sites, Nisenholtz is relying on broader coverage: "I believe that arts and entertainment, going out to eat and going to the movies are important parts of people's lives in the city, but they're only part of our concerns."

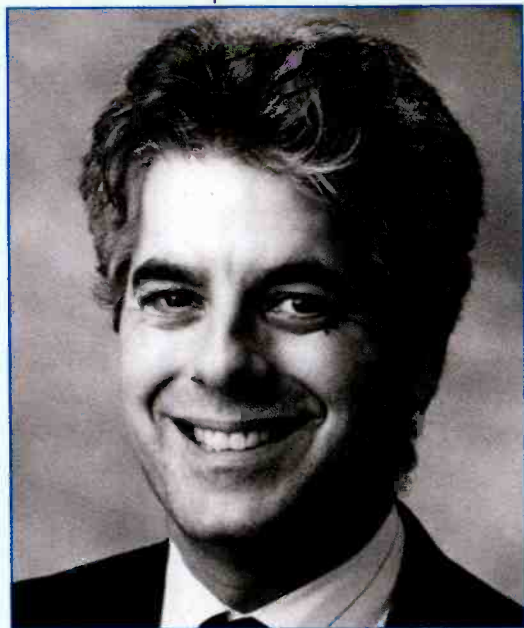
Along with leisure listings of entertainment and restaurant reviews drawn from the analog *Times*, New York Today's digital library will feature a large reference section. "We'll have useful original content, like how to get a driver's license or how to pay a parking ticket—things you need to know when visiting or living in New York," says Dan Donaghy, general manager of the new site.

Also aimed at local problem-solving on the Web: an extensive assortment of "Life" pages, to include a health section and online real estate, automotive and employment classified ads currently running in the *Times* on the Web.

Why is the *Times* willing to spend so lavishly in a completely unproven medium? One observer sums it up simply as a "fear of Microsoft."

Now in 10 cities, Microsoft's city guide series, Sidewalk, was a wake-up call for the newspaper business, as the software giant entered local advertising markets for the first time. But the fact that the Big Apple's local advertising supports so many print publications, as well as dozens of TV and radio stations, leads Sidewalk's business unit manager Matt Kursh to reassure other media that "the New York market can sustain three or four online city sites, without taking away ad dollars."

Even so, at about the same time as New York Today's debut, another online city guide will be making a splashy celebrity-studded relaunch. Digital City NY, a business unit of AOL Studios (owned primarily by America Online and Tribune



Martin Nisenholtz, president of the New York Times Electronic Media Co., will be fighting Gates, Diller and Case for New York's online turf.

To Become The #1 Website For Families, We Had To Do Our Homework.

Rank	Website	Score
#1	FamilyEducation Network	94
2	Family.com	89
3	KidSource Online	85
4	Parent News	82
5	ParentTime	81
6	The Whole Family Center	80
7	Moms Online	79
8	Parents Place	79
9	Parent Soup	78
10	ParenthoodWeb	77

At FamilyEducation Network, we give parents valuable information about their children ... information they can really use, like homework help, college planning, learning activities, school calendars, and more. So it's no surprise that in a recent survey by *Family PC* magazine, parents named us the #1 Website for families*.

Now it's time to do your homework. Find out how smart marketers are reaching America's involved parents by calling Carroll Miller, V.P., Corporate Programs:
1-800-927-6006, ext. 128.

FamilyEducation
NETWORK

<http://familyeducation.com>



CitySearch and Microsoft's Sidewalk New York are two of the well-financed online city guides threatening the print Times' ad base.

Co.) has signed local personalities, including newspaper columnist Pete Hamill, playwright Wendy Wasserstein and musician David Byrne, to exclusive content deals. "We're introducing a whole new product in New York that will raise the standard for city sites," says Paul De Benedictis, president and CEO of Digital City, now in 32 markets nationwide.

The oldest city site in New York (by way of its Metro Beat acquisition) belongs to Pasadena-based CitySearch, which recently drew a large investment from the Home Shopping Network. HSN's Barry Diller has proclaimed "city magazines" the local TV broadcast format of the future; CitySearch seems a natural online complement to this strategy in its 17 markets. Meanwhile, CitySearch concentrates on developing relationships with small and medium-sized advertisers. "Our support comes almost exclusively from local advertisers," says Charles Conn, CEO of CitySearch.

As a creator of software tools for city site management, CitySearch is also the major competitor to the Times' technology partner on New York Today, Zip2 Corp. of Mountain View, Calif. Last

November, The New York Times became

a 4.9 percent owner of Zip2, along with such investors as The Hearst Corp. and the parent companies of the *Dallas Morning News* and *St. Louis Post-Dispatch*.

Pundits have observed that the Times hasn't always been judicious in its choice of partners—or new businesses—in the past. One deal, giving the Nexis electronic database online exclusivity to Times material in perpetuity, had to be one of the most uneven new media arrangements ever (a change in ownership at Nexis provided a

loophole just as the Net took off). And as recently as 1993, the Times published a weekly entertainment guide on paper called *Critic's Choice*, which was targeted at visitors to the city but failed to achieve critical mass.

One major difference today is the presence of Nisenholtz, the rare "interactive media pioneer" who actually merits the designation. Nearly 20 years ago, he set up a ground-breaking teletext system at New York University; he went on to found Ogilvy & Mather's Interactive Marketing Group and had a brief stint as director of content strategy for Ameritech Corp. before joining the Times in 1995.

Newsroom insiders also say new media is no longer a career dead-end at the Times; Rob Fixmer, editor of the Times site for its first two years, was recently promoted to technology editor at the paper.

And in the current media environment, the Times has business incentives that its online competitors lack. In a recent report, Forrester Research analyst Bill Bass predicted that newspapers risk losing more than 10 percent of their ad revenues by the year 2001, as advertisers go online or force rate reductions in print buys. "No online city sites are

"No online city sites are even close to making money," says Bass. "The first ones probably won't until 2000 or 2001."

even close to making money, and the first ones probably won't until 2000 or 2001," Bass says. "But they're smart to introduce an online city guide and fend off brand and ad erosion."

One possible source of revenue, charging subscription fees, is never ruled out by city site publishers but isn't very likely. "Advertising revenues are never enough to fund a site," Bass says. "But Web guides charging subscribers is like a local TV channel charging viewers. It won't happen."

The electronic media division is clearly a favorite of Arthur Sulzberger Jr., recent successor to the mantle of Times chairman. Sulzberger has made no secret of his desire to make a major digital acquisition for The New York Times Co. in '98. With such potentially huge deals in the wind, a multimillion-dollar loss must seem a small price to pay for a fast-track new media tutorial. ■



EASTERN

SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the fourth Thursday of the current month for appearance the following month. RATES: \$41 per line monthly; \$260 per half-

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

ADVERTISING INTERNET RESOURCES

theispot™ www.theispot.com
THE ILLUSTRATION INTERNET SITE
PORTFOLIOS and quality STOCK from
100's of the world's best artists

ADVERTISING SPECIALTIES

This PAKTITE[®] is an X-Large Heavy-weight T-Shirt!



Compressed under 50 tons of pressure. It's Full Size, truly it is! * Ask About compressed Beach Towels

Stock & custom shapes available:

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

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

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

PAKTITES BY 3-STRIKES CUSTOM DESIGN
25 Crescent Street, Dept. B15
Stamford, Ct 06906
Tel: 203-359-4559
Fax: 203-359-2187



Visit our Web Site at www.3Strikes.com

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

ADVERTISING SPECIALTIES

PRIME TIME Plus
INC

"The Advertising Specialty & Business Gift People"

DIRECT REPRESENTATIVE FOR:

WATERMAN  SWISS ARMY 
PARKER  3M 
PAPER MATE  zippro 

FREE GIFT WITH FIRST ORDER

(732) 449-3443
Fax: (732) 449-3560
http://www.logomall.com/primetime
1955 Route 34
Wall, NJ 07719

ADVERTISING SPECIALTIES

Amazing NEW FABRIC BANNERS & IMPRINTED TOWELS

Tactics that Activate!

- Reproduce photos or other art in full bleed, vibrant color with our patented Matrix printing process.
- Beautiful silkscreening available for extra fast turnaround
- Low minimums
- Many sizes & fabrics

3 STRIKES CUSTOM DESIGN, Creative Solutions with Fabric since 1979
25 CRESCENT ST, STAMFORD, CT 06906
TEL (203)359-4559 • FAX (203)359-2187



ADVERTISING SPECIALTIES

SCREEN PRINTING & EMBROIDERY
ANYTHING WITH YOUR LOGO!

- T-SHIRTS • JACKETS
- SWEATS • HATS & BAGS

QUICK TURNAROUND CALL NOW!
Marketing & Promotions Group
NJ, NY, NC, FL
800.251.8339

ART/DESIGN SERVICES

INVISION GRAPHICS

Graphic Design From Concept To Finish

- ▶ WEB DESIGN
- ▶ WEB GRAPHICS
- ▶ COMPANY LOGOS
- ▶ CAMERA READY AD PRODUCTION

Call Steve at 718-544-7670

We design annual reports for small corps & non-profits. 212-226-5686

ART DIRECTION

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

ART DIRECTION

SR. AD/DESIGNER: Versatile. Elegant.
Brochures, ads, logos, corporate, editorial & promo. Robbi Muir 212-966-2635.

European Art Director. Cutting Edge.
International print campaigns. 212-560-5522

Concepts, Logos and Icons 718 997-0639

BROCHURES

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

BUSINESS SERVICES

phoenix

BRAND STRATEGIES
CONVENTIONAL WISDOM IS AN OXYMORON

email: Ideas2fly@aol.com
or call: 212 769 0754
Visit: www.phoenixbranding.com

ART/DESIGN SERVICES

FREELANCE ADVANCERS

help yourself to the most reliable freelance service in the area

212 661 0900

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

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

ART DIRECTION

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

USE
ADWEEK MAGAZINES
TO GET NATIONAL
EXPOSURE

COUNTDOWN CLOCK FOR THE MILLENNIUM OR ANY EVENT!



In years, days, hours, minutes, and even seconds, the Countdown Clock continuously displays the time that remains until the Year 2000. The display forms the centerpiece for a special Millennium program, promotion, or event, represented in dramatic, full-color, customized graphics. The excitement grows as the Millennium draws near!

NOT JUST FOR THE MILLENNIUM!

The Countdown Clock can be easily set to display the time remaining to any special date—product launch, grand opening, you name it!



