

MEDIA WEEK

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MAGAZINES

More Change At the Top For CN Title

Fourth publisher in four years is taking over at 'Mademoiselle'

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CABLE TV

Shelves Fill With Clones Of Biography

New project from MSNBC/CNBC is latest to take a page from popular A&E series

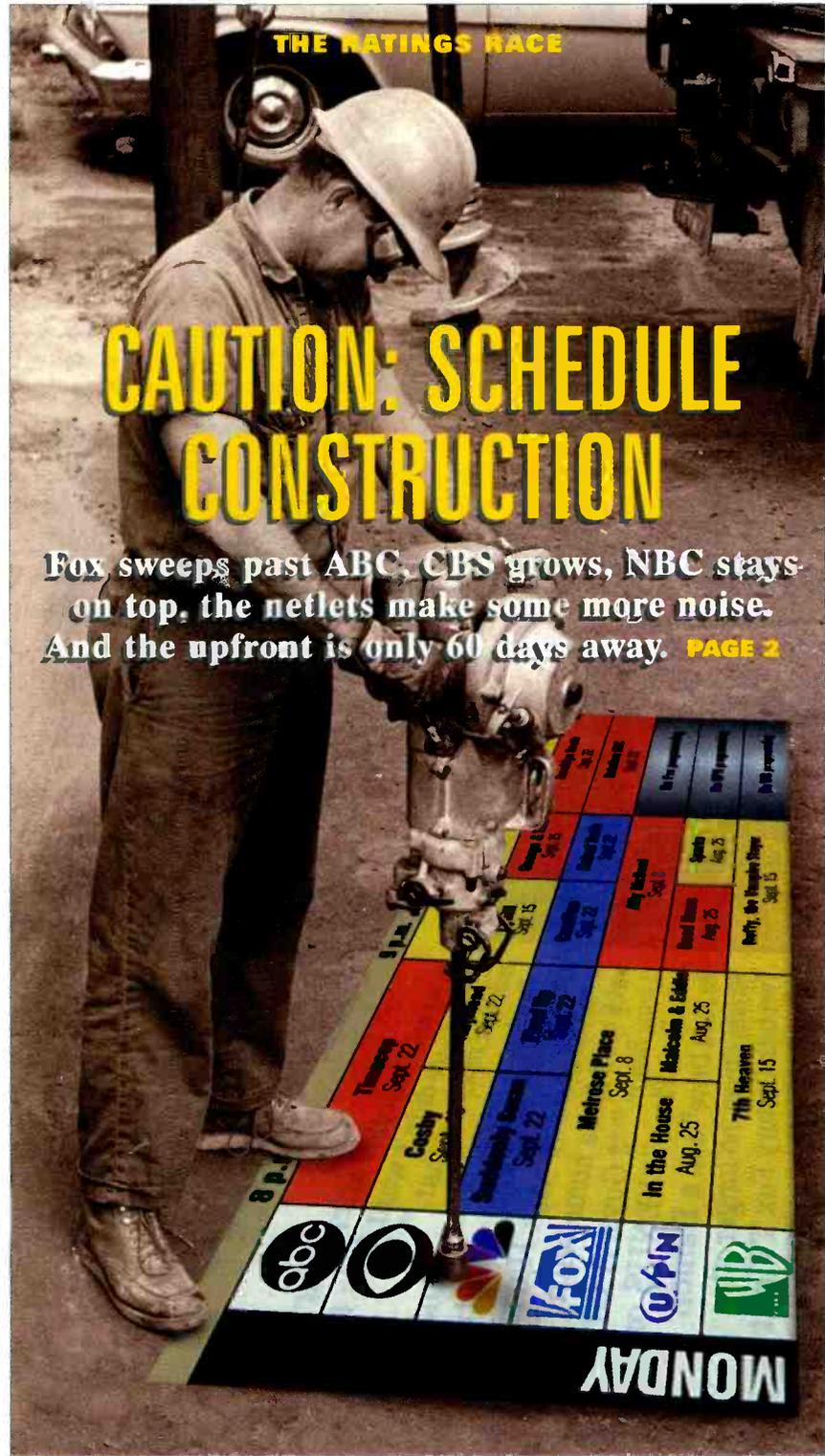
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RADIO

Westwood States Case Vs. Kasem

Network files \$10 million suit to block music host's move to AMFM Networks

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MARKET INDICATORS

National TV: Quiet
 With February sweeps over and no clear winners for buyers, second quarter is expected to be a tough sell.

Net Cable: Slowing
 Early rushes into second quarter are slowing as broadcast prime remains open for business. A&E, Turner, Discovery and MTV Networks predict robust upfront despite softening market.

Spot TV: Tight
 Second quarter is pacing 5-10 percent ahead of last year. Autos, telecom, high-tech and movies moving well; only soft spot is kids. Austin, Tex., and Portland, Ore., are "not as a pistol."

Newspapers: Slow
 National credit cards and travel took a downward dip in January, but spring could bring a resurgence. Political ads may rise as '98 elections kick into gear.

Magazines: Active
 Hotels and cruises are hot, and Detroit corporate campaigns picked up steam late last week. But lifestyle books say high-tech advertisers need to jump off the fence.

CREDIT: ARCHIVE PHOTOS; ILLUSTRATION BY ANTY GOLDBERG

MEDIA WIRE

Please Accept Our Invite, Mr. Giuliani: *Civilization*

Most New Yorkers know all too well about Mayor Rudolph Giuliani's plans to civilize the city. But come Thursday, even his most cynical constituents will see signs of *Civilization*...at least the magazine, if not the real deal. The Capital Publishing title intends on blanketing the Naked City—from the World Trade Center to Bloomingdale's—with volunteers. They will be distributing the magazine and "Get Civil(ization)!" buttons to those who either commit random acts of civility or answer *Civilization's* informal survey on the city's good (i.e., law-abiding) and bad apples.

While no plans have yet been made to put the survey results to use, the campaign to civilize the city won't hurt the book's chances in signing up Hizzoner to guest-edit the book. Last week, *Civilization* invited Giuliani to sign on, but he has yet to give an answer. *Civilization* is a bimonthly with a circulation of 250,000. Filmmaker Martin Scorsese was first to guest-edit, for the February/March issue (see page 33). On deck is Vaclav Havel, for the April/May issue. Future guest editors will be Saul Bellow, Julia Child and Bill Blass. —Lisa Granatstein

Intersport, Lifetime Team For Women's Hoop Action

Chicago-based sports marketer Intersport Television will join Lifetime Television to produce the inaugural Lifetime Basketball Festival next year. Matching eight collegiate teams, the event will encompass four games over two days in early January 1999. In addition to producing the telecasts, Intersport will sell a title sponsorship for the event, said Charles Besser, president of the sports marketing firm.

Meantime, on March 28, Intersport will produce the WBCA (Women's Basketball Coaches Association) *Honda All-Star Challenge*, also airing on Lifetime. A 90-minute telecast, the challenge includes an all-star game and a three-point shooting contest.

Intersport also is busy with men's college golf, looking to pitch either a title sponsorship or two co-presenting sponsorships for the third (continued on page 5)

Upfront Fight For ABC, Fox

Buyers forecast a key battle for dollars in May

NETWORK TV / By Betsy Sharkey

Heading into the critical upfront buying period, the tightening battle for viewers between ABC and Fox is emerging as must-see TV in the minds of those who evaluate and buy advertising in prime time. As the current season heads into its final third and the upfront looms in May, focus is sharpening on the ABC-Fox competition.

"NBC is a given, the numbers are still there, and CBS is no longer lying about its age—it's defying it," said one network buyer who requested anonymity. "What goes down between Fox and ABC will define the upfronts, at least short-term."

Garnett Losak, Blair TV senior vp/director of programming, put it another way. "NBC is still okay, CBS is CBS and Fox looks great," she said. "The WB looks particularly good and UPN's not looking so bad itself. The startling fact is how really bad ABC looks."

ABC tumbled to fourth place, behind Fox, in the adults 18-49 ratings in the February sweeps (see related story on page 8). ABC is still clinging to the No. 2 spot in 18-49 for the season to date, and the network has several series—*Home Improvement*, *The Drew Carey Show*, *Dharma & Greg*, *Spin City* and *NYPD Blue*—that consistently win their time period.

But it's Peter Roth, Fox president of entertainment, who can't suppress his smile these days. "The sweeps results confirm to us that no matter how large the obstacles, our strategy is working," Roth said of his network's moves to air original programming throughout the year, particularly in periods when the other Big Four networks don't. In February Fox scored by putting on original fare against CBS' Winter

Olympics; NBC and ABC largely sat those weeks out with reruns and saw their ratings slip.

As he did last year, Roth intends to go into the fall with virtually nothing new on the Fox schedule, having launched all the network's new shows either in this current midseason or over the summer. It is a strategy that appeals to many buyers. "We look at pilots until we're blind in May, but even your best guess is just an educated hedge—the test is how it plays [to viewers]," one buyer noted.

The midseason/summer launch gambit has worked so well for Fox that it is being considered by some competitors, including ABC. All the networks have conceded there is a need for more original programming year-round.

What Fox has built, show by show, over the course of the past few seasons is a lineup that is now delivering both coveted demographics and strong over-

all ratings numbers. "*Ally McBeal* has changed the perception of Fox—[it's] gotten more people to watch," said Bill Carroll, vp/director of programming for Katz TV Group. "And no matter what happens, *The X-Files* seems to score. Those are building blocks that will continue to be in place next year."

On ABC, Carroll's assessment is not so grim. "ABC is not in trouble but seems no better off than at the beginning of the season," he said. Other buyers note that the network might get some much-needed pre-upfront buzz from *Two Guys, a Girl and a Pizza Place*, a comedy premiering this Wednesday at 9:30 p.m. after *Drew Carey*. Should *Two Guys* do well against Fox's six-week run of the new drama *Significant Others*, it would be an interesting twist because Fox passed on the show.

Ultimately, the upfront chess game always



Roth: Fox's counterprogram strategy is working.

GWENDOLEN CATES/FOX

becomes a matter of making the right scheduling moves for the right shows, and this selling season will still depend to a great extent on what NBC does with Thursday night. Because of *Seinfeld's* exit, all the other networks are heading into May believing they are in a stronger position than last year. Not so fast, claims NBC. "We have three times the number of shows to consider for the Thursday *Seinfeld* spot than we did five years ago, when *Cheers* ended," said one NBC executive, who declined to speak for attribution.

Despite ABC's problems this season, Jeff Bader, the network's vp of programming planning and scheduling, sees no need for wholesale changes this fall. "We're not going to have 11 new shows to launch," Bader said. "If you look at this season, shows like *The Practice* and *Dharma & Greg* [are] models of the type of programs we like to be doing."

Another factor playing into the ABC-Fox battle for upfront dollars is the WB. With *Buffly*, *the Vampire Slayer* and *Dawson's Creek* delivering strong teen and 18-49 viewers in the major markets, the netlet has become a bargaining chip for advertisers. "We'll get used as leverage against Fox and ABC," said WB entertainment president Garth Ancier of some buyers' strategy to cite the WB's demos in the face of any push by Fox or ABC for higher ad rates.

Meanwhile, at CBS, prime-time chief Leslie Moonves is slowly shifting the perception of the network's viewer profile from ancient to merely aging baby boomers. "With the American population aging, is 50-plus becoming more mainstream? Yes," said Blair's Losak. "But it doesn't happen in a year." —with John Consoli ■

Playing the Undercard

Cable prepares to exploit broadcast weakness to its own gain

THE UPFRONT / By Jim Cooper

As basic cable's ratings continue to grow, its network chieftains last week said they expect that growth will translate to upfront clout at broadcast's expense. Speaking at the Cabletelevision Advertising Bureau's annual conference in New York, the programmers said their market will prosper because cable is the only place for advertisers to get the impressions they need at a better price than inflated broadcast rates. Such high broadcast pricing, they argued, destroys marketers' ability to, well, market.

"Even with ABC adding... more commercial units, it's almost inevitable that there will be a much better balance between impressions and revenues, which will allow us to realize some incremental value this year," said Steve Heyer, president/COO of TBS Inc. Television viewership, he contended, is becoming increasingly "distribution agnostic."

"We are being judged in exactly the same way the three broadcast networks are, and so far the judgement has been positive," on the part of viewers, said Nick Davatzes, president and CEO, A&E Television Networks. "Broadcasters are having a very hard time reinventing themselves."

Taking that a step further, Mark Rosenthal, president and COO, MTV Networks pointed

to what he sees as acts of desperation on the part of the broadcast networks: paying huge sums for shows such as *ER* and shopping multi-million-dollar spots in the *Seinfeld* finale. They are acts that come from having only a few marquee products, where cable has many that offer more-efficient reach. "It's a last gasp of a dinosaur who says, 'I'm going to be increasingly unprofitable if I miss having this show,'" said Rosenthal. "I think we [cable] have a much more balanced set of economics."

Cable has had an impressive year so far. Comedy Central's *South Park* and Turner's professional wrestling ratings helped cable grow market share against broadcast for the first time ever in a sweeps month with the Olympics.

All the chest-beating, however, comes at a time when cable has some of its own serious issues to iron out. Spiraling programming costs that cable operators—and therefore, consumers—are absorbing has led to regulatory concerns, including the retention of cable rate regulation that is slated to expire in 1999.

Also, there is the little matter of convincing agency ad buyers that cable has similar value and reach of the Big Four broadcasters. "Cable has become cool with audiences, but cable is still niche," said one media buyer who asked not to be named. ■

The Brains Behind Disney's Braun

TV PRODUCTION / By Betsy Sharkey

A rich skein of close relationships that link Lloyd Braun to the Hollywood community make Walt Disney Studio's choice last week of the Brillstein-Grey Entertainment president to run Disney's Buena Vista Television Production arm unexpected but not surprising. Not only is he tied to both the business and creative sides of Hollywood, he is a longtime colleague and friend of ABC Entertainment president Jamie Tarses.