734 Franklin Avenue, Garden City, New York 11530
http://www.countdownclock.com

(516) 739-7800 • Fax (516) 626-0246

EASTERN SERVICES & RESOURCES

BUSINESS SERVICES



TelewaySM

THE LEADER IN TELEMARKETING SERVICES

- Business to Business
- Product Sales
- Outbound/Inbound
- Lead Generation
- Direct Sales
- Market Research

Call: 1-888-333-4594

COMPUTER SOFTWARE

I MAKE ADMAN WORK FOR YOU!

On-site • Setup • Training & Implementation • 20 yrs.
AD Agency Financial Mgt. • Authorized Sales & Service
Marlene Alderman (315) 637-4549 • MAldercoco@aol.com

COMPUTER SYSTEMS

TAKE CONTROL OF YOUR AGENCY'S FINANCES! MAC or PC

Since 1982, hundreds of agencies have taken Control. Call today!

The Complete Agency Financial System

Gabel Systems ▶ 1-800-843-1795

COPYWRITING

One Shows. Clio's. Effies.
(My copy also wins praise.)

10 years of major agency experience in all media in all product categories. On time. On strategy. On the money.
(212) 759-8028

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

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

All Media. Impressive Clients. Excellent References.

Sharon Macey 203.454.4771

PLAIN ENGLISH

Veteran financial writer turns mutual fund prospectuses and other SEC disclosures into reader-friendly copy. (201) 795-0688

Chlat/Day senior writer with Powerbook.
Will travel. (415) 924-6877

MUST BE IN THE WATER.

Every time I freelance, I'm offered a full-time job!
212-595-8215

HEDGE, FUDGE, DODGE & STRATEGY, INC.
ADS FOR PKGE. GDS. 212.581.6760.x319.

NEVER A DULL AD.

NO MATTER HOW DAUNTING THE SUBJECT. Technology. Finance. Health. 212.581.6760.x319.

GET THE GIRLS. USE MY LINES.

Retail. Fashion. HBA. Food. 212.581.6760 x319.

ONE PART INSPIRATION. NINE PARTS PERSPICACITY.

Print. Broadcast. Direct. 212.581.6760.x319.

Casinos. Expensive hotels. Beautiful women. Copy that's been around the block 973-655-9638

Cadillac copy, Pontiac prices. 800-200-0397

I KNOW HOW WOMEN THINK.

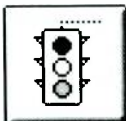
Brochures, ads, catalog, direct mail, by successful magazine writer/psychologist.
Call Joan 212.254.9311

2 BALD MEN

fast. loose. full of juice. 212-396-4492

CALL 1-800-7-ADWEEK

COMPUTER SOFTWARE



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

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

800 272-4488

www.clientsandprofits.com

Need help with ADMAN?

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

CONCEPTS & COPY

SPANISH RADIO PRODUCTIONS
From creative concept to completion
Respect your audience taste (408) 247-7726

COPY/CREATIVE

we do drugs and we've been around

MEDICAL ADVERTISING CREATIVE PROS

Trust your overflow work to this clinically literate, consumer driven special projects team.
OTC and ethical, DTC and trade.
Fast, flexible and disease free.

FSS Creative
(914) 591-1925

Find creativity in words and images: 516-679-6838

Fetching Copy. 800 9AD DOG9

COPYWRITING

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

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

RENT AN AWARD WINNER

Stan Moore (201) 391-2329

Aren't You Tired Of Being Misunderstood?
I understand.

Ask IBM, NYNEX, MCI, PBS, Sharp, Tenneco
Ken Norkin, copywriter. 301-891-3614

WRITING THAT SELLS

Business building ideas. Copy that gets results.
Sales Literature, PR, & Corp. Communications.
Nanci Panuccio 212.688.5936

Wordsmiths -- ad copy

Keith Phucas (301) 258-7730

THE BEST OF ALL WORDS. (914) 381-4879.

I WRITE PRESENTATIONS THAT SELL
For sales reps & corporate honchos. For Hall-mark, Schick, BusWeek & you. 212-371-8733

AWARD WINNER -Fresh, fast, versatile.
All media & new product work. 212-737-8977

CD and AUDIO MARKETING

CD, Cassette, Packaging & Fulfillment Services



ASR Recording Services

TEL. 800.852.3124 x.122
FAX 818.341.9131

COMPUTER CONSULTANTS



PHOTOSHOP® CERT. INSTRUCTOR
ON-SITE GROUP TRAININGS
SATISFACTION GUARANTEED
NYC - NJ - EASTERN PA - DE
CALL 888-255-5922

COMPUTER SOFTWARE



Professional help for creative minds.

It's the most powerful, flexible, agency management, job tracking, scheduling, billing & team accounting software ever developed.

Mac and Windows
610-666-1955

www.medigroupltd.com

COMPUTER SOFTWARE

ADMAN[®]

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

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

Call 1-800-488-7544

for information and a demo disk.

Dealers Welcome to Inquire.



Marketing Resources Plus
A Full Marketing Information Service Company

www.admanmrp.com/adman

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

EASTERN SERVICES & RESOURCES

CREATIVE

ESCAPE BROCHURE HELL

For high-maintenance projects you need a flexible, creative team that follows through. Concepts. Design. Copy. Call 516-679-6838.

Thousands of trees have to die so our ads can be printed. The least we can do is make them really good. HollyandJerry. 212.614.9005

ARTISTIC, Riney AD seeks fun, openminded clients for freelance romp. (415) 421-1434

FILM/VIDEO PRODUCTION

GLENN ROLAND FILMS 310-475-0937

Video Works Inc. Quality Film/Video Production Services 410-745-2216 410-819-3738

FULFILLMENT FULL SERVICE

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

INSURANCE

ARE YOU PAYING TOO MUCH FOR YOUR INSURANCE?

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

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

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

INTERNET

HOW SHOULD YOU KNOW WHAT TO PUT ON THE INTERNET?
WORLD WEB MARKETING
Internet Consulting
www.wwmktng.com

MARKETING SERVICES

Video News Releases
Promote your ad campaign on TV newscasts. A powerful tool for getting added exposure. Extremely cost-effective. Free demo tape. D S Simon Productions, 212.727.7770. Ask for Gene. http://www.dssimon.com

NEW BUSINESS PRO-Positioning;
Branding; Image; Creative Strategy;
Write Presentation. Call Bob (212) 213-8269

P.O.P. DISPLAY

PLASTICRAFTERS
DIVISION OF GEORGE PATTON ASSOCIATES INC.
AMERICA'S CHOICE FOR STOCK & CUSTOM ADVERTISING DISPLAYS
• Sign Frames • Brochure Racks • Poster Holders • Kiosks •

• Custom sizes, designs and prototypes quickly fabricated!
• Silk screen logo imprinting available for increased brand recognition.

Call 1-800-572-2194 for a free brochure!
Fax: 1-401-247-0392 • e-mail: info@plasticrafters.com

PRINTING

OUT OF HOME LITHO
FULFILLMENT SERVICES
DEALER SNIPES

77" PRESS CAPACITY ♦ SHORT AND LONG RUNS
TRANSIT SIGNS • BUS, SUBWAY, AIRPORT, TAXI ♦ OUTDOOR & MALL POSTERS ♦ BACKLIT
Compton & Sons, Inc.
Posters Since 1853
CENTRAL SHIPPING LOCATION, ST. LOUIS, MO - LOWEST COST
SAME-DAY QUOTING **800-325-1451** FAST TURNAROUND
Fax Specs For Quick Quote (314) 991-4726

MEDIA BUYING & PLANNING SERVICES

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

EXPERT PLANS & BUYS973-379-2334

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

Tangled Up in the World Wide Web?
Get help from our Internet experts.
Interactive Planning, Buying and Research
Call MediaEdge, Inc. 212-707-1144
consulting@mediadepartment.com

MEDIA MERCENARY...Ten Year Vet available for: Long and short term assignments/Special Projects/On-going Consultation. Call: (718) 259-0861 or E-mail: MediaMerc@AOL.com

NEWSLETTERS

Get Recognized, get promoted and get ahead. Read *The David Palmer Letter*. Call now for FREE sample, 1-510-665-3549

Reach your ad community in ADWEEK CLASSIFIED

NEWSLETTERS

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

PROOFREADING

EDITORIAL EXPRESS
EXPERIENCED - FAST - PRECISE
Advertising • Collateral Catalogs • Annual Reports
Magazines • Manuals
Call: 508-697-6202
Fax: 508-697-7773

RADIO COMMERCIALS

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

RADIO COMMERCIALS

Radio creative or production
COMEDY, DRAMA, PATHOS
(and the other Musketeers)



Call Mark Savan
(800) 443-2020 • (213) 462-3822 Fax

Good Spot. That's a good Spot.
(800) 9AD DOGS

RADIO PRODUCTION



(On February 14th, we will change the way everyone thinks about radio advertising.)

Clients include
Wieden & Kennedy,
Nike, Team One,
Hardee's, Full Sail Ale,
Foote Cone & Belding,
Levi's, Adidas,
DDB Needham,
Pepsi, Gallo, Texaco,
Blue Diamond Almonds.

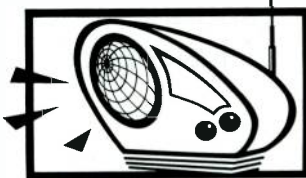
Portland 503-224-9288

EASTERN SERVICES & RESOURCES

RADIO PRODUCTION

THE BEST RADIO PRODUCTION RESOURCE ON THE PLANET.

Search the world over. Try to top our all-star team of radio experts & state-of-the-universe Hollywood studios. Then call us.



World Wide Wadio
HOLLYWOOD

CHECK OUT OUR DEMO CD!
213.957.3399 Fax: 213.957.7050
E-mail: wadio@wwwwadio.com
Cool new web site: wwwwadio.com

SLIDE CHARTS

Datalizer
Slide Charts, Inc.



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

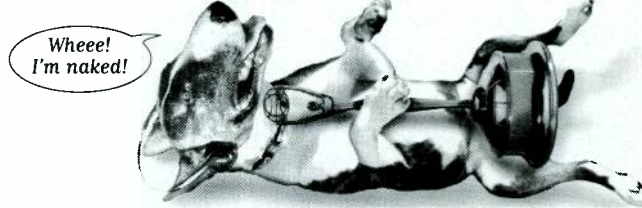
BE A DOER

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

Call M. Morris
Classified Sales Manager
1-800-7-ADWEEK

RADIO PRODUCTION

Cookie loves her Clios.



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

Sarley, Bigg & Bedder
Radio at its best

RADIO PRODUCTION

www.radio-ranch.com

Send us The World's Worst Radio Spot, we'll send you a big bird for the Holidays.