In his four years at the talent-management firm, Braun played key roles in the development of such comedy hits as *Just Shoot Me*, the current favorite for the Thursday-night spot on NBC that *Seinfeld* is vacating; *NewsRadio*, also at NBC; and ABC's late-night hit, *Politically Incorrect* with Bill Maher. *Seinfeld* co-creator and writer/producer Larry David, who occasionally laced story lines with references to a phantom

"Lloyd Braun," said the real Braun "has little tolerance for shoddy work. He possesses very good judgment, he's a gentleman, and he has good taste in clothes," said the Emmy-winning David.

"In television, the writer/creator/showrunner is a key part of the equation," said Braun. "I'm hopeful that Disney will be quickly perceived as a writer-friendly studio," he added.

Among Braun's mandates is to improve relations between the studio and its network sibling, ABC. Braun, who joins Disney in April to ostensibly fill the post vacated by Dean Valentine when he left to head UPN six months ago, has an advantage having begun his career as an attorney with ABC's Tarses among his clients. The two later worked together as Brillstein-Grey developed shows for NBC. "That relation-

ship is going to get better right away," said an executive close to Braun and Tarses. Braun's other critical task is to create hits for a studio that has never topped the success of its long-running ABC comedy, *Home Improvement*. For that, Braun said he'll look at the Brillstein-Grey model, which, he added, is based on having "terrific creative manpower with a wide range of sensibilities and taste that contributes significantly to the wide diversity of shows the company produces."

Braun inherits a team at Disney whose development has been more mainstream than the edgy, upscale offerings of Brillstein-Grey. "Lloyd will give everyone [at Disney] a chance and he has really good instincts when it comes to talent," said a Brillstein-Grey colleague, who asked for anonymity. As David put it: "Lloyd has the good judgment when to leave someone alone." ■



A man of many contacts: Braun

AT DEADLINE

ER Gets Turner Sales Treatment

Turner Broadcasting Sales Inc. will handle both cable and syndication ad sales for *ER* when the series begins its off-network syndication run this September. Turner Network Television will strip the Warner Bros. Television hit series weeknights at 7 p.m., and will offer advertisers category exclusivity across the entire buy. The deal could yield \$300,000-\$350,000 per episode, said network sales executives. TNT will also program the best of the hour drama in two-hour blocks on Thursdays from 8-10 p.m. For broadcast, Telepictures Distribution has cleared *ER* on weekends in 92 percent of the U.S., including the top 100 markets. Selling both cable and syndication for *ER* allows Turner to offer equal distribution in terms of viewer impressions, said Joe Uva, president of entertainment sales and marketing for TBSI.

Teen People Trademark Trial Set

Time Inc. and Petersen Companies Inc. are expected to duke it out in a federal courtroom in New York beginning today to resolve the sticky issue of who owns the title *Teen People*. Last August, Time Inc. sued Petersen, claiming trademark infringement after Petersen announced (after Time Inc.) plans to launch *Teen People*. Petersen claims it intended to launch its book last fall, but never did. Petersen has since countered to prevent Time Inc. from using the "Teen People" name. Petersen's counterclaim will be addressed in court this week; Time Inc.'s initial lawsuit will be heard at an undetermined date. Time's *Teen People* premiered in January with a guaranteed circ of 500,000.

3 Said to Be in Hunt for Pulitzer Unit

Clear Channel Communications, Hearst-Argyle Television and Hicks, Muse, Tate & Furst are checking out the books on Pulitzer Publishing's broadcast holdings, said several New York-based media analysts. Pulitzer, owner of nine TV and five radio stations, recently put out feelers in the investment community to explore a potential sale in the range of \$1.1 billion to \$1.4 billion.

Appeals Court Rules for Zeb Lee

A federal appeals court in Washington has ruled for veteran radio broadcaster Zeb Lee of Asheville, N.C. The judges last week rejected arguments by lawyers for the Biltmore Forest Radio consortium that the FCC moved too fast to reinstate Lee's license for WZLS-FM in January. The court also blasted BFRI's contention that Lee and his company, Orion, were not qualified to run the station because of "intervention and influence" by various members of the U.S. Senate.

107 Ad Pages in ESPN Issue No. 1

The widely anticipated launch of *ESPN The Magazine* is set for Wednesday, with the print extension of cable channel ESPN carrying 107 ad pages in its first issue—the largest ever for the inaugural issue of a sports magazine and the sixth-largest overall for any launch, the magazine said. Advertisers in the debut issue include Nike, Nintendo, AT&T and Absolut Vodka. The title is a joint venture of Disney, ESPN and Hearst.

Addenda: Jim Vescera, senior vp of advertising promotion for ABC Entertainment, appears to be the fall guy for the network's controversial "TV Is Good!" branding campaign.

ABC declined comment on Vescera's departure last week. ABC wooed Vescera in 1996 after he helped shape NBC's much-praised "Must See TV" promo campaign... Executives at **Rysher Entertainment**, the domestic syndication and network production arm of Cox Enterprises, declined to say last week whether any buyers have emerged since the company was put up for sale last month... **Cox Radio** has completed its purchase of KONO-AM/FM of San Antonio, from KONO Ltd. Purchase price: \$23 million... **SportsChannel Florida** has launched a \$1 million, season-long ad campaign to support the network's Florida Marlins and Tampa Bay Devil Rays coverage... **Ottaway Newspapers Inc.** is not for sale, parent Dow Jones said last week in response to published reports. "The board has not discussed the sale of Ottaway," said Karen Pensiero-Miller, a Dow Jones representative... **Acme Television**, the group headed by WB network chief Jamie Kellner, has paid \$15.5 million to acquire UPN affiliate WTVK-TV in Ft. Myers/Naples, Fla., with the immediate plan to switch affiliation to the WB on March 15... An agreement sends Austin, Texas-based Capstar's 11 **SFX** stations in Dallas, Houston, Pittsburgh and San Diego to Chancellor Broadcasting—a swap valued at \$637.5 million... **Debra Brandt** has been named advertising director of Wenner Media's *Us* magazine. She has been eastern ad manager at Hearst's *Redbook* since 1996. Brandt replaces Mary Beth Wright, who joined *Family Fun* as associate publisher.

INSIDE



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Correction: In the *Sports Illustrated vs. ESPN* chart in the March 2 Magazine Report, several errors were listed in the *SI* column. The title's basic annual subscription price is \$81.95; its target demographic is men 18-49; and the median age of its adult readership is 36.3, vs. the U.S. adult median of 41.5.

A Condé Nast Hot Seat

'Mademoiselle' is getting its fourth publisher in as many years

MAGAZINES / By Lisa Granatstein

Just when you thought it was safe to be publisher of *Mademoiselle*, the axe fell again last week. Vicci Lasdon Rose took the blow after little more than a year at the helm of the Condé Nast monthly. Replacing Rose will be Nina Lawrence, who left the No. 2 spot at *Mademoiselle* 18 months ago to become publisher of Primedia's *Modern Bride*. Lawrence, who will rejoin *Mademoiselle* on March 23, will be the title's fourth publisher in four years.

Many publishing execs found Rose's dismissal a surprise, as did she. "Who knows the wheres and whys of Condé Nast," Rose said. "After 11 years there, it remains a mystery to me. They are a tremendously capable group of people, and I was led to believe I was among them." Rose had also served as ad director of CN's *Vanity Fair*, *Self* and the now-defunct *Woman*.

Mademoiselle's ad pages increased last year by 7.7 percent to 1,318, and circulation climbed by 3 percent to 1.2 million. But the title's edge might be slipping. Its rate base has languished at 1.1 million for at least a decade. On the advertising front, *Mademoiselle's* page gains have not been as strong as some of its competitors. Sister publication *Glamour* was up 16.3 percent last year, Fairchild's *W* in-

creased 19.3 percent and Hachette Filipacchi's *Elle* moved up 14.9 percent.

"*Mademoiselle* has struggled for years," said Christina Forhock, vp at Walker Communications, a publishing consultant. "The publisher doesn't always have to do with how the magazine is faring. A good example of that is Julie Lewit-Nirenberg. She was extremely strong and found her demise there too." Lewit-Nirenberg left *Mademoiselle* in 1995 and is now cofounder and copublisher of *Mode*.



Back, and now in charge: Nina Lawrence

Lawrence was likely brought back to shake things up. During her tenure at *Modern Bride*, she successfully pitched the title's redefined readership to advertisers and recently put together a hip ad sales presentation. Ad pages in Primedia's wedding book were up nearly 11 percent last year, to 3,019.

"*Mademoiselle* is an incredible product in terms of what it delivers to its readers," Lawrence said. "But the advertising sales efforts need some focus and energy. In terms of the power of the market *Mademoiselle* is speaking to, its ad sales should be leading the charge. I intend on taking it to that next level." ■

ASTA Pitches 'Early Prime'

Syndication ad group devises new daypart to sway media buyers

TV RESEARCH / By Michael Freeman

The Advertiser Syndicated Television Association (ASTA) this week will release results from three Nielsen Media Research cume studies illustrating that syndication gives advertisers stronger national reach than cable. "All we're laying out to advertisers is that syndication, in combination with [broadcast] network buys, delivers the kind of broad national reach and frequency they can't get in a fragmented and overcrowded cable universe," said Tim Duncan, ASTA executive director.

The four-quarter (February, May, July and October 1997) Nielsen Share of Viewing

Report attests to syndication's dominant share of the early-fringe and prime-access dayparts when they are melded as "early prime." In that daypart, syndication earned a 77 percent share of national broadcast viewing. Against cable, pay cable and PBS, syndication still held a slim lead in early prime with 31 percent, followed by basic cable's 28 percent. Surprisingly, syndication also beat out TV stations' 26 percent share. Many network affiliates' early newscasts were thought to draw bigger audience share. The report also addresses syndication's audience shares in late night and total day. ■

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annual United States Collegiate Golf Championship, which will air April 4-5 on ESPN. Participating in the event, to be held at the World Golf Village in St. Augustine, Fla., will be 11 top U.S. teams and Nihon University, Japan's top collegiate team. —Langdon Brockinton

Newsweek Backs Wall; Shain Upped to President

Newsweek's search for a publisher, the linchpin of its anticipated management restructuring plan, is finally over. The new publisher, Carolyn Wall, 54, is a longtime media exec who has held an array of high-level jobs, including publisher of *New York* magazine and *Adweek*, president of Cowles Business Media and, most recently, president of WBIS+, the failed New York TV joint venture between ITT Corp and Dow Jones.

Newsweek's announcement of a management shuffle was delayed after associate publisher Greg Osberg, who was expected to be named publisher, left to join CNET, the online technology news service. Wall will handle the marketing, advertising and sales department when she arrives at the Washington Post Co. publication on March 23. Executive vp Harold Shain, 44, who has been with *Newsweek* since 1986 and its publisher since 1993, has relinquished those titles and is now president and chief operating officer. And *Newsweek's* editor-in-chief, Richard Smith, 51, gave up his title as president and has assumed additional duties of chairman and CEO. The changes will allow Smith to deal with long-term planning and have Shain handle day-to-day business operations.

Newsweek's ad pages in 1997 were up 4.5 percent, to 2,647. Paid circulation is flat, holding at 3.2 million in the second half of 1997. —LG

BET Holdings Said Longing To Purchase Heart & Soul

Rodale Press is expected to sign a deal that will hand over *Heart & Soul* magazine to BET Holdings as early as this week, according to an insider familiar with the negotiations. *Heart & Soul*, a magazine devoted to health and fitness issues for women (continued on page 6)

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of color, will join BET's growing stable of books; they include *Emerge*, an African American newsmagazine, and *BET Weekend*, a newspaper insert that recently has become available on newsstands. BET is also the parent company of Black Entertainment Television, the cable network.

"[CEO] Robert Johnson wants to build a media group that includes more than BET," said Monica Karo, a media buyer at TBWA/Chiat Day. Another publication could also lead to lucrative cross-advertising deals appearing in the magazine and on the cable channel. "[Johnson] has got to see some sort of synergy there," Karo said.

Heart & Soul's total paid circulation increased 12.2 percent in the last half of 1997, to 276,395, according to ABC. —LG

USA Net Studios Ups Pair For Talk, First-Run Efforts

Barry Diller's newly revamped USA Networks Studios has firmed up senior management of its domestic syndication unit. Henry Schleiff has been promoted to executive vp with responsibility for USA's syndicated talk-show stable, including *Jerry Springer*, *Sally Jessy Raphael* and the fall 1999 relaunch of *Maurice Povich*.

Schleiff, chairman of Viacom's broadcast and entertainment units from 1987-92, has served as executive vp of production since 1996 at Universal Television Group, the forerunner to USA Networks Studios. Promoted to senior vp of first-run development is Lonnie Burstein, formerly Universal Television Enterprises' senior vp of research. Assuming that post is Jeff Dellin, formerly vp of research.

Along with Steve Rosenberg, USA's president of domestic distribution, all of the executives will report to Greg Meidel, chairman and CEO of USA Networks Studios. The firming up of the syndication ranks comes on the heels of USA reaffirming roles within its network production division. Ken Solomon will continue as president of USA's network division, while David Kissinger and Bill Hamm remain as senior vps of the drama and comedy development departments, respectively. Barbara Fisher also continues as president of movies and miniseries, a separate production arm at USA. —Michael Freeman

Attack of the *Bio* Clones

A&E's workhorse fights off copycats, including new entry from NBC

CABLE TV / By Jim Cooper

MSNBC is helping CNBC develop a weekly profile show similar to A&E's *Biography*, production execs familiar with the NBC cable networks' plans said last week. The new MSNBC/CNBC project, like *Biography*, will be an hour-long series chronicling the lives of the famous. The show does not yet have a name or launch date.

A total of 10 cable networks have followed A&E's lead, crafting research on historical and contemporary luminaries into shows. But A&E has every intention of remaining at the top of the heap. "Imitation is not competition, it's just imitation," said Michael Cascio, A&E senior vp, programming. So far, no one has matched *Biography's* decade-long popularity. The series' Sam Walton profile in December drew a 4.6 rating, its highest ever. *Biography's* ratings have grown 30 percent over the past

four years. The aggregate rating (which incorporates an 8 p.m. East Coast run and a midnight West Coast run) in 1995 was 2.0, or 1.2 million viewers. In 1996 that climbed to 2.4 (1.5 million); last year, it was 2.7 (1.8 million).

Lifetime's *Intimate Portraits* follows *Bio* as the next-highest-rated profile show (a 1.2 rating). The Nashville Network's weekly series *Life & Times*, which profiles country stars, and The Learning Channel's *Legends* average 1.0 and 0.6 ratings, respectively. E!'s *Celebrity Profile* draws a 1.0. MTV and VH1 profile rock legends and bands. Even Animal Planet is developing a show profiling famous animals.

Some nets have tweaked *Bio's* formula. CBS Eye on People's *Signature* has interviewed the likes of Barry Diller on events, peers and careers rather than delving into their pasts. "The audience hasn't found the end of this programming," said Geoffrey Darby, EOP president. ■

Westwood One Sues Kasem

Network seeks to block veteran music host's new deal with AMFM

RADIO / By Rachel Fischer

CBS Radio's Westwood One last week filed a \$10 million suit against syndicated host Casey Kasem after Kasem signed a long-term contract with rival AMFM Radio Networks, just launched in January by Chancellor Media. Also named in the breach-of-contract action, filed in Los Angeles, are AMFM and Eric Weiss, a Kasem associate.

Kasem last week signed a new distribution deal with AMFM, which plans to relaunch the host's weekly program this spring under its original name, *American Top 40 With Casey Kasem*. Westwood is claiming that Kasem had no basis for terminating their relationship and that Weiss, a former Westwood attorney, used confidential information to help AMFM sign a deal with the host. Westwood officials would not comment.

Kasem said in an interview that he rightfully terminated his Westwood contract when the network's performance fell below "agreed-upon

benchmarks" for revenue. The host would not discuss figures, but some reports have put that goal at \$6 million per year in gross billings.

Westwood had been unable to clear Kasem in several major markets. AMFM is linked with Chancellor's 350 affiliated stations, many in

large markets. Chancellor's KBIG-FM in L.A. is among Chancellor outlets that have committed to carrying *Top 40*.

Kasem's deal with AMFM resolves name-ownership issues that had prevented him from using the *American Top 40* label for several years. On Westwood, his shows were called *Casey's Countdown* and *Casey's Top 40*. "I'm very excited," said Kasem from his L.A. home, where he was conferring

with coworkers on a new jingle for *Top 40*.

Kasem added that the lawsuit "is stressful only because I feel I had a good relationship with Westwood and don't like to burn bridges.... But it's part of being in show business." ■



Kasem wants to put on the hits for a new net.

**The Seal is like
a Cuban Cigar:**



**the best part is
knowing that everybody
wonders how
you got it.**

SYNDICATION

USA Network's *Jerry Springer*, the Hannibal Lecter of talk shows, continues to devour the competition, including King World's *The Oprah Winfrey Show*. For the first time in more than a decade, *Jerry* became the first syndicated talk show to knock *Oprah* off its perch atop the national ratings charts. The latest Nielsen Syndication Service report and third week of the February sweeps show *Jerry* with an 8.2 household rating (NSS, Feb. 16-22) to *Oprah*'s 8.0 average. The daily jostling on *Jerry* has translated to 9 percent growth from the previous week's 7.5 rating and a 183 percent jump from its year-ago weekly average (2.9 rating). During broadcasts from Amarillo, Texas, *Oprah* won her beef in a trial against the National Cattlemen's Association, but her show was down 13 percent from year-ago weekly national ratings. However, on a metered-market basis with one day left in the sweeps (NSI, Feb. 5-March 3), *Oprah* held on with a commanding 8.0 rating/21 share average to *Jerry*'s 6.4/20. Other surprises in the metered markets: Warner Bros.' *The Rosie O'Donnell Show* dipped 13 percent to a 5.3/14 average during its L.A. tapings, while Buena Vista's *Live With Regis and Kathie Lee* (4.7/17), Paramount's *Maury Povich* (3.5/13), USA's *Sally Jessy Raphael* (3.7/12) and Paramount's *Moulet Williams* (3.4/10) held even with year-ago shares. On the plus side: Warner Bros.' *Jenny Jones* (3.0/11), Columbia TriStar's *Ricki Lake* (2.8/8) and Eyemark's *Martha Stewart* (2.6/10), all up 1 share point from last year. Eyemark's rookie *Gayle King* (2.0/8) was off 20 percent from a year ago. In late night, Columbia TriStar's *Vibe* (1.8/5) dropped 29 percent from a year ago while Buena Vista's *Keenen Ivory Wayans Show* (2.1/6) slid 25 percent.

Newsmagazines made a comeback in February. Paramount's 17-year-old *Entertainment Tonight* turned in a 6.3/17 average from the preliminary February overnight markets, up 9 percent from a year ago. King World's *Inside Edition* (4.3/11) and Paramount's *Hard Copy* (3.5/9) were up 10 and 13 percent, respectively. Warner Bros.' *Extra* (3.8/9) held even; Twentieth/NBC's *Access Hollywood* (3.0/8) was off 11 percent. And Par's *Real TV* turned in a personal-best 4.1 rating nationally (NSS, Feb. 16-22). —Michael Freeman

Does Anybody Really Win?

CBS on top in Feb. sweeps war, but Fox and cable took big battles

TELEVISION / By John Consoli

The February sweeps period that ended last week turned up interesting winners and losers, some obvious and some unexpected. But while the winners/losers were the hot topic among TV programmers and their spin doctors in network TV and cable, members of the media buying community keep wondering if the sweeps really matter that much anymore.

Among the broadcast networks, CBS won the sweeps (ended Feb. 4) with a 13.8 household rating/22 share, according to Nielsen Media Research data, aided by 17 days of Olympics coverage. In homes, NBC came in second at a 9.5/15. And in a strong showing, Fox tied ABC in household ratings at 8.0/13 and beat ABC in key demographic categories, adults 18-49 (5.8 to 4.7) and adults 25-54 (5.7 to 5.2).

Fox, though not the overall winner, pulled out some demo surprises that its rivals attributed to numbers-spinning. Peter Roth, president of Fox Entertainment Group, noted that Fox finished ahead of NBC in adults 18-49 for the first time ever during the 15 hours of weekly programming in which the two networks directly compete. To Roth, that was "the most significant" result for Fox in the whole sweeps race.

Media buyers seemed to agree, noting that Fox's gains came at ABC's expense. "Fox will benefit, but how much is the issue," said one buyer. "And for ABC, it's just another indication that it continues to be stuck in the mud and having a tough time solving its programming problems."

But buyers believe that there is plenty of time for the broadcasters to right things. "The presumption is that there won't be a lot of early upfront buying," said Ron Frederick, national broadcast director for J. Walter Thompson, who said it's possible negotiations won't begin until June.

CBS was upbeat, despite its lower-than-projected Olympics ratings. Excluding Olympics programming, CBS' prime-time February programming compared to last year registered

gains of 8 percent in households (to 10.8), 7 percent in adults 18-49 (to 4.7), 8 percent in adults 25-54 (to 5.7) and 7 percent in adults 35-54 (to 6.5). "Our non-Olympic programming was the only one among the Big Four [networks] to show an increase," crowed Les Moonves, president of CBS Television. "We're extremely pleased with February and generally pleased with how well our regular Sunday-night programming did."

Fox's strong showing had much to do with stunts and specials, including one-shot programs on car chases, a Tonya Harding/Nancy Kerrigan reunion, and the revealing of magicians' secrets. Is this the direction in which the other networks plan to move—especially to pick up the desirable 18-49 demos? Moonves acknowledged that specials and stunt shows have "worked well this year."

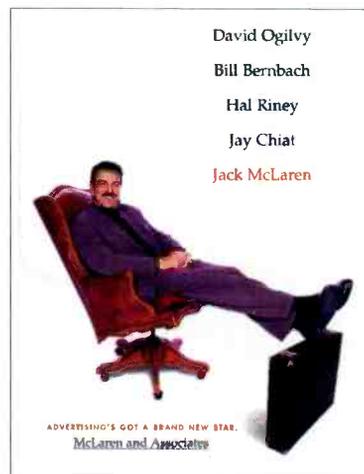
CBS' only new midseason hit series is *The Closer*, starring Tom Selleck, which had a decent two-week average of 10.2/15 against

tough competition from Fox's *Ally McBeal*, which draws more 18-49s. Moonves indicated his willingness to give the show some time: "Creatively, I'm satisfied. There are certain characters working better than others."

Meanwhile, the Ann-Margret vehicle *Four Corners* has already gotten the axe, after drawing a 6.9/11 in a tough Tuesday 9 p.m. time slot. CBS also appears ready to give up on *Gregory Hines*, which lost significant

lead-in from *Candid Camera*. "We're disappointed with the results," Moonves said. "Comedies have not worked well on CBS" in recent years, he added.

Basic cable's ratings gains against broadcast continued during the sweeps, even against the Olympics. For the first 25 days of February, cable's total household rating was 20.4, up 8 percent from an 18.9 in 1997. The 25-day period was the first time cable grew during a sweeps month that included Olympics coverage on broadcast, according to the Cabletelevision Advertising Bureau. —with Jim Cooper ■

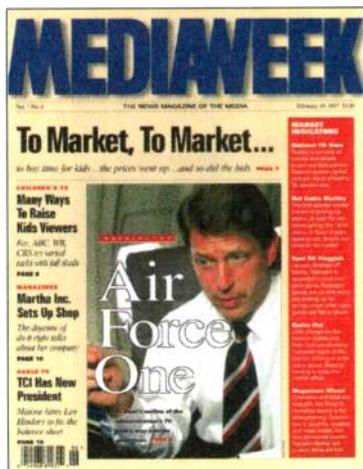


Selleck: Not in an easy chair yet

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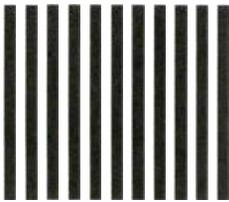
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TV SPORTS

By Langdon Brockinton

NBC: College Dropout

Amid a glut, the Peacock is exiting college hoops to focus on NBA

NBC has decided to drop out of college basketball altogether. The network, which has had a limited college hoops schedule since it acquired rights to the NBA back in 1990, will say goodbye to the crowded world of collegiate basketball after this season. "Our commitments are concentrated on the NBA," said a representative from NBC Sports, which broadcast the NCAA men's tournament from 1969 through 1981. The network's new four-year NBA TV pact commences next season, and as part of that deal, NBC will increase its NBA coverage, boosting its regular-season telecasts from 25 to 32 per year.

For the past few years, NBC has televised a handful of college basketball games, primarily contests involving Notre Dame. That arrangement has been an extension of the network's Notre Dame football TV deal. When the Fighting Irish basketball team joined the Big East Conference prior to the 1994-95 season, a deal was struck to retain some Notre Dame/Big East hoops games on NBC. For the past couple of seasons, ESPN Regional Television has sold the national commercial inventory for NBC's college hoops broadcasts via a time-buy arrangement.

With the glut of college basketball games on the airwaves these days, NBC's exit should have negligible impact. We still have CBS,



ABC, ESPN, ESPN2, FX and the Fox Sports Net—not to mention syndication—on which to view hundreds of games each season. What's a few less? As one TV executive put it: "There's so much f----- college basketball out there, it's ridiculous."

No doubt, the overabundance of telecasts is a primary reason for college b-ball's ratings lethargy on the broadcast networks. This season, NBC's numbers were far from stellar; the network's four broadcasts averaged a 1.1 rating—down 35 percent from a 1.7 for six broadcasts last season. Through the weekend of Feb. 28-March 1, CBS had generated a 1.9 average—off 5 percent from a 2.0 at this time last year. ABC finished its college hoops season with a 1.8 average, down 14 percent from a 2.1 a year ago. For its NCAA tournament telecasts last year, CBS scored a 7.2 average; for the three previous tournaments, the network earned a 7.4, a 7.3 and an 8.3, respectively.

CBS has sold about 95 percent of the commercial time for its coverage of this month's NCAA men's basketball tournament, media buyers said last week. Word is that the sold NCAA inventory does not include any Olympics makegood spots resulting from CBS' Winter Games ratings underdelivery. It remains to be seen, however, whether some of the remaining 5 percent of the inventory may

be used for Olympics makegoods, buyers said.

CBS' roster for the tournament includes several advertisers that were not in the event last March. While network executives declined to comment on specific sponsors, the following companies are said to be among the newcomers: IBM, Volvo, Taco Bell, MGM, NEC, Nextel, Walker Mufflers, BMW, Isuzu, Conesco and Uniden. Another newcomer, Microsoft, will sponsor a new on-air enhancement called the Data Bank, featuring statistics and other game info. Pepsi again will sponsor the Coach's Edge enhancement.

UPN affiliate KMSP-TV in Minneapolis/St. Paul last week agreed to televise 15 Minnesota Twins games this season. KMSP, which aired Twins baseball from 1979-1988, got another crack at the local over-the-air rights when WCCO-TV, a CBS-owned station in Minneapolis, passed on its renewal option for this season. WCCO had been the Twins' over-the-air carrier since 1989.

Jan McDaniel, WCCO vp and general manager, said that her station had offered to televise several games this season, contingent upon the team obtaining "a bona fide new-stadium deal by Feb. 1" and upon getting its "ownership situation" secured. (A group of North Carolina businesspeople wants to buy the Twins and move the franchise out of the Twin Cities.)

KMSP's deal is a one-year agreement, with an extension option. Financial terms were not released.