Details above or by fax at (213) 856-4311 or phone (213) 462-4966
Dick Orkin's Radio Ranch of Hollywood, CA. USA

RADIO PRODUCTION

MAL SHARPE the original
Man-of-the-Street
Interviewer

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

CALL (510) 843-7655 (CA)

RADIO PRODUCTION

If You Don't Like Our Reel, Please Call 212-661-2968.

If you haven't heard it yet, call **1-800-776-OINK** and we'll send you a copy.



TRANSCRIPTION SERVICES

TRANSCRIPTS! • Fast Turnaround
• Low Cost, High Quality
Call 1-888-286-6245 or visit www.mobileword.com
MobileWord.

TRANSLATIONS/ LANGUAGE SERVICES

SPANISH TRANSLATION
307/366-2290 or spantran@tctwest.net

TV PRODUCTION

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

VOICES

INSTANT SPOTS & VO's • COMREX ISDN
TED LARSEN • WORLDWIDE
508-741-4949 Email: tmedia@aol.com

WEBSITE DESIGN

wwwdesign@594.com 212-560-7412

YELLOW PAGE SERVICES

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

ADWEEK ONLINE:

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

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

To order dial-up software call 800-641-2030 or 212-536-5319

Fax: 212-536-5310 or e-mail: adweek@adweek.com

First with news that lasts.

1515 Broadway, NY, NY 10036

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.

OFFERS & OPPORTUNITIES

BUSINESS OPPORTUNITIES

ACQUISITIONS

Well known, successful, creative, mid-sized advertising agency interested in acquiring New Media, Design and Public Relations firms.

ADWEEK Classified, Box 4039
1515 Broadway, 12th fl.
New York, NY 10036

SALES PROMO AGY SALE or MERGER

Established Agency (25 years), known for its creativity, computer & internet expertise. National Accounts. Partners wish to retire. Cash required.

Fax: 212-557-1879

EMPLOYMENT

SALES & MKTG COORD

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

Fax to: Michelle 212-536-5353

LOOKING TO BUY/ MERGE PR BUSINESS?

Small, A-list press relations shop, annual retainers of \$450K, seeks buyer or merger partner. Clients include prominent NYC law firm, investment bank, publisher, money manager, Big 5 accounting firm. Principal, 44, former Time magazine journalist. Low overhead, two associates. Superb new business skills. Good opportunity for agency looking to beef up NY PR presence.

Phone: 212-721-7468
Fax: 212-721-7469

OFFICE SPACE

Seeking Office Space

'Lite' PR firm seeks to sub-lease office(s) including some services in either Advertising or Promotion agency. No brokers or business centers.

Steven (212) 721 5529

EMPLOYMENT

DIRECT MARKETING MANAGER

With new innovative ideas, products and services, Medical Economics, a dynamic and innovative leader in healthcare information, seeks an analytically-oriented professional possessing 5+ years of direct mail experience with large volume, complex mail programs (i.e. magazines, books or directories) to manage & oversee its direct marketing staff and activities.

The individual we seek must be familiar with managing creative development, print production and selection of outside lists, as well as possess extensive experience with back-end analysis & interpretation of results. The ability to write and edit direct marketing copy a must. Position requires a relevant Bachelor's degree, PC proficiency utilizing Lotus 1-2-3 in a Windows environment and prior supervisory skills.

We offer a competitive salary and comprehensive benefits package in a challenging & stimulating setting. For consideration, please send resume with salary/history requirements to:

Human Resources Dept., attn: PB/DMM
Medical Economics
FIVE PARAGON DRIVE
MONTVALE, NJ 07645

Please visit our Website at: www.medec.com

(We appreciate your interest, but will only contact those applicants we plan to interview.)

An Equal Opportunity Employer

PART TIME FREELANCE

ART DIRECTORS, WRITERS and CREATIVE TEAMS

Diversified entertainment company seeks freelance creatives for a variety of advertising, collateral, POP, and packaging assignments. Work from your home or on-site. Fax responses and resumes to:

Dick @ (973) 344-2233

EMPLOYMENT



DIRECTOR OF SALES DISCOVERY CHANNEL ONLINE

Explore your world with the premium brand on the internet - Discovery Channel Online. Join a leading edge sales organization based in New York City. Discovery Channel Online is an innovative, groundbreaking service that brings the world of Discovery to the online world!

We are looking for a unique individual with the following qualifications:

Successful sales and management experience. Strong negotiating and presentation skills, with an emphasis on senior interactive client and agency levels. Proven organizational, motivational and leadership ability. Excellent interpersonal communication skills. Strong client and agency relationships. Prior online sales experience preferred.

Send resume and cover letter to:

ADWEEK Classified, Box 4052
1515 Broadway, 12th fl., New York, NY 10036

JAGUAR CARS

DIRECT MARKETING MANAGER

Jaguar Cars, a fast growing luxury automotive manufacturer in the U.S., is strengthening our marketing team with the addition of a new Direct Marketing Manager, based in our Mahwah, NJ headquarters.

Responsibilities in this high profile position center around building sales volume and customer loyalty by speaking directly to our prospects and current owner base and engaging them in a relationship-building dialogue appropriate to their lifestyle. You will need a thorough understanding of database manipulation and back-end analysis and measurement, in addition to a sharp marketing mind, a creative flair and a proactive attitude. We seek an individual who will strengthen our overall marketing matrix by integrating and coordinating direct marketing activities with our interactive marketing, advertising, public affairs, dealer events and customer care efforts. A BA/BS degree and at least five years' experience in direct marketing is a requirement.

If you think you fit the bill, forward your resume to

Jaguar Cars

555 MacArthur Blvd., Dept. AAN, Mahwah, NJ 07430-2327

Principals only, no agencies, please.

Jaguar Cars is a smoke free environment
and an equal opportunity employer. MIF/DIV.

ASSISTANT PRODUCTION MANAGER

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

Fax resume to 212-536-6550

HELP WANTED

**Inside/Outside Sales Representative
National Sales - New York**

The Washington Post, is currently seeking a National Advertising Inside/Outside Sales Rep for our New York office. This sales position requires working with clients over the telephone and face-to-face to determine the advertisers' needs.

The ideal candidate should have at least a year's experience in advertising sales with a proven track record of sales achievements. Excellent presentation, written, and verbal communication skills are required; strong computer skills, including a familiarity with Windows and Lotus spreadsheets.

We need an experienced sales professional who has an enthusiasm for selling and is a persuasive communicator. You must be able to handle the pressures of a fast-paced, deadline-driven environment of a major news publication.

We offer a competitive compensation and benefits package. For confidential consideration, please send your resume to:

The Washington Post

Attn: Personnel/I-OSales/EH
1150 15th Street, N.W.
Washington, DC 20071

We are committed to diversity in the workplace and promote a drug-free work environment.

"We don't need no stinking headhunters!"

Clarion Marketing and Communications is now hiring art directors, account executives, Mac artists, copywriters and big idea people.

ONE DAY ONLY!

Bring your book, your thoughts, your dreams and your resumé to our open house, **January 23, 9 am to 7pm.**

No appointment necessary.

Call 203 862-6000 for directions.

BRAND MANAGER

Tighe Industries, Inc. is a leading manufacturer of costumes for the performing arts, gymnastic and drill team apparel. Distribution is international with brand names of Curtain Call, Alpha Factor, Aerials, Peak and Performance Wear.

Due to our continued growth, we are seeking a brand manager. This position is responsible for developing the product line strategy and marketing plan. The successful candidate will have a Bachelor Degree in Marketing or Business Administration with three (3) years experience as Assistant Brand Manager or Merchandise Manager in the apparel industry.

We offer a competitive compensation program in an exciting, growth oriented organization. If you possess the above credentials, please submit your resume and salary requirements to:

TIGHE INDUSTRIES, INC.
Human Resource Department
R.D. 12; Box 251-A, York, PA 17406
Phone: (717) 252-1578 FAX: (717) 252-4865

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

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

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

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

Coldwater Creek®

MEDIA PLANNER

Small, fast-paced CT advertising agency seeks media planner with 2+ years print and broadcast experience to work on the **Virgin Atlantic Airways Acct.** Travel industry experience a plus. Blue chip client roster and excellent opportunity for career growth. Good benefits. Fax resume and salary requirements to:

ATTN: MARY T. MOORE
203-750-6565

**MEDIA RESEARCH
MANAGER**

Established and rapidly growing national business publication seeks a Media Research Manager with at least 5 years experience of print research. Midtown Manhattan location. Salary open. Please submit resume to:

ADWEEK Classified, Box 4045
1515 Broadway, 12th fl.
New York, NY 10036

Experiencing Explosive Growth!

Established Ft. Lauderdale-based publisher with magazines in Florida, Atlanta and N.Y. needs **Senior VP Sales and Marketing, Sales Managers and Professional Ad Sales people.**

Fax resume to (954) 370-8036 or call (954) 252-9393 Ext. 26

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

**MEDIA SUPERVISOR
MEDIA PLANNER**

Well established, mid-size ad agency is seeking energetic & enthusiastic Media Supervisor and Media Planner. Strong computer, excellent writing and people skills would be nice.

Fax resume to:

Annemarie Panettieri
at 212-337-6129

**ADVERTISING AGENCY
AE**

Experienced AE to help develop new business and work with Fortune 500 co. in fast growing hi-tech Scottsdale, AZ ad agency. Must be a leader.

MEDIA PLANNER/BUYER

Exciting, challenging opportunity for experienced, creative individual familiar with electronic industry pubs.

Fax resume and salary history to:
602-945-6803

HELP WANTED

New Technologies to Solve Real Customer Needs

New products. New strategies. New opportunities. Lucent Technologies has them all. Positioned at the forefront of telecommunications, we design, develop and manufacture a wide range of advanced systems, software and products. And we're taking bold, new steps in advancing technology into the next millennium.

Right now, we are seeking a seasoned Database Marketing Pro with the vision and leadership qualities to make a strong impact on our continued growth.

Database Marketing Manager

As a senior member of a new marketing team that focuses on database marketing as a key strategy, you will utilize your database expertise to drive customer selection, retention, acquisition and sales extension challenges.

Successful candidate will have strong database experience in all areas of marketing, be self-motivated, energetic, and have the ability to successfully lead internal marketing teams.

Excellent salary. Comprehensive benefits. An entrepreneurial environment that's conducive to your continuing growth. You'll find them all at Lucent. Please send your resume to: Lucent Technologies, attn: Linda Bailey, BCS Human Resources, Dept. 604/0402/98, 211 Mt. Airy Road, Basking Ridge, NJ 07920. Or apply on-line at www.lucent.com. Lucent is an equal opportunity employer.