The Twins and CBS' Midwest Sports Channel cable network, which will televise 107 games this season, had been seeking an over-the-air carrier since WCCO's decision not to renew its rights. MSC, a Twins rightsholder since 1989, will produce the telecasts on KMSP and simulcast them regionally. KMSP itself, however, will sell the commercial time for those 15 games. ■

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LETTERS

Nielsen, I/Pro Still a Go

The story on page 43 [IQ News, March 2], was wrong on two counts in saying that I/Pro "once counted A.C. Nielsen as an investor." Nielsen Media Research is the investor. We are still an investor, and very proud of our relationship with I/Pro.

Jack Loftus
VP, Communications
Nielsen Media Research
New York

How Big Is the Ocean?

Your Jan. 26 article "Models Over Miami" included the subheadline "A thriving regional, *Ocean Drive*, considers national distribution as it makes a move into local TV."

First, let us point out that as a small suburb of Miami, South Beach, in all its glory, represents a geographic area of 20 blocks. This is the brunt of the circulation story that is *Ocean Drive* magazine.

You've incorrectly stated *Ocean Drive's* circulation as 83,000 copies each month. According to its media kit, and the figure the magazine has been telling advertisers locally and nationally, their circulation is 75,000 an issue. *The Miami Herald* on Feb. 23 quoted their circ as 55,000. In reality, if *Ocean Drive's* true circulation numbers are anywhere near 75,000 copies, I will personally kiss the publisher's [Jerry Powers'] a--.

Ocean Drive is primarily free. At one time you could find it almost everywhere on South Beach. That distribution was drastically cut back. Based on numbers made available to people in the industry, *Ocean Drive* currently distributes approximately 10,000 copies for newsstand sale through Warner Publisher Services. In the Miami area, the home of most of its advertising base, *Ocean Drive* sells on average all of 1,200 copies per month.

What are *Ocean Drive's* true circulation figures? It's really anyone's guess, since they have yet to be audited. If you wish to discuss city books in the future, please report the facts, not what a publisher tells you is fact, since you really don't know whether that publisher is telling the truth or telling advertisers what they want them to hear.

Michael G. Perham
Associate Publisher, Miami Metro
Miami

Support for a Station

Through the years I have always looked to your publication for information, insights and industry trends. In your Jan. 12

issue, you featured an item on WPMI-TV [in Mobile, Ala.] in the side column on page 10. I don't necessarily take exception to the reports on the news anchors, but to portray the absolutely tragic passing of [WPMI general manager] Andy Comegys in this fashion—"...drove up to the station's transmitter, sat down in a pile of garbage, and fatally shot himself in the head"—is at the very least classless and at the most an all-time low for your publication and an insult to [Comegys'] family and to his name.

Perhaps you could highlight the current management and their tireless work to put this issue behind them. Maybe highlight the station executive, vp and gm Sharon Maloney, and the tremendous effort it takes to overcome such adversity.

With all the negativity in society today, and the turmoil in our business, it surprises me you have nothing better to report on.

Steve Scollard
General Sales Manager, KMVT-TV
Twin Falls, Idaho

Where to Find Hundt in Aspen

Your Nov. 10, 1997, issue ran an announcement, "Hundt Heads to Liberal Think Tank," which incorrectly stated that former FCC chairman Reed Hundt was named president of The Aspen Institute. Mr. Hundt, in fact, became chair of the Institute's Forum on Communications and Society, a CEO-level body convened by the Aspen Institute's Communications and Society Program, which annually addresses subjects relating to the societal impact of the communications and information sectors.

Charles B. Knapp is the president of The Aspen Institute, an international, nonprofit, nonpartisan, educational institution dedicated to enhancing the quality of leadership through informed dialogue. For almost 50 years, it has convened men and women who represent diverse viewpoints and backgrounds to discuss how timeless ideas and values relate to the foremost challenges facing societies, organizations and individuals.

Linda J. Lehrner
Director of Communications
The Aspen Institute
Washington, D.C.

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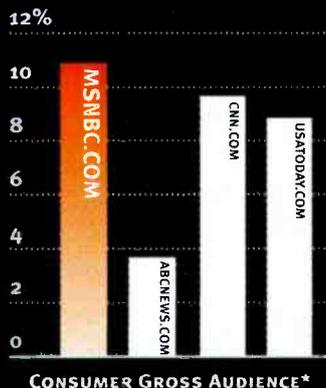
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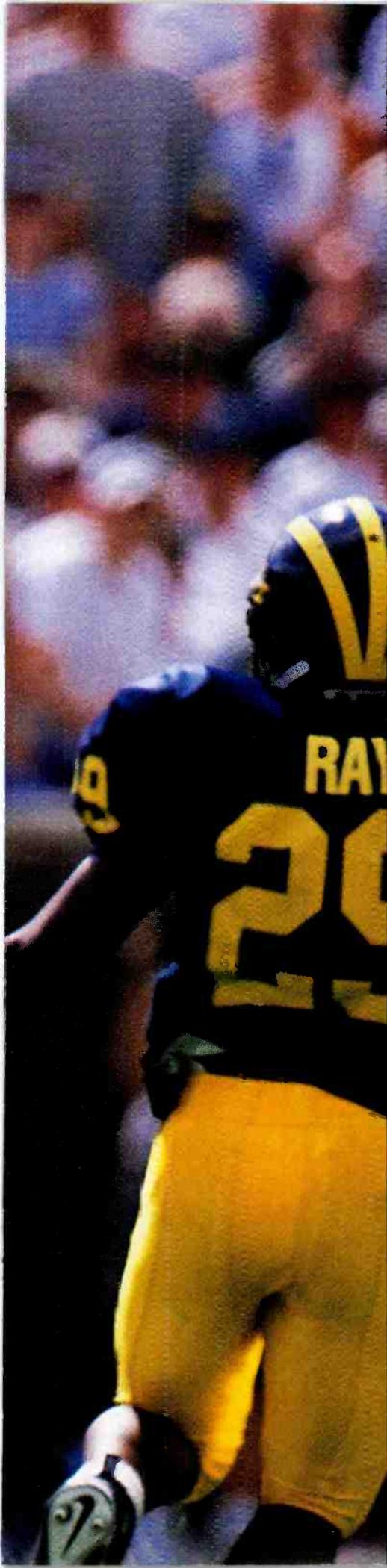


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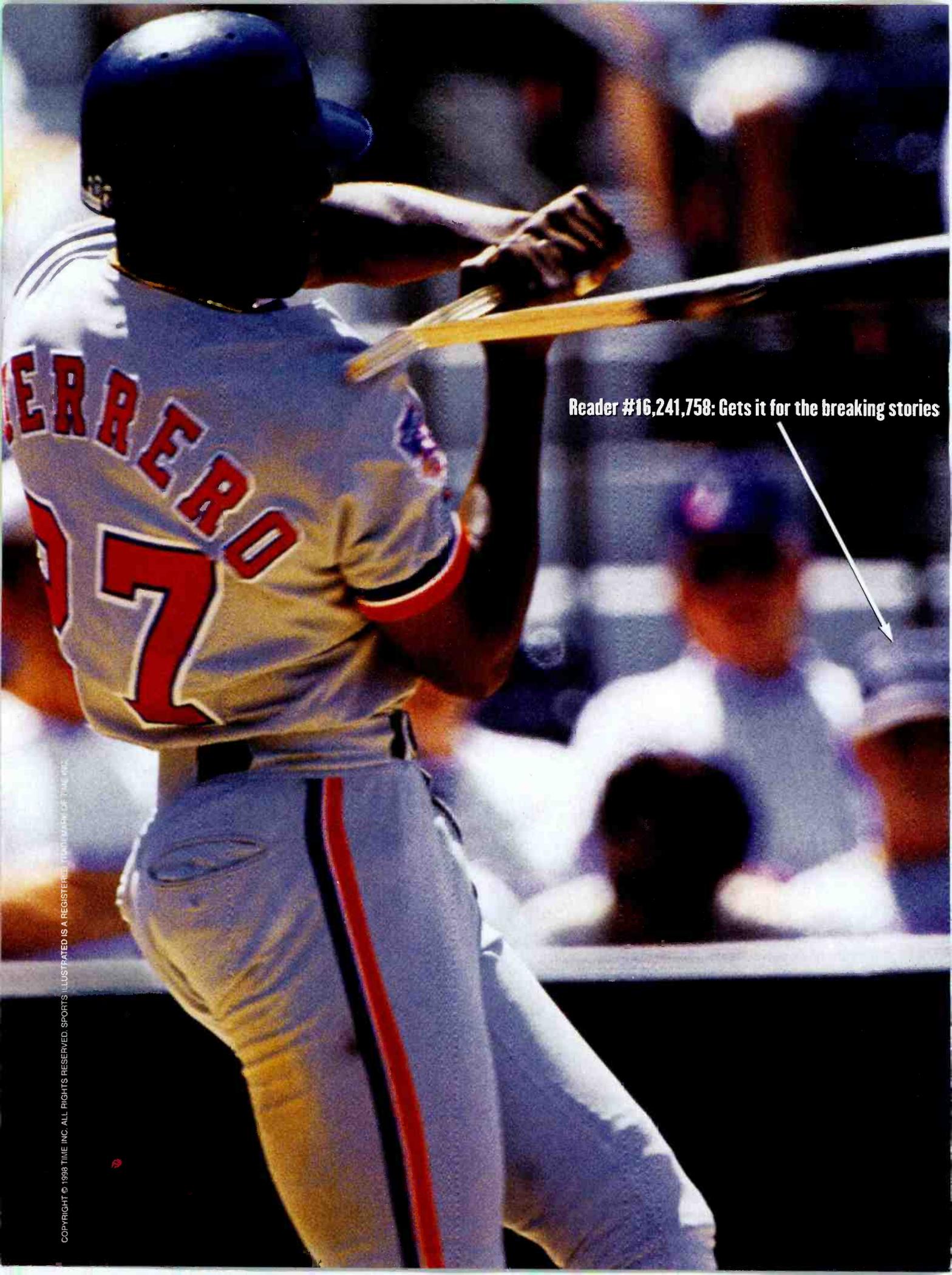
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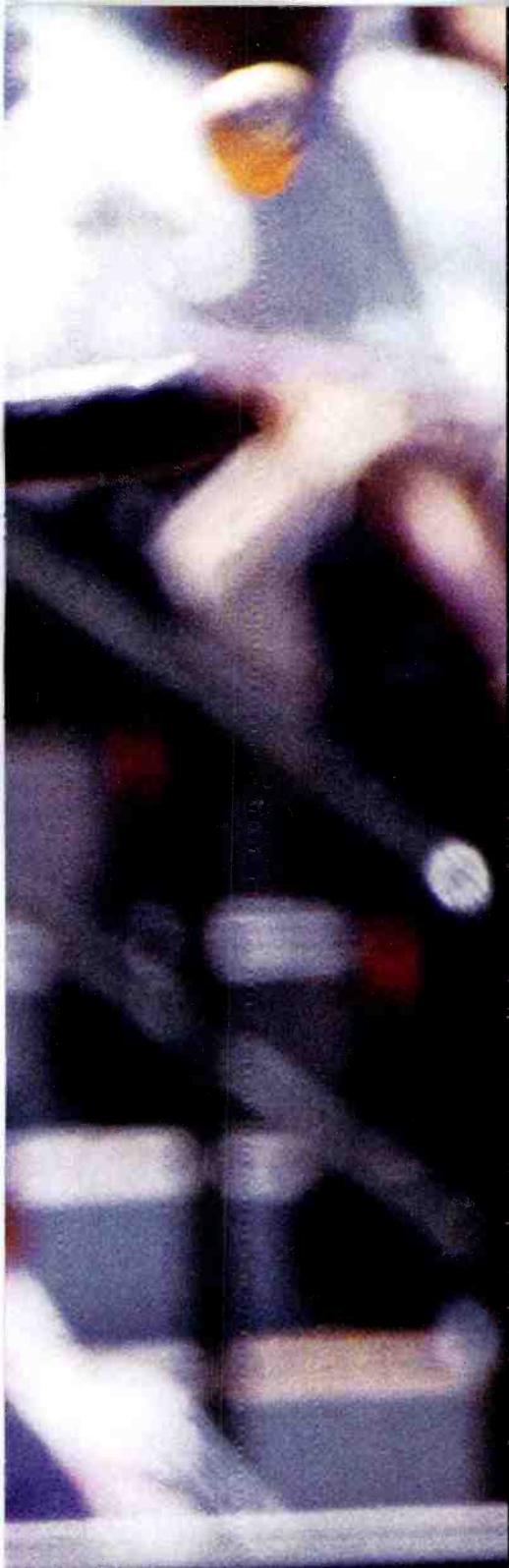
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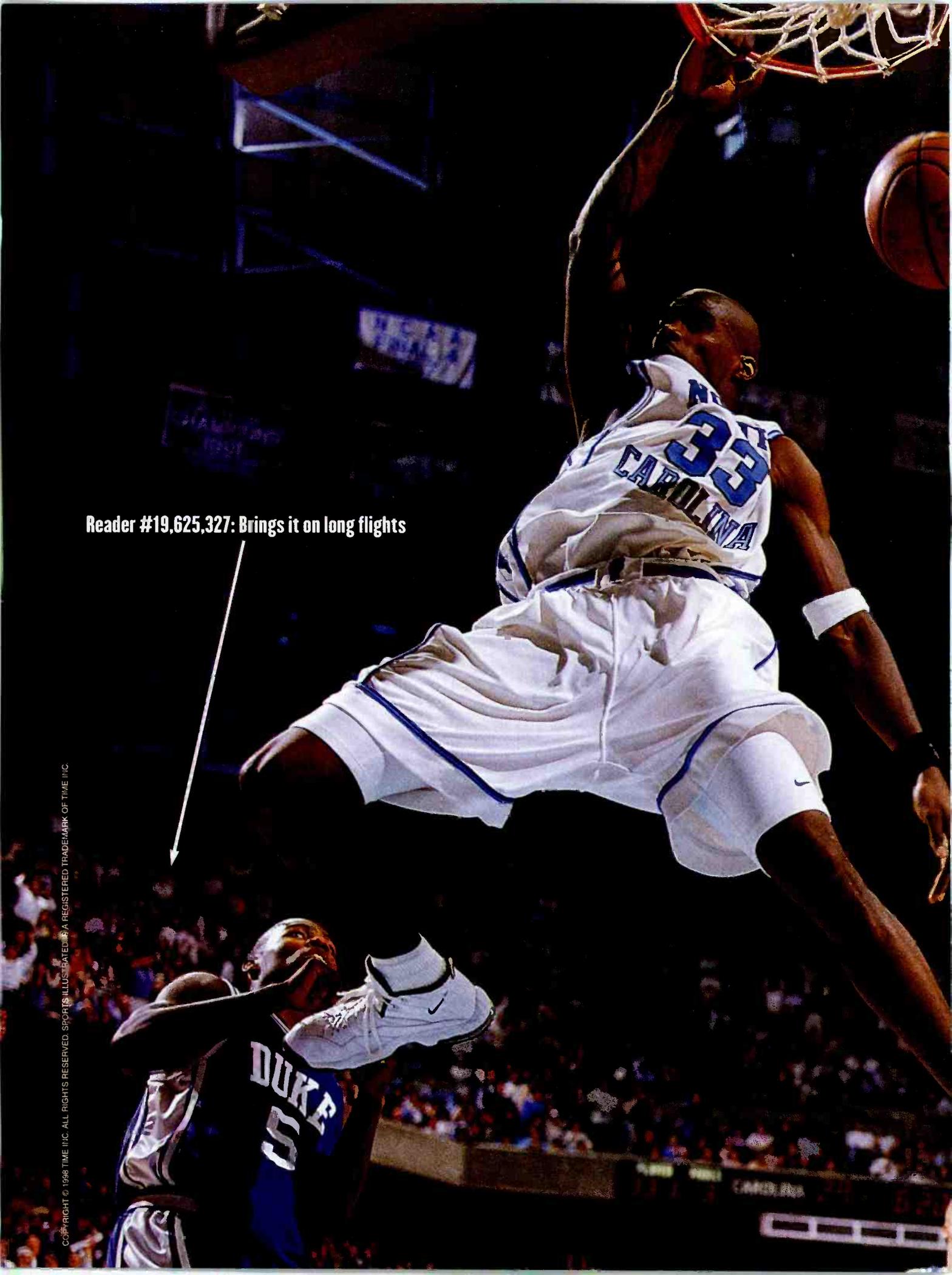
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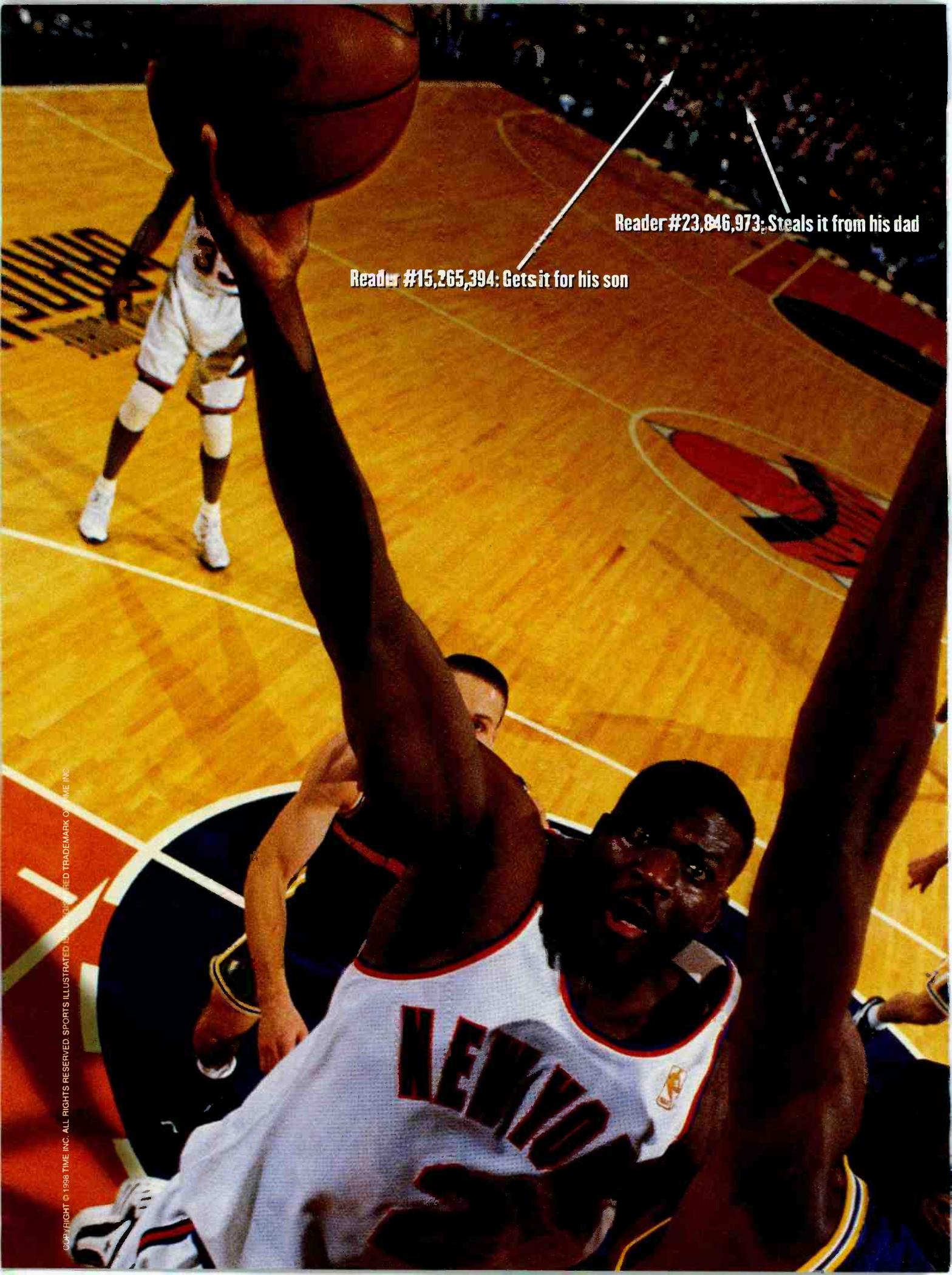
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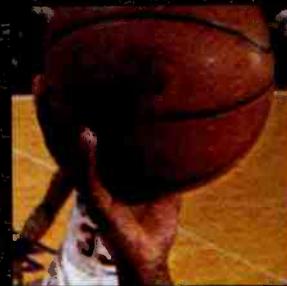
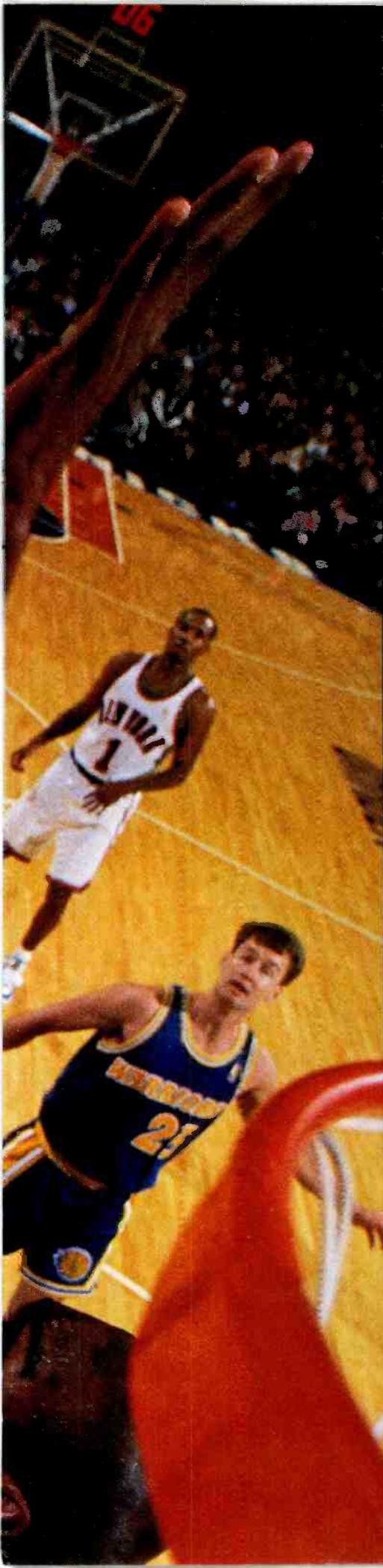
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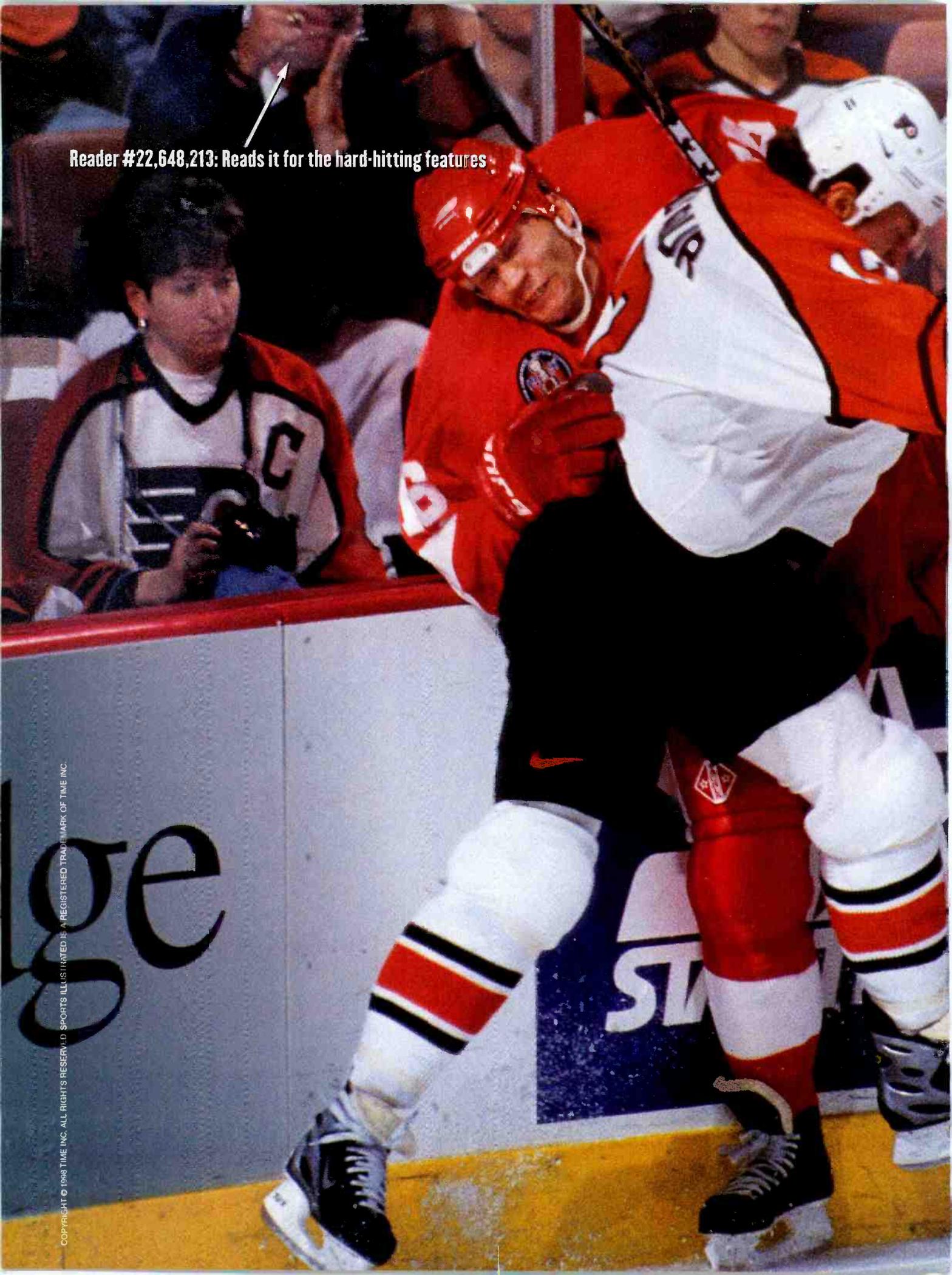
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Gunning for a Rocky Mountain High

•THE DENVER POST'S LATEST SALVO IN THIS city's decade-old newspaper war is aimed to capture readers in counties recently abandoned by rival *Rocky Mountain News*. In opening 11 news bureaus last month, the *Post* spent \$1 million to hire 13 news people, added a full page of daily news coverage to its "Denver and the West" section, and is expanding weekend editions with more state news.

"Sixty percent of the state's growth is outside the metropolitan area," said Ryan McKibben, *Post* president and publisher, explaining why his paper has pushed 100 miles south to Pueblo and 50 miles north to Fort Collins. Six other bureaus will debut in metro Denver—a move that puts the *Post* smack in the middle of what once was a *Rocky Mountain News* stronghold. "We stabilized the paper and improved editorial and delivery," McKibben said.

Such is the effort to win readers in what has become the nation's longest-running newspaper war. The war started in 1987, when the *Post* switched from p.m. to a.m. delivery to take on "the *Rocky*." Since then, the papers have conducted an expensive public battle with house and TV ads. In 1997, for example, the *News* spent \$2.3 million, while the *Post* shelled out \$1.6 million on local TV ads, according to Competitive Media Reporting.

In 1996, the *News*, owned by Scripps-Howard, cut circulation from 13 to six "core" counties. In justifying the move, the *News* argued that at least \$10 million annually would be saved by not distributing to outlying areas of Colorado. Now the *Post*, owned by William Dean Singleton's MediaNews Group, has undertaken an ambitious plan to become the state paper. Said editor-in-chief Dennis Britton, who arrived two years ago from the *Los Angeles Times*: "This is the best way to cover

the diversity of the state."