Lucent Technologies
Bell Labs Innovations



PRODUCT MANAGEMENT OPPORTUNITIES



CARTER-WALLACE, INC. is a progressive leader in the manufacturing and marketing of consumer personal care products with a strong portfolio of growth brands that include ARRID™, Trojan™, Nair™, First Response™, Pearl Drops™, and Answer™.

We have opportunities for talented Product Management professionals with 2-5 years of marketing management experience with a packaged goods manufacturer. An MBA is strongly preferred.

The selected candidates will be responsible for developing long term plans and programs. This includes managing all marketing mix elements including packaging, pricing, formula development, volume forecasting, advertising, and line extension development.

The positions are based at our Central New Jersey location and we offer a competitive salary, relocation package and excellent benefits.

For immediate consideration, please send your resume with salary history/requirements to: C. Glasco, Carter-Wallace, Inc., P.O. Box 1001, Cranbury, NJ 08512-6402. Fax: (609) 655-6402



Equal Opportunity Employer M/F/D/V

New Business Creates Needs All Over the Map.



We are a fun, dynamic, growing, national marketing services agency with Fortune 500 clients.

New and existing client growth has created management and support opportunities at our offices in Atlanta, Chicago, Phoenix/Southern California, and Princeton.

We are looking for creative, ambitious, talented, hard-working people at all levels in all offices.

Management Supervisors Senior Account Managers Account Executives Assistant Account Executives

- ▶ Client/agency experience with sophisticated marketer (*Years of experience required commensurate with job level.*)
- ▶ Excellent interpersonal skills
- ▶ Strong people/project management skills
- ▶ Entrepreneurial spirit
- ▶ Strategic mindset
- ▶ Sound understanding of creative and execution components of promotion

Senior to Assistant Art Directors

Superior conceiving and design skills. Mac-based expertise in Quark, Illustrator, Photoshop. Pre-press skills a plus.

Senior to Assistant Copywriters

Exceptional conceiving and copywriting skills. Promotion brainstorming experience a plus.

No calls. Please send résumé to:
QLM Marketing (AW), 470 Wall Street, Princeton, NJ 08540.
Fax to: (609) 921-8847 or
e-mail to: accountaw@qlm.com
Equal Opportunity Employer

QLM
MARKETING

HELP WANTED

BRILLIANT RELATIONSHIPS

Washington, DC

TELESERVICES MANAGER

Whether it's products, consumers, clients, or employees, we strive for brilliant relationships.

We are currently seeking a Teleservices Manager to create telemarketing programs which meet our clients' strategic objectives. Manage vendor relationships and monitor performance. Responsibilities also include RFP preparation, training, script writing and call flow design. Experience with Inbound, Outbound and Interactive programs desired. Minimum 3 years experience.

RTCdirect is a wholly owned subsidiary of WPP Group, one of the world's largest advertising and communications services company. We offer competitive salaries and comprehensive benefits including 401 (k) and stock ownership plans. Please send your resume and salary requirements for consideration. No phone calls, please. Principals only.

RTCdirect

1055 Thomas Jefferson Street, NW, Suite 500
Washington, DC 20007

Fax: (202) 424-7900
EOE

E-mail: jobs@rtcdirect.com
M/F/V/D

Director of Marketing

Looking for an outstanding publishing opportunity outside of New York? American Airlines Publishing, based in Dallas/Ft. Worth Texas, is seeking an experienced professional for the position of Marketing Director of its magazine division.

The qualified candidate will have 6-8 years of marketing experience, preferably in the publishing industry. Managing a staff of five, the position is responsible for all research, merchandising and promotions for *American Way*, *Southwest Airlines Spirit* and ABC In The AAir, our inflight television programming.

In addition to a competitive compensation package, the position includes flight benefits on American Airlines, and an excellent benefits package. Please fax your resume to Terrie Lonergan, Associate Publisher, 4333 Amon Carter Blvd. MD 5598, Fort Worth, Texas 76155 at (817) 931-4829.

AMERICAN
AIRLINES
PUBLISHING

AmericanAirlines® is an Equal Opportunity Employer

MEDIA PLANNER/STRATEGIST

Fast-paced, even faster growing national sales organization representing the #1 advertising medium - newspapers - is looking for an individual with 2+ years media planning experience in print and broadcast to join in-house media/marketing department. Competitive compensation, benefits and quick growth potential.

Fax cover letter and resume to:

(212) 856-6343

Attn: RS

PROMOTION SALES EXECUTIVE

Leading national cinema advertising and promotion network offering excellent opportunity to candidates with solid promotion development and sales experience. Applicant must be self-starter, possess strong oral and written communication skills and the ability to close the sale. Minimum four years promotion sales experience.

Human Resources Department

SCREENVISION CINEMA NETWORK

597 5th Avenue, New York, NY 10017

(FAX) 212-752-0086 (PHONE) 212-752-5774 x 104

EASTERN ACCOUNT MANAGER

Database Programming & Design Magazine

www.dbpd.com

Miller Freeman, Inc., is looking for an Eastern Account Manager to work with Database Programming & Design - our leading database technology publication. Based in our New York City office, you will be responsible for all Eastern US sales activity incl. new business development and day-to-day mgmt of accounts. Min. one year of magazine ad sales, two yrs of agency exp. or two yrs of high tech sales experience req'd. Ideal candidate will be highly motivated and possess good communication skills; some travel req'd.

Please send resume and salary req's to MFI, 411 Borel Ave. #100, San Mateo, CA 94402. Fax: (650) 358-9966. Email: BStone@mfi.com.

ACCOUNT MANAGER

One of the nation's leading in-store and special event sampling agencies is seeking an Account Manager with 2-4 years relevant experience to oversee the development and execution of nationwide in-store promotional campaigns. Ideal candidate should have strong relationship building experience, capable of handling many tasks at once and be very detail-oriented. Experience with managing budgets, timelines and client expectations a plus.

Competitive compensation package with comprehensive benefits including major medical/dental and 401K. Please submit resume, including compensation history and persuasive cover letter to:

VP Sales, USC
16 West 22 St.
New York, NY 10010
or Fax: (212) 206-0599

AD SALES INTERACTIVE

The Hub (www.thehub.com), the premiere online entertainment site for young adults, is looking for **senior Advertising Representatives** to cover the Northeast and Mid-Atlantic regions. Position based in NYC.

If you are a self-starter with outstanding verbal, written and interpersonal skills, with 2 years of advertising sales experience, direct agency contact, and a proven track record (interactive experience preferred), please forward your resume to:

The Hub
Advertising Sales Director
888 7th Avenue, 18th floor
New York, NY 10106
Fax: 212-582-3097
Email: HubSales@aol.com

ACCOUNT MANAGER/ SALES EXECUTIVE

We are a leading direct marketing agency that specializes in marketing products through billing statement inserts and other alternative media. We are seeking an account manager to maintain and increase sales from established clients as well as prospect new accounts.

Candidates must possess a consultative selling style and effective negotiation skills. A minimum of 3 years of ad sales or direct marketing experience a must.

We offer a competitive benefits package, tremendous growth potential and a dynamic work environment.

If you know the difference between taking an order and closing a sale, fax or send your resume to:

Main Street Marketing

Att: Jackie Kern
One Park Avenue
NY, NY 10016
Fax: 212-779-3061

Call M.Morris
1-800-7-ADWEEK

PROMOTION/MARKETING

Stamford CT based agency is growing rapidly and looking for dedicated individuals to become a part of a high-spirited, fast growing business. Recently awarded INC Magazine's Marketing Masters Award for 1997.

PROMOTION/MARKETING DIRECTORS

SR. Mktg/Promotion Dir. to execute national events. Candidates should have 3-5 years exp. in promotional planning, innovative thinker and be able to manage a team.

ACCOUNT EXECUTIVES

2+ years exp. in acct management.

We offer a very competitive compensation package with comprehensive benefits. Please submit resume, including compensation history to:

JobDirect.com
Fax: 203-327-2261
or E-Mail: tim@jobdirect.com

COPYWRITER

Full service ad agency seeks professional copywriter. 3-5 years agency experience, b-to-b accounts, strong writing skills, MS Word. We offer excellent salary and benefits.

Please fax resume in confidence to:

L. Zass
212-673-9720

HELP WANTED

Sales Manager - The Advertising Services Division of MediaOne, the nation's third largest cable operator, is looking for an aggressive, independent, results-oriented Sales Manager to oversee selling of advertising air time for its 130,000+ subscriber systems in Wappingers Falls and Ossining, NY. Ideal candidates will be highly motivated, success driven, and demonstrate exceptional business skills and dedication.

Responsibilities for this challenging role include managing Account Executives and other sales staff to attain sales area revenue and expense goals; recruiting and training Account Executives; creating sales packages and promotions; and coordinating with other departments to maximize sales and production.

Prior cable advertising sales management experience required. Strong team building, coaching, organizational and communication skills a must. The ability to lead a team of both experienced and new Account Executives is also essential.

Compensation package includes base plus commission as well as excellent benefits including medical, dental, vision, life, short term disability, a 401(k) plan with company match, and stock option grant.

Please forward resume and cover letter to: Paul Saltin, Regional Advertising Director, MediaOne, P.O. Box 889, Wappingers Falls, NY 12590 or fax to: (914) 297-8824. EOE.



**ACCT MGRS/PLANNERS
To \$100,000**

Sev'l exciting optys for strategically-driven indivls w/solid agency exp (4+ years).

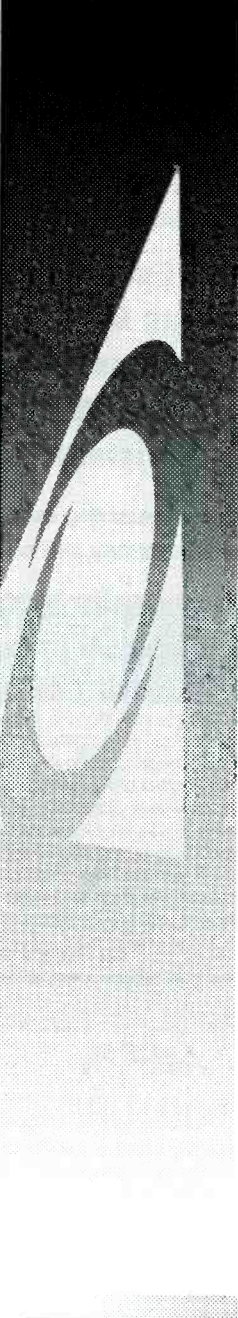
Acct Execs, Mgmt. Supvr & Directorial-Level, \$50-100K, in

- General-
- Pharmaceutical-
(industry exp a must)
- Interactive-

Please Fax to:

**Katrina at 212-818-0216
or call her at 212-818-0200**

Marketing



**The Future is Closer
Than You Think**



At America Online, the global leader in interactive services, the future means new ways to communicate. To learn. To work. In fact, America Online is virtually redefining our understanding of the word "community." It's happening right now...be a part of it by joining us in one of the following positions:

Account Manager

Oversee our clients' marketing programs on the AOL networks including relationship management, business development, marketing/advertising program coordination and support. Additionally, you will supervise the activities of one or more account executives. To qualify, you should possess at least 5-7 years client management, advertising, marketing and media experience. Online media knowledge is a big plus. Strong communication and analytical skills desired.

Account Executive

Working under the direction of the Account Manager, you will oversee marketing, merchandising, programming, and product management responsibilities for each client. Work with that client to keep them involved in their store management including promotion strategies, ongoing store updates and site maintenance. The ideal candidate will have an undergraduate degree with 3-5 years of retail merchandising, advertising, multimedia or marketing experience. The proven ability to manage projects in a team environment, excellent communication skills and a strong familiarity with online services essential. Sales, tracking, media planning, and financial spreadsheet analysis skills a plus.

Interactive Media Planning Manager

This ad agency media professional will apply proven traditional media skills to the new frontier of interactive media. You will be responsible for evaluating interactive media programs for clients, researching and developing media plans and evaluating results across the company's entire advertiser base. Must have 4-6 years experience in agency and interactive media.

At AOL we provide a highly competitive compensation package (base salary and stock options), outstanding benefits programs (health/life insurance, 401k plan, paid vacation/holidays, tuition reimbursement, credit union and an employee assistance plan) AND a creatively charged, state-of-the-art atmosphere. To learn how you can become a vital part of the America Online team, send us your resume! To be considered for these positions you **MUST** reference position code **01ABM005** on all correspondence. Send resume via ONE of the following: E-mail: careers@aol.net (ASCII text only); Fax: (703) 265-5699 or (703) 265-5769 (fine mode); Mail: Staffing Operations, America Online, Inc., 22000 AOL Way, Dulles, VA 21066. For additional opportunities with America Online, visit our web site at www.aol.com/careers. EOE.



ADVERTISING MANAGER

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

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

**M. Aleman
212 673-8382**

**INTERNET SALES
SENIOR POSITIONS**

Tripod, Inc., one of the top 20 sites on the net, is looking for senior salespeople with big/small agency accounts in our **New York** offices.

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

New York - Sales Development Director. Based in New York, responsible for spearheading sales development for Tripod. Report to the Ad Director; sell big sponsorships and promotions nationwide.

Please email resume to:
hr@tripod.com

HELP WANTED



JOIN THE NEW FCB MEDIA TEAM ON TACO BELL.

FCB is looking for high energy, self-starting, media professionals to complete its staffing of the newly acquired Taco Bell account, servicing more than 100 markets around the country. If you love a high energy competitive business and want to help make Taco Bell #1, we want to hear from you.

WE HAVE POSITIONS OPEN IN FOUR CITIES:

FCB/San Francisco

- Media Supervisor - Min 6 yrs. Spot TV/Radio Planning*
- Media Planner - Min. 2 yrs. Spot TV/Radio Planning**
- Systems Analyst - Min. 6 mos. Planning

FCB/Santa Ana

- Media Planner - Min. 2 yrs. Spot TV/Radio Planning**

FCB/Atlanta

- Media Supervisor - Min. 6 yrs. Spot TV/Radio Planning*
- Media Planner - Min. 2 yrs. Spot TV/Radio Planning**
- Asst. Planner - no experience required

FCB/Chicago

- Media Supervisor - Min. 6 yrs. Spot TV/Radio Planning*

* Fast food planning experience required.

** Fast food planning experience a plus.

Please send a letter and resume (no phone calls, please) to:

Foote, Cone & Belding

Attn: Taco Bell Recruitment, 4 Hutton Centre Drive, Santa Ana, CA 92707

Fax: (714) 432-1108

an equal opportunity employer

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, publishing or marketing services experience a plus. Salary, commission, benefits.

Fax resume and salary history to: 212-536-5353

Advertising Sales Rep

Fashion publisher seeks an advertising account executive to sell advertising space in children's fashion trade publication. Will be required to cover existing accounts and generate new business. Must have a minimum of 2 years' ad sales and/or related industry experience and be computer literate. Some travel required. Please fax resume and salary req's to Box: BG, Fairchild Publications (212) 630-4295. EOE.

**Fairchild
Publications**

PR PROFESSIONAL

Aggressive, fast-growing marketing & communications firm in NJ has an immediate opening for a senior-level public relations professional. Must be an innovative thinker with bright ideas and have strong interpersonal skills to positively relate to clients, media, and co-workers. High-tech/computer industry experience a major plus.

Fax resume and 2 writing samples to

973-402-3819

attn: Manager of Public Relations

Healthcare

Healthcare executive search firm is seeking agency and client-side advertising, mar/com professionals. All areas.

**Fax resume to
The York Group at
310-317-8570**

**Reach Your Ad Community in
ADWEEK
CLASSIFIED**

OPPORTUNITIES OF A LIFETIME!

Soho marketing agency has just expanded to accommodate growing business. Fast paced, creative shop seeks strategic minds to manage high profile accounts.

- **Creative Directors**
- **Mac Art Directors**
- **Account Directors**
- **Senior A/E's**
- **Assistant A/E's**

**Experience promoting spirits, beer and other luxury goods a must.
Please fax resume and salary requirements to (212) 663-2096.**

YOU'RE A SKILLED MEDIA BUYER/PLANNER WITH A PASSION FOR MUSIC . . .

Winter getting you down? We're a busy, expanding agency in sunny Los Angeles in need of a strategic thinker with a creative approach to media and 3-5 years broadcast planning/buying experience. Spot television and national cable experience are essential. Radio is a definite plus! You will be developing and implementing advertising plans for major music releases ranging from rap to opera and all genres in between, with plenty of responsibility and client contact. You must be "plugged in", "current", and know how to make things happen! If you are also detail-oriented, able to handle pressure well, have excellent computer skills and want to get involved in the music business . . . fax your resume with salary history to:

The Gary Group at (310) 264-9744

MEDIA OPPORTUNITIES

Award winning creative agency looking for **Media Supervisor** and **Assistant Media Planner** to work on wide range of accounts. Media exposure includes National/Local broadcast, print and out-of-home. **Media Supervisor:** 3+ years media experience necessary. **Assistant Media Planner:** Entry level. College degree required.

Fax cover letter and resume to:

Angotti, Thomas, Hedge, Inc.

Attn: Media

(212) 867-2656

BROADCAST PRODUCER/ ART DIRECTOR

Highly respected direct response agency with blue-chip accounts looking for an experienced Broadcast Producer/Art Director interested in working part time. Assist with existing accounts/projects and new business. Macintosh proficiency a must. Prefer web site design experience. Writing/editing skills a real plus.

*Send letter with resume
& salary requirements to*

BPAD - Box 178

847A Second Ave., NY 10017

SALES PLANNER

Home & Garden Television is seeking a highly organized, self starter to work in the NY sales office. Must have 2+ years ad agency or cable network experience. Computer proficiency required. Fax resume and cover letter to:

HGTV - Sales Planner

212-382-1758

SALES PLANNER

Prevue, a national cable television network, needs a **SALES PLANNER**. Candidate should have sales planning or three years experience as sales assistant at a television network or station. FAX resume to:

Sherry Frost

at 212-370-7575

HELP WANTED

Advertising Agency Adding to Staff

**DESKTOP DESIGNER
NYC CORP HQ**

Your exp creating award winning print campaigns (B/W & 4C) utilizing computer generated artwork is what we're looking for. You'll work on the latest 233MMX PC's w/32 bit software. Design abilities w/PhotoShop & Quark nec. Ad agency exp a must. Fax or send resume w/3 print samples & salary reqs:

BSA ADVERTISING
Dept. WGS
360 Lexington Avenue, 12th Fl.
NY, NY 10017
Fax: (212) 599-7460

**SENIOR LEVEL
SALES VP**

Consultative/Data Oriented Market planning and evaluation to major companies. Unique approach - individual targeting, resource allocation and performance evaluation by well established firm based upon proprietary tools. Quantitative market research or direct marketing experience and top level sales success essential. Healthcare industry experience a plus. Entrepreneurial. If successful you will have no difficulty achieving six figure salary/commission with no cap. Connecticut/NY or O'Hare/Chicago areas. FAX resume to:

Senior VP MRCA
203-348-4087

**ACCOUNT PLANNERS
WANTED**

Strategically driven, creative ad agencies seek innovative, out-of-the-box account planners to provide strategic leadership. Opptys include: Strategic Planning Director for an interactive ad agency; multiple opptys for Senior Planners on new prod. dev., automotive, financial, hi-tech, telecom, beverage accts. 5-10 yrs. exp; \$70-175K.

Ada Alpert
Alpert Executive Search, Inc.
212-297-9009
Fax 212-297-0818 E-mail:
alpertsearch@worldnet.att.net

PRODUCT MANAGER

RIVIANA FOODS INC., a major Houston-based food processor, is seeking experienced Product Manager. The successful candidate will possess:

- MBA Marketing, Business, Finance
- 3-5 years experience as Product Manager in developing financial and marketing plans, sales forecasts, and promotional and advertisement materials.

Excellent benefits. Submit resume to Attn: Employment,

RIVIANA FOODS
P.O. Box 2636, Houston, TX 77252
713/942-1816
equal opportunity employer M/F/D/V

Be on a first name basis with the first name in the business: Bayer

You know our products: Bayer Aspirin, One-A-Day Vitamins and Alka-Seltzer, to name a few. The Consumer Care Division combines the recognition of our products with the resources of a major international chemical, health care and imaging company.

Media Services Manager

Assist the Director of Media Services in providing effective and efficient advertising media planning and buying for all products in the Bayer Consumer Care Division. You will work with agency media planning groups and develop media plans, when necessary. You will also work extensively with media buying services to ensure the efficient execution of media plans.

To qualify, you must have extensive media experience working on major nationally advertised brands, preferably in the consumer packaged goods area. Client media department experience as well as advertising agency experience is acceptable. A solid understanding of corporate financial procedures relative to advertising planning and buying would be helpful.