Not so, the *Rocky* responded. "This is an effort on their part to catch up," shot back Linda Sease, vp for marketing and sales. "We don't need to go in and open bureaus." The next publisher's statement: "will show that we're way ahead in metro Denver, by at least 50,000 copies, and targeting is what it is all about," she added. According to the report from the Audit Bureau of Circulations dated Sept. 30, 1997, the *Post*'s circ climbed from 458,195 to 471,180 (332,258 to 337,372 Sunday). Daily circ at the *News* showed a dip,

from 316,911, to 302,953, but a jump on Sundays, from 406,474 to 415,708. —DP

DENVER/TV STATIONS

Fox Spends Big to Join News at 9 Dogfight

•THERE'S A NEW UNDERDOG IN DENVER. KDVR-TV's pending entry into the hotly competitive local news market likely fits into the long shot category—as much as the Denver Broncos did against the Green Bay Packers in the last Super Bowl. Still, the Broncos won, so the last of 22 Fox-owned stations to produce a local newscast can take heart in its

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MEDIA USAGE			
Read any daily newspaper—average issue	58.7	62.6	107
Read any Sunday newspaper—average issue	68.5	70.6	103
Total radio average morning drive M-F	25.4	24.9	98
Total radio average evening drive M-F	18.2	16.5	91
Watched A&E past 7 days	35.2	28.0	79
Watched BET past 7 days	6.9	2.6	37
Watched CNN 7 days	37.9	30.6	81
Watched Discovery past 7 days	39.6	38.2	96
Watched ESPN past 7 days	32.2	31.1	97
Watched Nickelodeon past 7 days	16.9	12.4	73
Watched The Weather Channel past 7 days	37.3	26.7	72
DEMOGRAPHICS			
Age 18-34	33.8	34.2	101
Age 35-54	40.0	43.3	108
Age 55+	27.9	22.4	80
Post-graduate	10.3	13.3	129
HOME TECHNOLOGY			
Connected to cable	69.8	60.4	87
Connected to satellite/microwave dish	6.0	7.6	127

Source: 1997 Scarborough Research—Top 50 Market Report

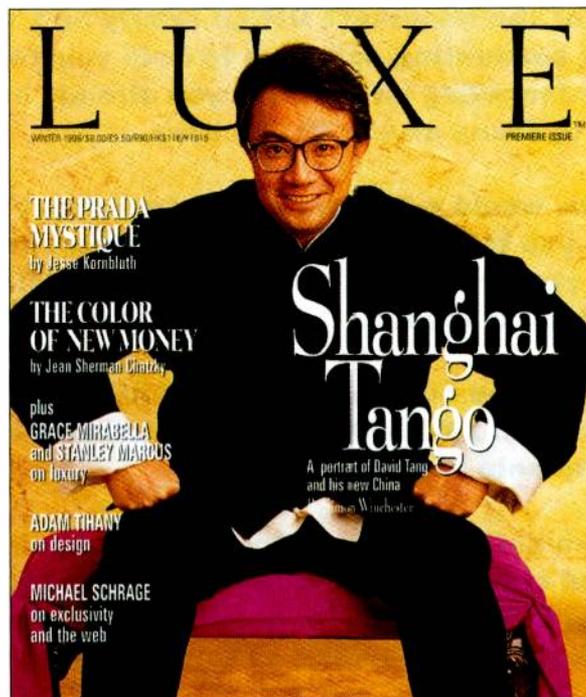
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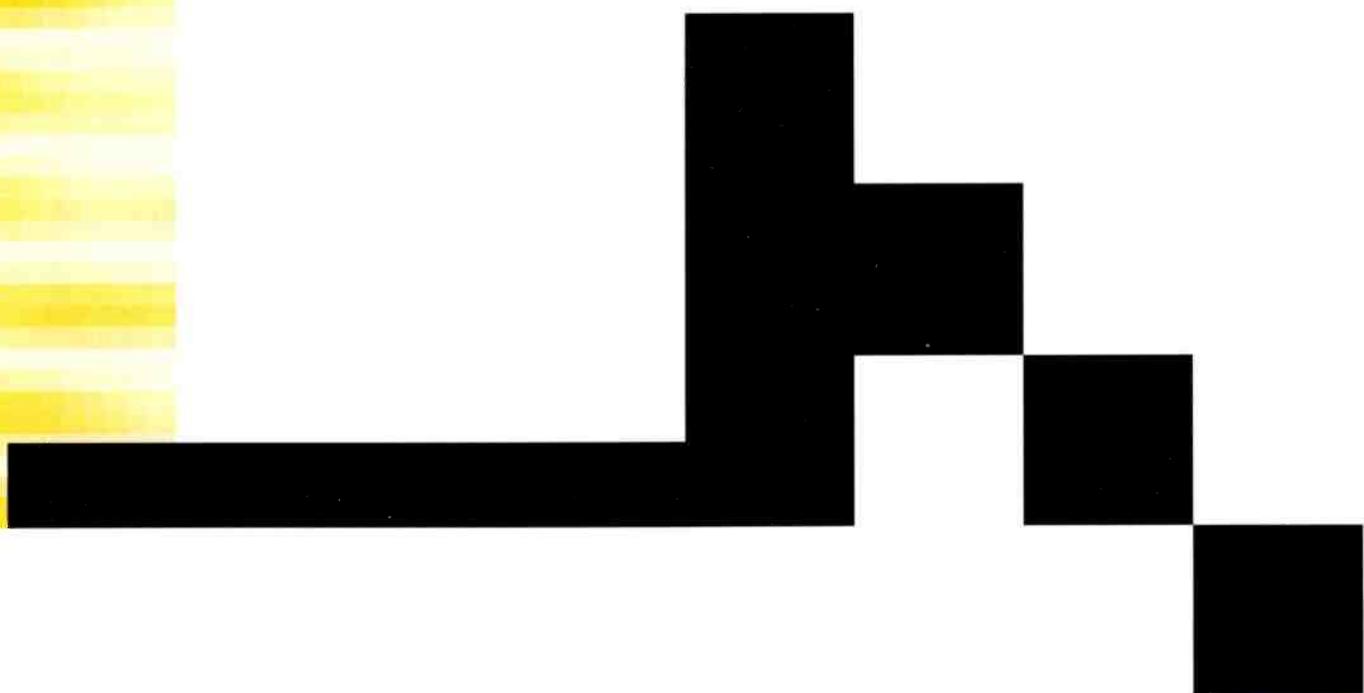
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quest to become top dog. With up to \$40 million to back up its bark, group owner Fox Television Stations Inc. has purchased land in downtown Denver to build a new KDVR station production facility. Primary objective: launch a 9-10 p.m. newscast to go after turf solely owned by Tribune Broadcasting-owned KWGN-TV.

"Right now, our immediate focus is getting the new building up, then looking to doing a newscast adjacent to Fox prime time," said John O'Laughlin, KDVR's vp of marketing and promotion. He said that about 60 production staffers will be added for the mid- to late-1999 launch of news operations. Ground is expected to be broken next month, and Fox blueprints call for a 70,000-square-foot "state-of-the-art" analog and digital facility. A senior-level Fox station executive estimated that \$30 million to \$40 million is earmarked to rebuild KDVR, which is expected to follow along similar lines to recent rebuilds at Fox O&Os KTTV-TV in Los Angeles and KRIV-TV in Houston.

Media buyers in the Mile High City are betting that KDVR will look to produce a younger-skewing newscast to KWGN's 9-10 p.m. show, which has been on the air since 1952. However, buyers said that KWGN's 3.8 rating/6 share average during the February sweeps (NSI, though March 1) was down 14 percent in share from the last year (4.4/7), making the station vulnerable to further competition. "KWGN does skew a little bit older to 25-54 and 50-plus [demographic] viewers, but that's still the core demos for news and the station remains an efficient buy," said Nancy Haven, a local buyer and president of Inline Media Services, based in Denver.

With KWGN holding broadcast rights to 75 games of the Denver Rockies—one of the strongest fan-supported Major League Baseball teams in the '90s—Haven said Fox's KDVR could find its best success in building a beachhead at 9-10 because of baseball-related preemptions or delays.

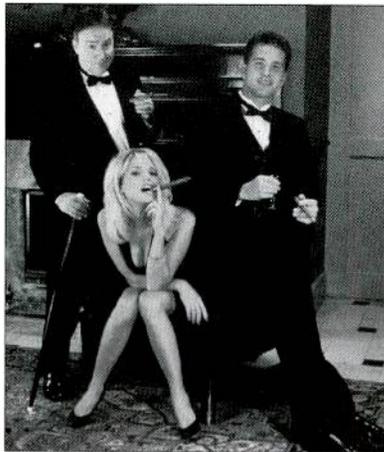
Steve Grund, news director for KWGN, countered that the Rockies telecasts—albeit delaying newscasts by an hour or more—actually provide a stronger lead-in to their newscasts. During the May 1997 sweeps, KWGN's newscast actually moved up to an 11 share average, he said. —MF

LOS ANGELES/RADIO

Busy Month at Outlets In a Bid for Females

•THE QUEST FOR MORNING GLORY HAS LED TO a rash of changes in Los Angeles radio's local a.m. talent lineup. Look at the last month alone: Popular adult-contemporary outlet KYSR-FM (Star 98.7) switched from a melodic, music-oriented approach in the early hours to a talkfest on such topics as marital infidelity and homosexuality. Growing modern-rock outlet KLYY-FM (Y-107, owned by New York's Big City Radio Inc.) has tapped talent from rival station KROQ-FM to helm its first morning show, now two weeks old. And, after a total talent shake-up, veteran AC station KBIG-FM just days ago hired a new morning team fronted by the frank-talking radio and TV personality known only as "Mother Love."

While KLYY is sticking to tradition by hiring two men for its morning show—MTV's Chris Hardwick and Courtland Cox, formerly



Making a.m. waves: Star 98.7's Stillwell, White and Kramer

a producer on rival KROQ's morning show—talent switches at the other two stations point to a new recognition of female listeners. "There's a void in morning shows for women," said Michael Knight, segment program director for KBIG's new "BIG Morning Show," explaining his Chancellor Media-owned station's switch from a "quiet, nondescript" approach in mornings. The new KBIG show will target adult women and take on a variety of topics—although sexuality is sure to be a subject mentioned by self-described romance doctor Mother Love. Costarring are Rick Diego and Carolyn Gracie. According to the last Arbitron book, KBIG was tied for the market's 13th place with station KZLA-FM.

Over at the No. 12-ranked KYSR, also owned by Dallas' Chancellor, the recent import of the controversial Denver (KALC-FM) morning team of Jamie White, Frosty Stillwell and Frank Kramer is a similar bid for female listeners. "The target is a 30-year-old female," said station general manager Ken Christensen. To that end, lead host Jamie White lets loose on her life as a young, married woman, while male counterparts Frosty and

Frank add input. "It's like *Oprah* on acid," said White of her tell-all approach. —RF

POCATELLO, IDAHO/RADIO

Jacor Foray Into Region Is No Small Potatoes

•WHAT WOULD RADIO GIANT JACOR COMMUNICATIONS of Covington, Ky., want with KRSS-FM, a religious station in Pocatello, Idaho—a town of 60,000 inhabitants that falls well below the radar of many big-city media buyers? While Pocatello is small by comparison, in Idaho it constitutes a metropolis. And with two other AM and FM Jacor properties, plopping down \$800,000 or so for KRSS fulfills Jacor's "cluster" or "hub" strategy, a senior Jacor official said. Because the sale has not been finalized, neither Jacor nor KRSS will comment directly on what will become of the station's staff and format. But in buying into the unnumbered radio market, Jacor senior vp John Hogan said the plan is to have stations in the same region share programming—despite being in different designated market areas.

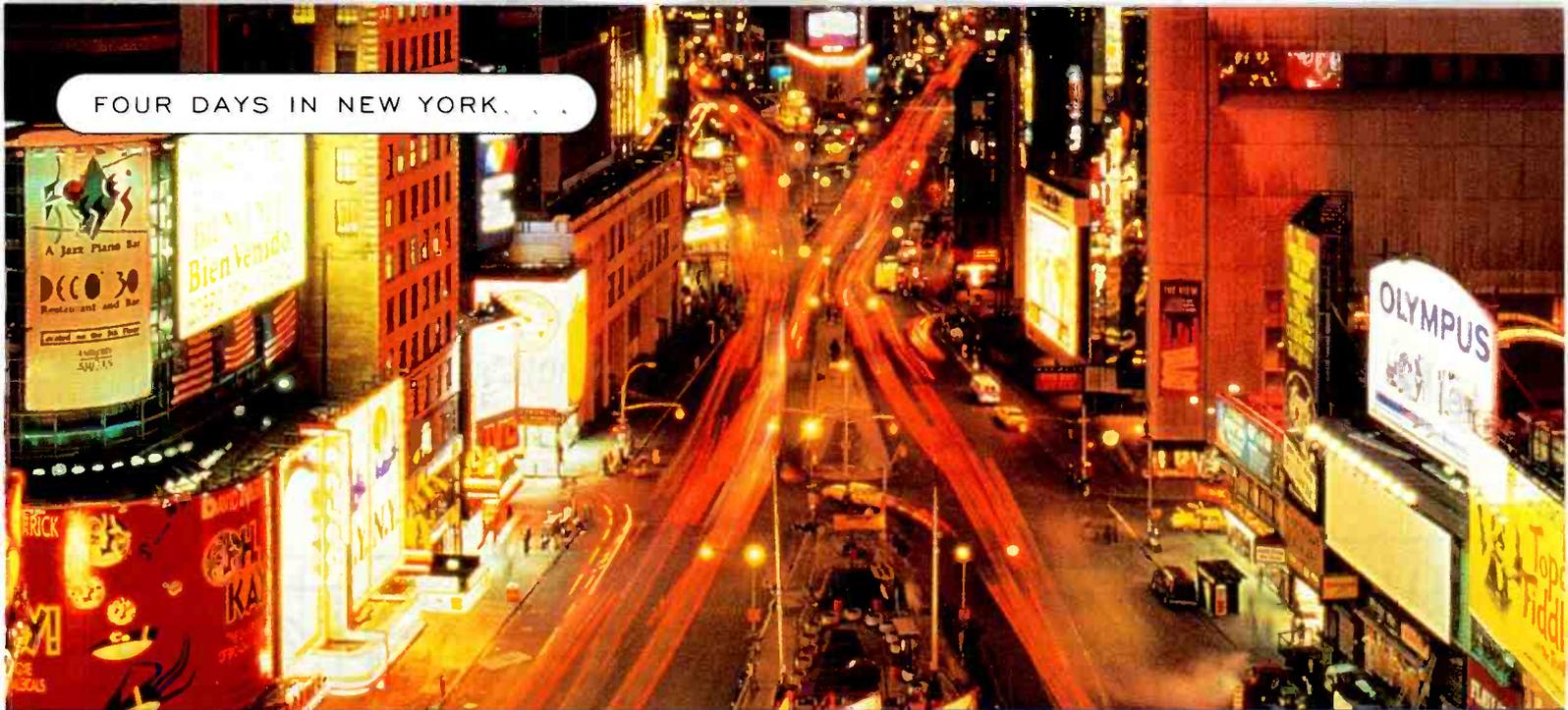
"We get into a [bigger] 'hub' market—in Boise (about 250 miles away) we have six stations," explained Hogan. "We develop the best programming there and we transport several hours of the programming each week to Twin Falls and Idaho Falls and Pocatello. The listener gets better-quality [talent than you'd normally get in smaller markets], and we have the opportunity to sell the product two times. And better programming means more ads and, ultimately, more money."