A Bachelor's degree in Business Administration, Marketing or Communications is desirable, along with at least 8 years of media experience. Print media and media budgeting experience is strongly desired. This position also demands a sophisticated working knowledge of all state-of-the-art analytical and reference tools for the media trade.



Our highly attractive salary and benefits package can cure a lot more than headaches. Rush your resume and salary requirement to: Human Resources/NT, Bayer Consumer Care Division, 36 Columbia Road, Morristown, NJ 07962. Principals only. No telephone calls please. An Equal Opportunity Employer.



PROMOTION In Your FUTURE?

If advertising is what you do best, then consider bringing your talents here. As a division of OMNICOM and a leader in breakthrough pharmaceutical advertising, we

have the following opportunities for high-calibre professionals who are progressive thinkers up for a challenge:

VICE PRESIDENT/ACCOUNT SUPERVISOR

Drawing on your advertising agency background in antibiotics, pharmaceuticals, consumer healthcare and/or eyecare, you'll lead progressive approaches to brand promotion, strategy, product positioning, and tactical implementation. Requires 7-10 years' agency experience and exceptional presentation and leadership abilities.

ACCOUNT SUPERVISORS

Take an active role in all activities outlined above, as well as supervise staff and collaborate closely with the VP, client groups, and agency management. The innovative individuals we're seeking will have 5 years' agency experience as called for above and exceptional presentation abilities.

ACCOUNT EXECUTIVES

Acting to coordinate creative strategy with client objectives, you will collaborate closely with both parties. You will also analyze market conditions and maintain budgets. The superior communicators we seek will have 3 plus years' pharmaceutical account and/or sales experience; a science degree, MBA, or consumer background would be a plus.

COPY SUPERVISORS

An innovative technical or pharmaceutical/consumer background plus the ability to appreciate our clients' needs and think on your feet are required.

We offer highly competitive salaries and benefits plus an environment that encourages growth and creativity. For confidential consideration, forward your resume, indicating position of interest, to: Director of Human Resources, Dept.-AW, 220 East 42nd St., 3rd Floor, New York, New York 10017; Fax #: (212) 771-3010. We are an equal opportunity employer.



LYONS LAVEY NICKEL SWIFT, INC.

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

CULTURE TRENDS

MTV Around the World

Week of 1/5/97

MTV Europe

Artist	Title
1. Hanson	I Will Come To You
2. Aqua	Barbie
3. Backstreet Boys	As Long As You Love Me
4. Sash	Stay
5. The Rhapsody	Prince Igor

MTV India

Artist	Title
1. A.R.Rahman	Mea Tujhe Salaam
2. Elton John	Something about the Way...
3. Aqua	Barbie Girl
4. Alka Yagnik	Saare Sapne
5. Daler Mehndi	Ho Jayegi Balle Balle

MTV Brasil

Artist	Title
1. Green Day	Hitchin' A Ride
2. Gabriel	1,2,3
3. Puff Daddy	I'll Be Missing You
4. Titas	Nem 5 Minutos Guardados
5. Hanson	Where's The Love

MTV Japan

Artist	Title
1. Spice Girls	Spice Up Your Life
2. Mariah Carey	Butterfly
3. Hanson	I Will Come to You
4. Oasis	Don't Go Away
5. Bobby Brown	Feelin' Inside

Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports, for the week ending Jan 10, 1997 provided by *Sound Scan*.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	14	Candle In the Wind	Elton John
2	2	2	6	It's All About the Benjamins	Puff Daddy & the Family
3	4	3	4	Together Again	Janet
4	5	4	11	My Body	LSG
5	3	2	30	How Do I Live	Leann Rimes
6	7	6	6	Truly Madly Deeply	Savage Garden
7	8	5	11	Feel So Good	Mase
8	9	8	5	A Song For Mama	Boyz II Men
9	6	2	21	You Make Me Wanna	Usher
10	10	7	9	Show Me Love	Robyn
11	11	9	7	I Will Come To You	Hanson
12	12	4	20	My Love Is the Shhh!	Somethin' For the People
13	14	13	5	We're Not Making Love No More	Dru Hill
14	13	6	18	Tubthumping	Chumbawumba
15	15	15	10	I Don't Ever Want To See You Again	Uncle Sam

©1997 Billboard/Soundscan, Inc.

Billboard's Heatseekers Albums

Best selling titles for the week ending Jan 10, 1997 by new artists who have not appeared on the top of Billboard's album charts.

This Week	Last Week	Wks. on Chart	Artist	Title
1	1	22	Blink 182	Dude Ranch
2	2	19	Allure	Allure
3	6	9	Michael Peterson	Michael Peterson
4	4	23	Our Lady Peace	Clumsy
5	5	29	Barenaked Ladies	Rock Spectacle
6	15	4	Alejandro Fernandez	Me Estoy Enamorando
7	3	5	Queen Pen	My Melody
8	7	9	The Kinley's	Just Between You & Me
9	13	4	Uncle Sam	Uncle Sam
10	11	9	Lee Ann Womack	Lee Ann Womack
11	14	4	Something For the People	This Time Its Personal
12	9	4	Next	Rated Next
13	16	26	Cornershop	When I Was Born
14	10	3	Roy D. Mercer	How Big'A Boy Vol 3
15	20	28	Lee Ann Womack	Lee Ann Womack

© 1997 Billboard/Soundscan, Inc.

CALENDAR

The **20th International Sports Summit** will be held Jan. 14-15 at the Marriott Marquis in New York. Featured speakers will include Mike Levy, CEO, CBS Sportline. Contact: 301-493-5500.

The Cabletelevision Advertising Bureau will present **CAB's Cable Sales Management School 1998** Jan. 15-17 at Greenleaf Conference Center in Orlando, Fla. Contact: 212-508-1229.

The **National Association of Television Program Executives** presents its annual conference and exhibition Jan. 19-22 at the Ernest Morial Convention Center in New Orleans. Contact: 310-453-4440.

Advertising Women of New York will present "Career Cocktails" with Carolyn Ellison, brand manager for Tanqueray Sterling Vodka, Jan. 20 at the New York offices of *USA Today*, 535 Madison Ave., 32nd floor. Contact: 212-593-1950.

The Magazine Publishers of America presents the annual **Henry Johnson Fisher Awards** Jan. 28 at New York's Waldorf-Astoria. Honorees are George Green, president of Hearst Magazines Int'l, and Ruth Whitney, editor of *Glamour*. Contact: 212-872-3700.

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

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

Saban Focusing on FKN

As widely expected (*Mediaweek*, Dec. 8), Saban Entertainment has confirmed it is pulling its children's programming from domestic syndication. Instead, the company is concentrating on supplying its half-ownership in the Fox Kids Network on broadcast and the Fox Family Channel on cable. Peter Schmid, president of Saban Domestic Distribution, will continue to focus on distribution of Saban's adult-driven telefilms and long-form programming as well as adding cable sales to his responsibilities. Among Saban's four current syndication offerings, *The All-New Captain Kangaroo* will move to the Fox Family Channel later this summer.

Syndication Hits 3-Year High

Syndicated television programming achieved its highest average rating in three years in 1997, according to the Advertiser Syndicated Television Association. Nielsen Syndication Service (NSS) reports for fourth quarter '97 (through Dec. 14) show that 156 advertiser-supported syndicated series averaged a 2.6 rating, up 8 percent from the comparable year-ago period (159 programs, 2.4 rating average). The biggest gain came among Monday-to-Friday strips, which jumped 11 percent to a 2.9 average rating, the highest level since 1994. Tim Duncan, executive director of ASTA, said the "slightly smaller number of programs" reflected "healthier conditions in a number of dayparts, such as daytime, which is less crowded than last season."

Rysher Rolling With Lane

Rysher Entertainment reports it has sold its fall 1998 syndicated courtroom strip, *Judge Mills*

Lane, in more than 25 markets representing 40 percent U.S. broadcast coverage. Tribune Broadcasting's 15 major-market TV stations account for a bulk of the early clearances, with WPIX in New York, KTLA in Los Angeles, WPHL in Philadelphia, WLVI in Boston, WBBC in Washington, D.C., KDAF in Dallas and WGNX in Atlanta among the top-10 market clearances. Filling out the top markets is Weigel Broadcasting's WCIU in Chicago and Cox Broadcasting's KTVU in San Francisco. Lane, best known as the boxing referee who disqualified Mike Tyson for biting Evan-

der Holyfield's ear in the heavyweight-title bout last June in Las Vegas, has been a prominent district judge in Reno, Nev., since 1990.

Granite to Repurchase Stock

Granite Broadcasting announced last week that its board of directors has authorized a repurchase of 600,000 shares of the company's common stock. The New York-based station group, which owns or operates 11 network-affiliated TV stations, has seen its stock decline markedly in recent months, from 13 $\frac{1}{4}$ in late September, to 9 $\frac{5}{8}$ earlier



One of several *Wired* "introquote" spreads on exhibit at the San Francisco Museum of Modern Art

Wired Admired

The graphic design of *Wired*, the San Francisco-based monthly that chronicles the digital age, has been elevated to the level of art by a prestigious museum. The San Francisco Museum of Modern Art is featuring 10 "introquotes"—wild graphic spreads that open each issue of the magazine and illustrate a quote found in the coming pages—in an exhibit that opened Dec. 19 and will run through March 10. After the show, the spreads, culled from the U.S., British and Japanese editions of *Wired*, will be added to the museum's permanent collection. The exhibition coincides with *Wired*'s fifth anniversary this month.

Media Notes

CONTINUED

this month. Said Granite CEO W. Don Cornwell: "We believe our share price does not reflect current and potential value of the company, and therefore we will seek opportunities to repurchase our shares at attractive levels."

SRDS Offers Media Kits Online

SRDS, a provider of media rates and data for the advertising industry, has introduced the SRDS Media Kit Link, a free online service that contains editorial profiles and contact information on more than 6,200 business titles, with nearly half of those listings having links to media kits or home pages. Consumer magazine listings are expected to be added by midyear. SRDS president Chris Lehman said the service will be free for a time before fees are imposed to non-SRDS subs. SRDS is a subsidiary of VNU-USA, parent company of Adweek Magazines.