Thus, Jacor's KIDO-FM in Boise sends its news and talk to nearby cities, including Pocatello. Jacor has also employed this strategy in many other markets.

Hogan said that after Jacor's merger with Nationwide Communications becomes final later this year, observers should "stay tuned" for similar market-to-market synergy.

Does Jacor run the risk of neglecting the individual needs and issues of each market? Hogan said that not alienating locals with imported programming is a big concern, but "a gardening or home show will translate to [many cities]...Agriculture shows play well in Des Moines and in smaller markets."

A Portland, Ore., one radio buyer requesting anonymity said that buying the likes of KRSS can be profitable because "the big money is in smaller markets: The overhead is low and Jacor can dominate the market" with just a few stations and less choice in buying [advertising]. —RF



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CLIO AWARDS GALA:
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CLIO SHORT LIST
ADWEEK CREATIVE SEMINAR
KODAK WORKSHOP
RECEPTION, LINCOLN CENTER

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CLIO
AWARDS

Magazines

By Lisa Granatstein and Jeff Gremillion

Time Publishing Ventures' print take on TV's 'This Old House' is heating up the home-enthusiast category

A 'House' Afire

Circulation and advertising momentum keeps building for *This Old House*, the 3-year-old Time Publishing Ventures title. Thanks to the solid foundation of its brand identity from extensive cross-promotions with the *This Old House* TV series, the print version's paid circulation shot up 45.1 percent in the second half of 1997 compared to the last six months of '96. Subscriptions more than doubled, climbing by nearly 110 percent, according to the Audit Bureau of Circulations. ♦ While successful direct-mail drives and new affiliations with Publishers Clearing House and American Family

Publishers contributed to the '97 circulation gains, the remarkable momentum of *This Old House* can largely be attributed to powerful branding and good timing.

Upscale boomers have been fixated on lifestyle books for several years, gobbling up home improvement titles like *TOH*, *Martha Stewart Living* and *Condé Nast*

ing to get a hold of the print issue."

Advertisers have responded in kind. *TOH*'s ad pages jumped 47.3 percent in 1997, to 433; ad revenue more than doubled. The magazine this year has upped its publishing schedule from bimonthly to eight issues; the frequency is expected to increase to 10 in 1999. Also in January, *This Old House*'s circ rate base rose 19 percent, to 525,000.

TV's *This Old House* went on the air 19 years ago on public station WGBH in Boston. The series now airs weekly on PBS affiliates covering

98 percent of the U.S. In addition, Warner Bros.' Telepictures (like Time Publishing Ventures, a division of Time Warner) syndicates reruns of *TOH* to 160 stations, most of which are Big Four network affiliates. In January, cable's Home & Garden Television network also began airing reruns of the show.

The magazine gets plugs at the end of each episode of the PBS

House seems to be following in the business-plan footsteps of its former TPV big sister, *Martha Stewart Living* (Stewart last year bought out most of Time Inc.'s interest in her company). *TOH* president Eric Thorkilsen was the founding publisher of both books. "*This Old House* operates within the same paradigm as *Martha Stewart Living*," Thorkilsen says. "With Martha, we weren't just interested in the magazine, but in the multibranding business. And with *This Old House*, we're not just interested in the TV show. The execution is similar."

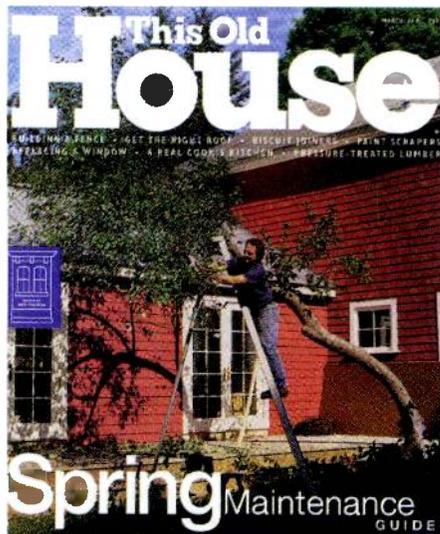
On the spinoff front, *TOH* last year published the *Source Book*, a reference guide. In the works are another unspecified TV show/magazine project in the home-improvement field; videos on kitchen renovation and landscaping; an area on Time Inc.'s Pathfinder Web site; and a nationally syndicated call-in radio show, expected to air late this year.

The home-enthusiast riches mined by *TOH* and *MSL* have drawn several new entries into the genre. *This Old House*'s original TV host, Bob Vila, signed on two years ago with Hearst to publish *Bob Vila's American Home*. But after five test issues, Hearst recently suspended the project. The March issue of *American Home* is expected to be its last.

"Advertiser support was very strong," Pam McNeely, a media buyer for Dailey & Associates in Los Angeles, said of the Vila title. "But the circulation was nonexistent. It didn't have the consumer pull-through on the newsstand because it didn't have the brand—a bitter irony for Bob Vila."

Times Mirror's *Today's Homeowner* posted modest gains in 1997. Ad pages rose 1.5 percent, to 463. Paid circ gained 3 percent, to 927,998, in the second half of the year. *TH* publishes 10 issues per year.

The latest to join the category is Michael Holigan's *Your New House*, which will launch later this month as a quarterly with a circ of 250,000. Like *TOH*, the title is a print extension of a popular TV show. Holigan, 32, is host of a home-improvement series syndicated by Fort Worth, Tex-



Logo-motions: After TPV executives complained, Holigan's new magazine altered its original signer (below) in favor of a less-familiar look (right).



House & Garden. *TOH* and *Martha* have shown the most explosive growth among the group by exploiting their brand exposure via television and licensing.

"*This Old House* is a gigantic brand name," says Tom Ott, the title's publisher. "There's a great audience wait-

ing to get a hold of the print issue." series, and TPV runs spots on the syndicated show. The bottom-line result of all this on-screen face time: *This Old House* picks up more than 500 subscriptions per week, or about 25,000 new readers a year, just from the TV show.

It is no surprise that *This Old*

as-based Magnolia Media Group.

The book's birth has not been painless. Just before the premiere issue was to be shipped to newsstands in January, *This Old House* got a look at *Your New House's* logo, which was virtually indistinguishable from its own. *TOH* execs called their new competitor, strongly suggesting that the logo be altered. *Your New House* agreed to place a sticker featuring a redesigned logo over the disputed version on its cover, a process that has delayed the title's arrival on newsstands by a month and a half. —LG

A 'Content' Ombudsman Monitoring a Media Monitor

For those who might be wondering who will keep watch over the forthcoming media-watchdog title *Content*, editor/publisher Steven Brill has an answer. The independently published magazine, due to launch in June, will closely scrutinize the media. And the job of critiquing the content of the five-times-yearly *Content* will fall on the shoulders of veteran newspaperman Bill Kovach.

"This is responding to the basic premise behind this magazine," Brill explains. "The press should be as accountable as it attempts to make everybody else."

Kovach, a longtime *New York Times* staffer and a former editor of the *Atlanta Journal and Constitution*, now runs Harvard's Nieman Foundation. He will act as *Content's* ombudsman, a common position at several major daily newspapers but a likely first for magazines. Kovach will field and investigate complaints and then publish his conclusions as to whether a story, headline or even a picture was fairly or accurately reported. "[Brill] can contest what I conclude," says Kovach. "But I get the last word. It's a unique arrangement." Kovach will not be a member of *Content's* staff; he is under contract as a contributor.

"Having an ombudsman could be a good idea, or it could just be a

60 SECONDS WITH...



Martin Scorsese

Guest editor, *Civilization*, February/March

Q. You have an impressive Rolodex, but was it still tough to assemble a dream team of writers for the issue? **A.** Not really. All the friends we approached were receptive. From Simon

Schama to Chuck Jones, all were incredibly generous with their time. **Q.** What is it about Herman Melville that prompted you to assign an article on him? **A.** He is the writer I most admire. I have read and reread his novels over the years and was very moved by a visit to his house in the Berkshires last fall. **Q.** What were some stories that you had hoped to get in and were unable to? **A.** We had thought of including an article on the Italian neighborhood in New York where I grew up, with photos by Weegee. It's the subject of a script Nick Pileggi and I have written. But there wasn't space. **Q.** Do deadlines intimidate you? **A.** Over the years I've learned to discipline myself to come in on time with my movies. But there are always unexpected things that occur on the set. In *Kundun*, we had a 2-year-old child, horses and yaks who didn't want to meet their marks. **Q.** Any thoughts of starting your own movie magazine? **A.** No. There are several good ones: *Cahiers du Cinema* in France, *Sight and Sound* in England, and *Film Comment* in the U.S. **Q.** Who is most to blame for your sleepless nights—film producers or *Civilization's* publisher? **A.** Studio executives and critics.

gimmick," says Carey Winfrey, director of New York's Delacourte Center for Magazine Journalism. "But Bill Kovach is a very highly respected journalist and he has quit many important jobs in order to assert his journalistic integrity, so it sounds good to me." —LG

Letter From San Francisco Riding Away Into Multimedia Gulch

Remember that *Newsweek* cover from a few years back with Michael Kinsley in yellow rain gear? The story was about East Coast media types "swimming" west to join the digital revolution. I recall that cover not only because Kinsley looked ridiculous but also because I unexpectedly find myself catching the techno-wave. After two years with *Mediaweek*, I am leaving to become an editor of a computer business title, the independently published *Software Marketing Journal*, in San Francisco.

I moved to the Bay Area last summer when my fiancée, former *Spin* art director Marlene Cohen, took a job at 911 Entertainment, a new record company. Another Manhattan magazine couple became a Left Coast new-media couple.

Although I will continue with *Mediaweek* as a contributing writer, leaving my full-time gig here isn't easy. I've covered some fascinating stories—the explosion of "branding," the second comings of Claeys Bahrenberg and Bob Miller, Martha Stewart taking control of her company. And the access I've had has been extraordinary—touring the Midwest by bus with Walter Isaacson and reporters from *Time*, cocktailing with Graydon Carter and dozens of Hollywood stars at *Vanity Fair's* Oscars bash, even lunching with the First Lady at a White House event for *Parents*. If I have no other consolation in my departure, at least I'm equipped for a lifetime of name-dropping.

So long, media people. See you at the newsstand. —JG

Writers' Block

A sample of great writing from a recent issue:

"Every pundit in America was in permanent pancake base, festooned with mike wires and ear thingies and ready to go on the air—any place, any time—to talk about Bill Clinton and Monica Lewinsky...I heard that Martha Stewart was on the PTL Club at 3 a.m. telling how to remove DNA stains with cilantro and fresh mink oil. Probably that's an exaggeration—canned or frozen mink oil will work just as well. But I can testify (and probably will if Ken Starr continues with his plan to subpoena the earth's population) that it was party-party time in the green rooms of the nation's broadcast outlets."

—"The Feeding Frenzy," P.J. O'Rourke's account of Sex-Gate in *Rolling Stone*, March 19

MOVERS

NETWORK TV

Sandra Gong has been named vp, finance, for Fox Broadcasting Co., responsible for managing the financial and operational accounting for the entertainment division. Gong had been vp/controller at Orion Pictures since 1994.

AGENCIES

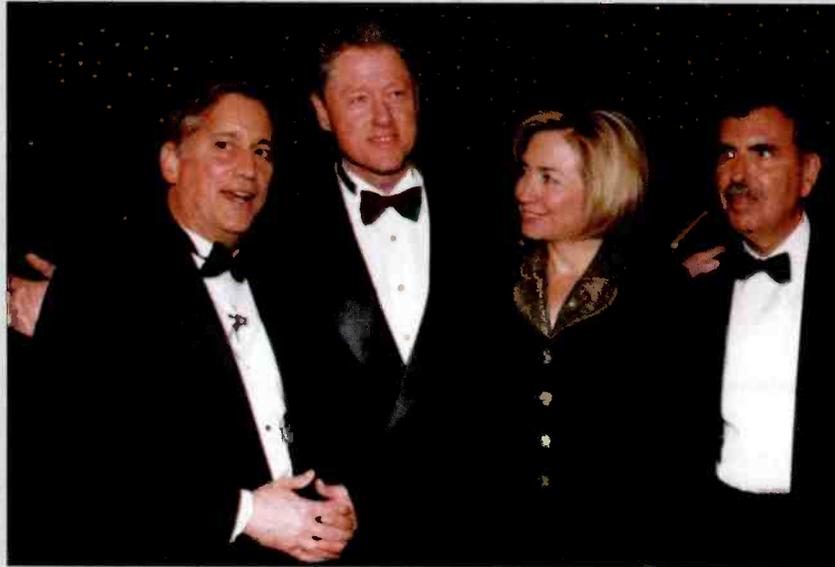
Jack Valente has been elected a senior vp at DDB Needham Chicago, adding that title to his current title, group media director.