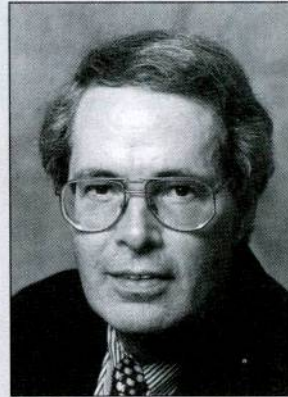
Springer Soars in Sweeps

The November 1997 sweeps swept *Jerry Springer* to a robust 110 percent year-to-year share increase to a 7.8 rating/21 share household average in 11 markets where it airs in early fringe (afternoons). According to a daypart analysis by Petry Television, *Springer's* talk show, distributed by Universal Television Enterprises, was also up 162 percent among the core women 18-34 demo with a 7.7/34. However, King World Productions' *The Oprah Winfrey Show*, with almost all of its clearances (203) in early fringe, held its longtime first-place position with an 8.0/24 in households despite being down 11 percent from November 1996 (9.2/27). In daytime, where *Springer* counts 73 clearances, the show's

4.1/15 in households was up 114 percent in share from November '96 (2.3/7).

People Moving in Papers

The past few weeks have seen a spate of personnel changes in the newspaper industry. In *The New York Times's* business departments, Raymond E. Douglas, vp, systems and technology, was named vp, information systems and technology. Douglas reports to Michael Golden, vice chairman and senior vp. Other changes at the *Times*: In the circulation department, Donna C. Miele, a vp and project administrator, was promoted to vp of customer service, and John R. O'Reilly, formerly president of New York Times Co. subsidiary City & Suburban Delivery Systems, was named a vp. Lauretta Prester, a vp of circulation since August 1995, moved up to vp of advertising, and Harold F. Woldt Jr., a vp of circulation for sales and marketing since August 1995, was upped to vp of circulation for home delivery... At Tribune Co., Ron Goldberg has joined as director of Tribune Chicago media sales, putting together integrated packages involving the company's *Chicago Tribune* and other media properties. He had been vp/director of sales for Tribune Co.'s CLTV News. Elsewhere at the *Tribune*, Brent Katzmann, previously senior partner and management director at J. Walter Thompson in Chicago, became the paper's new director of marketing communications. Sharon Knitter, manager/advertising development, is the paper's new director of recruitment strategy... Wilbert A. Tatum, owner of the *New York Amsterdam News*, has turned over publishing duties to his daughter, Elinor Tatum. The



Robison: Now serving all newspapers

James T. Robison, former executive editor of the New York Times News Service, has been named senior vp for news and editor of the Editor & Publisher Co. Robison will oversee all print and online news operations at E&P, which include *Editor & Publisher* and *Free Paper Publisher* magazines and the MedialNFO.com Web site, in addition to annual reference books and CD-ROMS for the national and international newspaper industry.

Robison Joins E&P

James T. Robison, former executive editor of the New York Times News Service, has been named senior vp for news and editor of the Editor & Publisher Co. Robison will oversee all print and online news operations at E&P, which include *Editor & Publisher* and *Free Paper Publisher* maga-

zines and the MedialNFO.com Web site, in addition to annual reference books and CD-ROMS for the national and international newspaper industry.

new publisher, 26, has worked at the paper since she was a teenager, as reporter, associate publisher and chief of operations. Wilbur is now the paper's publisher emeritus.

Capstar Buys Into Hometown

Capstar Broadcasting Partners owns or has confirmed deals to own 316 radio stations nationwide, but now for the first time the Austin, Texas-based company will have properties in its hometown. Capstar has agreed to acquire three of Austin's outlets, KASE-FM and KVET AM/FM in a \$90 million transaction. The stations, previously owned by former Austin mayor Roy Butler are heritage properties in the market. KASE and KVET-FM are both country stations; KVET-AM employs a news/talk/sports format. Capstar will operate the stations through its regional subsidiary, GulfStar Communications. Capstar is owned by the Dallas investment firm Hicks, Muse, Tate and Furst.

WBMG Counts Down to News

Following the firing of 18 reporters and anchors in mid-December, Birmingham, Ala.'s WBMG-TV last week went with no news programming at all. Instead of running replacement programming, Eric Land, gm of

the Media General-owned CBS affiliate, has opted for a countdown clock showing the hours remaining to the station's retooled newscasts, which will debut in February or March. The station dropped its former 6 a.m., 5 p.m. and 10 p.m. newscasts because of poor (1s and 2s) ratings.

Funds for Public Stations

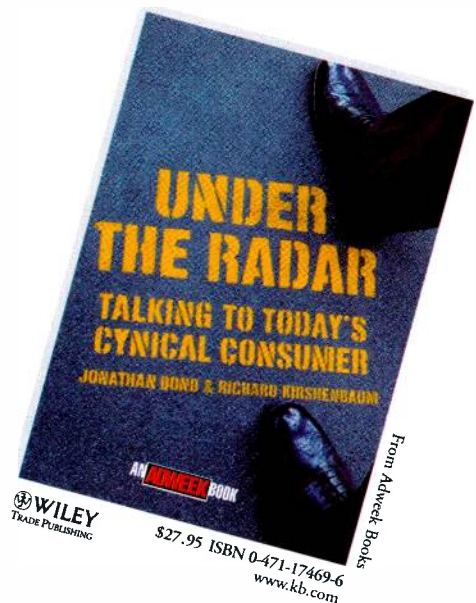
Starting today, public broadcasters can apply for their share of \$21 million in grant money from the Department of Commerce. The DOC's public telecommunications facilities program is providing the funds for noncommercial TV and radio stations to aid in planning and construction for digital conversion.

KRTH-FM to Lose Morgan

Forty-year radio veteran Robert W. Morgan was expected to formally announce his retirement from Los Angeles oldies station KRTH-FM at a Jan. 9 ceremony in his honor at Beverly Hills' Museum of Television & Radio. On the air locally since 1965, Morgan has been a well-loved morning radio personality at five area stations; he came to KRTH in 1992. A member of the National Broadcasters Hall of Fame, Morgan was awarded a star on the Hollywood Walk of Fame in 1993.

This Ad Sucks.

Actually, it's not just this ad. It's also the 1,499 other ads you've probably seen today. Believability in advertising has dropped from 61% to 38% in the last decade alone. And it's only going to get worse. *Under The Radar: Talking To Today's Cynical Consumer*, by the founders of Kirshenbaum Bond & Partners, takes a fresh look at marketing in the Age of Cynicism. Pick up a copy at your local bookstore. Or call 800-225-5945 to order. Unless, of course, you've already turned the page.



BIG DEAL

PHILIPS DIGITAL PRODUCTS

Advertiser: Philips Consumer Electronics

Agency: Messner Vetere Berger

McNamee Schmetterer/Euro RSCG, N.Y.

Begins: March

Budget: \$50 million-plus

Media: To be determined

Philips Consumer Electronics this year plans to sharply increase ad spending and promotional activity, particularly via music and entertainment tie-ins, in a bid to build awareness for its digital products.

The budget wasn't disclosed, but Philips spent nearly \$50 million in 1997 supporting its electronics lines.

Ed Volkwein, executive vp, global brand management, for North America, said a global brand campaign breaking in March will tout such digital products as DVD players, a palmtop PC, flat-panel TV, digital PCS phone, CD-rewritable drive and a high-end TV/PC, and include more integrated marketing activities and "sharper targeting" of the "Let's Make Things Better" tagline launched last year.

Philips recently hired Norm Marshall & Associates, L.A., to seek product placement opportunities, and promo shop Kobin Enterprises, N.Y., to seek tie-in possibilities. Pleased with November's sponsorship of the BeeGees reunion concert, Volkwein said Philips is exploring tilting more toward music and entertainment properties. Philips plans to retain the Magnavox name as an analog-product brand, has begun using Philips as the digital-products brand, and is phasing out the dual Philips Magnavox brand.

Following a recent reorganization into five divisions focused on digital video, video, audio, communications and PC peripherals, Philips also is strengthening its U.S. brand efforts. "We will hit the U.S. market harder, with a higher refresh rate on new products and higher promotional spending to improve our brand position," Volkwein said.

Meanwhile, Philips breaks a \$5 million campaign via Messner to launch the Trapeze, its new digital PCS phone, by mid-quarter.

—Tobi Elkin with T.L. Stanley

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

FRUIT OF THE LOOM PRODUCTS

Advertiser: Fruit of the Loom

Agency: Warwick Baker O'Neill, N.Y.

Begins: Late March

Budget: \$33 million

Media: TV, print

Fruit of the Loom is setting a new strategy for its core products this year that calls for an emphasis on image over product, starting with a ditching of the familiar "Clothesline" ad approach.

TV and print ads for FOL's underwear and casualwear lines, still in development for launch in late March or early April, will abandon the product-driven approach of the "Clothesline" ads from prior agency Leo Burnett, Chicago, in order to contemporize the brand image and rise above commodity status, said vp/brand development Dirk Herrman.

Ads are budgeted to increase by 30-40 percent from 1997 levels, estimated at \$25 million based on Competitive Media Reporting figures.

Meanwhile, sister brand BVD, also receiving a big increase in ad dollars, has set a cause-marketing effort with the Big Brothers Big Sisters of America mentoring program, flagged by on-pack, in-pack and print support. BVD is tripling its ad budget, pegged by CMR at \$1 million last year, with about one-third of the higher budget going to the BBBS alliance. Print ads, also from Warwick Baker O'Neill, play off BVD's 1997 "Fit for men" campaign, which contrasted images of Superman with those showing the reality of being a good father.

—Becky Ebenkamp

TWA FIRST-CLASS SERVICE

Advertiser: TWA

Agency: D'Arcy Masius Benton & Bowles, St. Louis

Begins: Jan. 12

Budget: \$15 million

Media: TV, print

Burnishing its appeal among lucrative first- and business-class travelers, TWA today

breaks a \$15 million national advertising campaign to introduce its new first-class service, called Trans World First.

The campaign carries the tagline, "Ever wished there was just one more seat in first class?" to flag an expansion of first-class service with 60 percent more seats on DC-9, MD-80 and 757 aircraft and, by March, 20 first-class seats vs. 12 seats on 727 planes. Also being hawked are a new menu, priority baggage handling, curbside check-in and access to exclusive waiting areas.

The ads will run nationally on network and cable TV, including some prime time, and on local cable. Print versions will run in national vehicles such as *The New York Times*, *The Wall Street Journal*, *Newsweek* and *Business Week*, and in dailies in 22 markets.

TWA spent \$39.3 million on advertising in 1996 and \$21.4 million through September of last year, per Competitive Media Reporting. —Shannon Stevens

THE MOST TRUSTED NAME IN PROTECTION AND SHINE.



KIWI AUTOMOTIVE AFTERCARE PRODUCTS

Advertiser: Kiwi Brands, unit of Sara Lee

Agency: Genova & Partners, Greenwich, Conn.

Begins: March

Budget: \$7 million

Media: TV, print

Kiwi Brands, a division of Sara Lee, in March will launch a multifaceted, \$7 million campaign to tout its new line of automotive aftercare products. The pitch includes ads on network and cable TV running through July,

CMR Top 50

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

Week of Dec. 15-21, 1997

Rank	Brand	Class	Spots
1	MCDONALD'S	V234	43
2	BIG K MART--MULTI-PDTS	V324	32
3	WAL-MART--MULTI-PDTS	V324	30
4	CHEVROLET AUTOS & TRUCKS--VARIOUS	T114	29
5	RADIO SHACK	V341	25
6	BURGER KING	V234	24
	M&M CANDIES	F211	24
	SEARS--MULTI-PDTS	V321	24
9	BLACK & DECKER--WIZARD ROTQ TOOL	H524	23
10	DURACELL--ALKALINE BATTERIES	H220	22
	EVEREADY--ENERGIZER BATTERIES	H220	22
12	CAMPBELL'S--SOUP	F121	21
	JC PENNEY--MULTI-PDTS	V321	21
14	WENDY'S	V234	20
15	DREAMWORKS--AMISTAD MOVIE	V233	18
16	7 UP	F221	17
17	BLOCKBUSTER--VIDEO RENTALS	V341	16
	JOHNSON & JOHNSON--CP	D218	16
	REMINGTON--MEN'S SHAVER	D126	16
20	MIRAMAX--SCREAM 2 MOVIE	V233	15
	SATURN CORP.--AUTOS CP	T111	15
	TARGET--MISC.	V324	15
23	1-800-COLLECT	B142	14
	JC PENNEY--SALES ANNOUNCEMENT	V321	14
	MGM/UA--TOMORROW NEVER DIES MOVIE	V233	14
	RED LOBSTER	V234	14
	VISA--CREDIT CARD	B150	14
28	ADVIL--COLD & SINUS CAPLETS	D212	13
	FORD TRUCKS--RANGER	T117	13
	SEARS--WOMEN'S APPAREL	V321	13
31	BLOCKBUSTER--MUSIC STORE	V393	12
	BUENA VISTA--MR. MAGOO MOVIE	V233	12
	DREAMWORKS--MOUSEHUNT MOVIE	V233	12
	KFC	V234	12
	MAILBOXES ETC. USA	V219	12
	MIRAMAX--JACKIE BROWN MOVIE	V233	12
	NORELCO--MEN'S SHAVERS	D126	12
	TARGET--MULTI-PDTS	V324	12
	TRI-STAR--AS GOOD AS IT GETS MOVIE	V233	12
	ZALES JEWELERS	V392	12
41	BUENA VISTA--AMER. WEREWOLF IN PARIS MOVIE	V233	11
	FORD AUTOS--TAURUS	T111	11
	JERZEES--MEN'S SPORTSWEAR	A117	11
	OLIVE GARDEN	V234	11
	PARAMOUNT--TITANIC MOVIE	V233	11
	PIER 1 IMPORTS	V344	11
	PRINCE MTCHBL--UNRULY FRGRNCE for WOMEN	D113	11
	U.S. POSTAL SERVICE--EXP. MAIL & PRINTING	B612	11
49	20TH CENTURY FOX--ANASTASIA MOVIE	V233	10
	BOSTON MARKET	V234	10

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

plus in-store merchandising, cross promotion, trade print and PR.

A leading brand in shoe care and household products, Kiwi is launching a minimum 10 autocare SKUs, marketed via auto specialty stores, repair shops, mass merchants, car washes, drug stores and grocery outlets. A 30-second TV spot targeting men 25-64 opens with the owner of a car wash closing down for the day, and then lovingly washing and waxing his bright red, classic Thunderbird. A nostalgic, Richie Valens soundtrack sets the mood. The spot ends as the car wash owner and his wife drive off into the sunset. —Chuck Stogel

CONVERSE ELEVATE SNEAKER

Advertiser: Converse

Agency: Houston Herstek Favat, Boston

Begins: Jan. 15

Budget: \$2 million

Media: TV

After working for more than a year to come up with a hybrid position that will combine its heritage with contemporary values, Converse this week breaks its first TV spot showcasing its new brand theme, "Stay True."

The four-week campaign touts the \$75 Elevate sneaker and features relatively unknown Converse endorser Bobby Jackson of the Denver Nuggets. It breaks Jan. 15 on MTV and ESPN, with spot buys in prime and fringe in Converse's 10 key markets: Boston, Philadelphia, Detroit, New York, Indianapolis, Chicago, L.A., Atlanta, Houston and San Francisco. The target is Converse's core 12-18 male audience.

The use of the rookie Jackson continues a recent trend by athletic apparel and sneaker companies to shy away from the athlete-as-superman pitch, focusing instead on traditional values. In the spot, Jackson is shown dribbling to the hoop through a tunnel lined with the people who helped him get to the NBA: relatives, coaches, teachers, friends.

"The urban male is very devoted to family and community and not afraid to admit it," said Jennifer Murray, director of marketing communications at Converse. "For our brand, it is always a case of making our heritage relevant and, while [the new campaign evokes] '50s values, our research says it's a '90s sensibility." —Terry Lefton

Media Person

BY LEWIS GROSSBERGER



A World in Peril

THE END IS NIGH AND THIS TIME MEDIA PERSON means it. The portents are not just portending;

they're screaming at us and waving their arms wildly (see accompanying photograph). Millions of innocent chickens mercilessly whacked in Hong Kong, killer trees stalking America's mediocre politicians, the specter of the tragic Titanic once again gripping a nation's imagination, Oprah Winfrey getting sued for libel by a hamburger, David Brinkley selling out. These omens—horrific though they may be—are nothing compared with *The Death of Seinfeld*, which now threatens to plunge the globe into a shattering Depression in every sense the word can muster.

Consider the economics. *Seinfeld* is the most profitable program on NBC, if not the planet, earning \$200 million a season—40 percent of the network's profits—and the linchpin of its crucial Thursday-night prime-time schedule. Without *Seinfeld*, Thursday could collapse. If Thursday goes, Friday could follow, then Saturday and before long the entire week would be decimated, setting in motion a terrifying domino effect that would wipe out the entire calendar (see diagram below, "Calendar Chaos"). A world without calendars would make Global Warming and the Year 2000 Computer Crisis look trivial. No one would know what date to write on their checks. People would say "Thank God it's Friday" and it would only be Wednesday. *Monday Night Football* could crash into *Saturday Night Live*.

There is more. NBC is a lucrative subsidiary of General Electric, the most valuable corporation in the world with a total market capitalization of \$173 billion. (You didn't know Media Person knew stuff like that, did you? Admit it; you're impressed.) GE makes so many products that even Jack Welch, its grape-juice-drinking chairman and CEO, cannot name more than 20 or 30 percent of them, according to recent estimates by *Forbes* magazine. But no GE jet engine

is as high-octane as *Seinfeld*. Thus it was that Welch, along with NBC president Robert Wright, personally pitched *Seinfeld*'s Seinfeld with a formal, two-hour charts-and-graphs presentation (see formal charts and graphs below) and a reported offer of money, rubies and their own wives in a futile attempt to stave off *Seinfeld*'s disastrous departure. Imagine: a titan of industry playing traveling salesman for a stand-up comic! John D. Rockefeller must be doing a

John D. Rockefeller must be doing a triple lutz in his crypt, as well as numerous farmers' daughters.

triple lutz in his crypt, as well as numerous farmers' daughters.

Should General Electric, with its colossal responsibility for worldwide light-bulb supply, falter, the consequences are almost too hideous to contemplate: *The globe could be plunged into total darkness* (see box on facing page, "Per Capita Desk Lamp Distribution In Industrial Nations"). Of course, it goes without saying that an already shaky stock market would collapse into utter chaos with traders trampling each other in the rush to exit the blacked-out exchange floor and reach the TV news crews waiting to interview them outside in the daylight of Wall Street. Civilization would basically be finished, its fragile underpinnings ripped away along with its feeble vanities and preten-

sions, a society standing exposed and naked, nothing more than a pathetic, laughable house of cards.

All this because one man, Jerry Seinfeld, 43, (real name: Jerry Seinfeld), has unconscionably chosen for his own selfish purposes to dismantle a beloved television institution. *Seinfeld* is not just a TV show, at least according to *Time*, *People*, *Newsweek*, *Entertainment Weekly* and just about every other magazine and newspaper Media Person has read lately. It is a sitcom for the ages, a barometer of our times, a balm for the afflicted, a breaded veal cutlet for the hungry, and word of its impending demise provoked an outpouring of grief that dwarfed even those following the senseless deaths of Rep. Sonny Bono and Kathie Lee Gifford-in-law Michael Kennedy at the hands of arboreal delinquents, America's newest menace (see cover article in December's *Flora Illustrated for Men*, "Leafy Terror on the Slopes"). "No, no, I can't take it," said a typically distraught man in Akron, Ohio, speaking for all of us.

Completely out of step with the refreshingly honest mercenary spirit of his time, the callow Seinfeld wantonly disregarded the opportunity to cash in on success and quintuple his estimated \$66 million-a-year income (see canceled check at right) by sticking it to

his frightened employer as any sensible person would and milking the show until it was as funny as *Suddenly Susan*. Childishly insisting on

some ridiculously outmoded and arbitrary yardstick of "quality," he instead whined, "I don't really care about the money" and stalked off in his high-handed manner, leaving 30 million viewers abandoned and bereft. Even worse, most of those viewers are members of the precious 18-to-49-year-old demographic, a group without which no nation can long hope to sustain its reproductive capacity.

Yet despite this grim picture, Media Person does not mean to imply that the situation is without hope. Planets have recovered from crises before, though admittedly not as grave as this one. There are actions that we, as a people, can take. Unfortunately, Media Person can't think of any, but maybe you'll come up with something. For all our sakes, try. ■

NOW IN OVER 21 MILLION* HOMES



Nick at Nite's
**TV
LAND**
FORTY
FANTASTIC YEARS
OF TV FAVORITES
ONE
NEW NETWORK

*Based on December 1997 NHI estimates. TV Land is actually in over 27 million homes based on 1997 cable/satellite affiliate contractual commitments. Nielsen estimate subject to qualifications which will be supplied upon request.

© 1997 Turner Broadcasting System, Inc. All rights reserved.

Kids want it all.



Who are we to say no?

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

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

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

NICKELODEON

Source: Nielsen: NHI, NTI 9/1/97–12/7/97, NSS 9/1/97–11/30/97. Note: Based on K2-11.

Nickelodeon Total Day and competitive kids' programming only.

Subject to qualifications which will be supplied upon request.

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

©1998 Viacom International, Inc. All rights reserved.

Of Kids. By Kids. For Kids.