PRINT

Among key appointments at Times Mirror: **Michael Parks**, editor and senior vp at the *Los Angeles Times*, and **Marty Petty**, publisher and CEO of *The Hartford (Conn.) Courant*, have been named corporate vps; **Roger Oglesby**, formerly editor and vp of *The Morning Call* (Allentown, Pa.), has been named president of the *Los Angeles Times'* Orange County edition and a vp; and **Richard Stanton**, former vp, editorial at Mosby Matthew Bender, has joined as assistant to *L.A. Times* president/CEO Donald Wright....As part of a restructuring at New York's *Newsday*, **John C. McKeon**, vp of advertising, has been named senior vp of advertising; **Louis Sito**, vp of distribution, has moved up to senior vp of circulation and distribution while continuing as president of Distribution Systems of America, a *Newsday* subsidiary; **Barbara Sanchez**, director of human resources development, has been named vp of human resources and labor relations; **James Kurfeld**, editorial page editor, (continued on page 36)

The Media Elite

Edited by Anne Torpey-Kemph

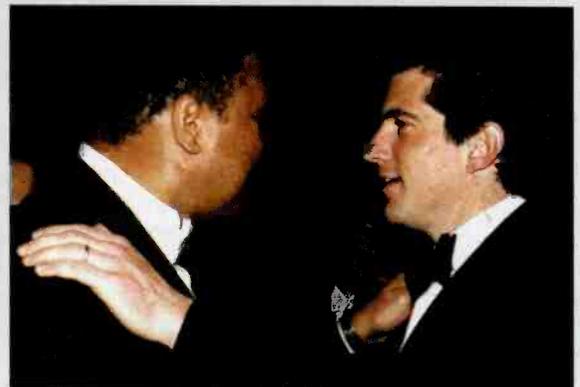


◀ **Walter Isaacson**, managing editor, *Time*; **Bill Clinton**; **Hilary Clinton**; and **Gerald Levin**, CEO, *Time Warner*

▼ **Muhammad Ali** with **John F. Kennedy Jr.**



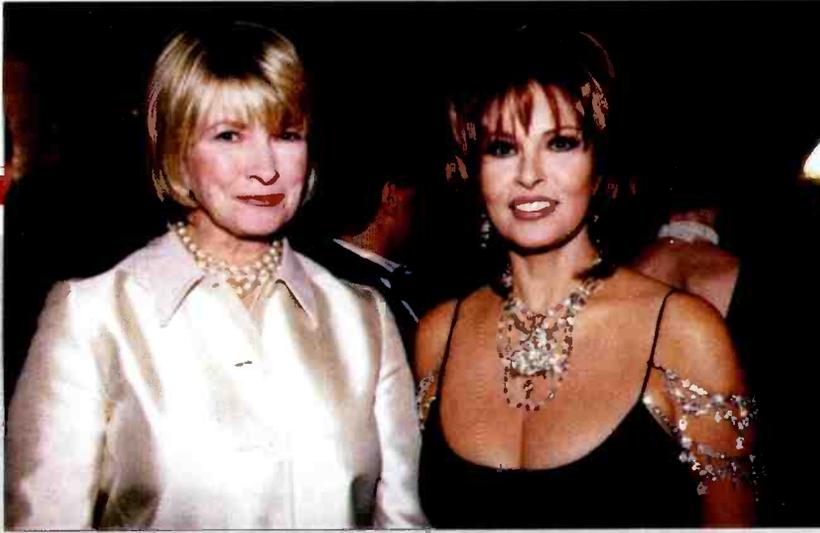
▲ **Don Logan**, chairman and CEO, *Time Inc.*, and **Diane Sawyer**



High Time for a Party

To those who were there, even the throngs of commoners gawking at the glitterati as they sashayed down the red carpet into Radio City Music Hall, it was the event of the year, if not the decade. *Time* celebrated its 75th anniversary in grand style on March 3 at a \$3 million bash that featured a coming together of media, entertainment and politics in one great chorus of *We Are the World*. It was way Hollywood, with elements of Pennsylvania and Madison Avenues thrown in. Inside, celebrity gridlock prevailed, with the occasional odd pairing (George Plimpton and Carol Channing; Kevin Costner and Dr. Jack Kevorkian; attorney William

Ginsberg and a TV camera) eliciting the requisite cynicisms. Even the celebs were awed. It was grander than the Academy Awards, which are not normally attended by the likes of Bill Clinton, Mikhail Gorbachev, Bill Gates and Kofi Annan. About the only ones underwhelmed with the event were a group of *Time* employees who were relegated to a hallway in the upper mezzanine, where they watched the festivities on TV monitors that lacked sound. Downstairs, there was nary a negativity as the president joined Tom Hanks, Steven Spielberg, JFK Jr., Sharon Stone, Toni Morrison and Mary Tyler Moore in saluting people who have made their marks in *Time*.



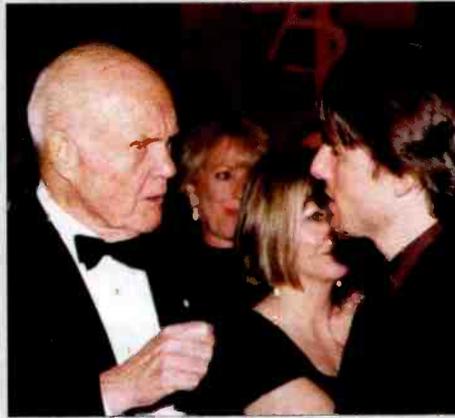
◀ Martha Stewart and Raquel Welch



▲ Mikhail and Raisa Gorbachev with Henry Kissinger



▲ Amanda Burden and Charlie Rose



▲ John Glenn with Tom Cruise



▲ Andrew Grove, CEO, Intel, and *Time's* 1997 Man of the Year, with Steven Spielberg



◀ Henry Muller, editorial director, *Time*; Sophia Loren; and Mikhail Gorbachev

▶ Mary Tyler Moore with *Time* m.e. Walter Isaacson

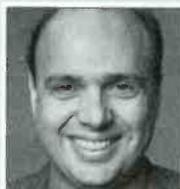


▲ Howard Chua-Eoan, assistant m.e., *Time*; Henry Luce and wife Leila Hadley Luce; and E. Bruce Hallett, president, *Time*

MOVERS



**Gong handles
Fox finances**



**DDB Needham
ups Valente**



**Ruffino joins
N.J.'s Record**

(continued from page 34)
has been named vp; and **Howard Schneider**, managing editor and vp for content development, will add Newsday.com to his responsibilities. Also at *Newsday*, **Raymond McCutcheon**, display advertising director, **Patricia Burnagiel**, classified ad director and **Robert Brennan**, circulation director, have been named vps...At Macromedia-

owned *The Record* in Bergen County, N.J., **Richard Ruffino**, formerly a newspaper planning consultant, has been named vp of technology, leading a program to replace advertising and business software and upgrade news, archive and circulation computer systems. He will also have responsibilities for North Jersey Newspapers, owned by Macromedia unit Gremac.

SPOTLIGHT ON...

Danny Stein and Danny Ameri

Founders, Burly Bear Network

Who says a couple of twentysomething, bar mitzvah videographers armed with an idea, a few credit cards and an office over a Korean massage parlor can't start a cable network that TV legend Lorne Michaels would want to buy. Certainly not the two Dannys.

Daniel Stein and Daniel Ameri are the brains behind Burly Bear Network, a fledgling cable service that counts some 3.3 million subscribers at more than 200 colleges nationwide.



**Stein: Courting
college kids**

The 4-year-old network, which does about 15 hours of new programming a week, is on a roll of late: It is presenting at this year's cable upfront for the first time, working with ABC to develop a news show to run on the Bear, signing some national advertisers, and getting Nielsen measurement.

"There is some excitement around our brand," says Stein.

It's a long way from Utah in 1993, when Stein and Ameri, friends since childhood, came across a cable network delivered to resort towns for skiers and snowboarders and realized colleges could support a similar channel.

"We felt that colleges were completely underserved by traditional media," says Stein. Over the next four years, the pair built Burly Bear (the name comes from a short-lived programming experiment involving an animated bear) with original programming such as the popular cooking show *Half-Baked* and *National Rage Page*, an on-location show on college festivals and parties.

After getting some distribution, Stein and Ameri pitched their network to longtime *Saturday Night Live* producer Lorne Michaels, whose Broadway Video production company acquired the Bear last summer. The Dannys won't talk price, but Stein says they went to Michaels because he's a master of the "not-too-glossy" shows that click with students. As part of the deal, Bob Kreek, Broadway Video exec and former Comedy Central president, is the Bear's chairman, and Stein and Ameri are president/CEO and COO respectively.

"We know who we are. We're very small, but we're starting to get noticed," says Stein. —*Jim Cooper*

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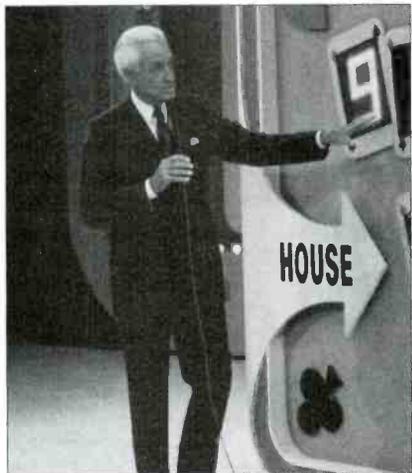
www.money.com

The Game's the Same, 5,000 Shows Later

When Bob Barker hosts the 5,000th episode of *The Price Is Right* this Wednesday, there will be very little difference from the game show's first episode on Sept. 4, 1972.

Besides the price of a can of Spam, "the most drastic thing that has changed is Bob's hair color [now gray]," Renee Young, CBS daytime TV representative, said of the longest-running game show in TV history. "The staff is almost entirely the same, the set is almost the same and Bob stands in exactly the same spots on the stage for each game."

Barker, 75, has no plans to retire, having signed a new five-year contract two years ago. Indeed, it seems that all involved are thriving on the sameness, as there's nothing special planned to mark the milestone other than more lavish prizes for the contestants on that episode. But *Mediaweek* offers the following *PIR* trivia so home viewers can play along:



BENJAMIN LUTZON

Price's Barker: Set in his ways

- Number of seasons the show has been on CBS: 26
- Bob's famous show-opening line: "Come on down!"
- Number of contestants who've tested their pricing prowess: 42,000
- Number of people who've sat in the studio audience: more than 1.4 million
- Total value of prizes given away: \$200 million—plus (6,500 cars; 35,000 freezers, washers and dryers; and an estimated 9,000 cases of Turtle Wax)

—John Consoli

ABC's Donaldson Bubbles Over Broadcast Award

ABC's irrepressible and irascible newsman Sam Donaldson stole the show as the top honoree at the recent National Press Foundation dinner at the Washington Hilton in D.C. Winner of the Sol Taishoff award for Excellence in Broadcast Journalism, Donaldson delivered a highly carbonated acceptance speech, bubbling with gracious references to colleagues on his many ABC shows—Diane Sawyer of *PrimeTime Live*, Cokie Roberts of *This Week With Sam and Cokie*, and Barbara Walters, who blew kisses to Donaldson from her table. Playing off the pre-ceremony crowd buzz about the Clinton-Lewinsky scandal, Donaldson further entertained by telling toned-down versions of some of the jokes currently in circulation.

Top ABC brass, including network president David Westin and news division chief Roone Arledge, were in attendance to toast Donaldson, as well as other honorees Carl Rowan and Michael Bloomberg. Rowan, syndicated columnist and author of a landmark book on the late Supreme Court Justice Thurgood Marshall, received an award for his distinguished contributions to journalism, and

the Bloomberg CEO received a special citation for innovation in journalism.

As Donaldson wrapped up his talk, he mentioned how former *Washington Post* editor Ben Bradlee would ask Bob Woodward, during the Watergate scandal, "What do you have?" "With this president," said Donaldson, "I think—a lot!" —Alicia Mundy



MICHAEL CARPENTER

At D.C. dinner, Donaldson got kudos from the NPF, kisses from Barbara

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First, they give it to you free. Before you know it, you're hooked.

Online publishers are getting a little lesson in the Web's new power structure, as the big-time traffic drivers—the search engines, AOL and Netscape—stop paying for content and start charging for carriage. For content creators, who are now signing checks for relationships with Infoseek and Lycos instead of enjoying cozy *quid pro quo* partnerships, it's advertising income or bust. Eyeballs cost money. —Kevin Pearce

@deadline

InterZine Acquired

As anticipated by a report in *IQ News*, **Times Mirror Magazines**, New York, formally revealed its plan to acquire **InterZine Productions**, which publishes *igolf.com*, *irace.com* and *The Sports Business Daily*. The price tag on the Norwalk, Conn., publisher is believed to be \$8 million. The entities will be merged into an interactive division under Michael Dubester, former president of The Sporting News Online, a Times Mirror publication. InterZine principals Brian Henley and Tom Hagopian will remain on board as consultants.

More Money for iXL

A month after raising \$30 million in capital investments, **iXL Holdings**, Atlanta, a new media holding company and parent of Los Angeles-based **Box Top Interactive**, has landed an additional \$6 million. Mellon Ventures contributed \$3 million, TTC Ventures added \$2 million and \$1 million came from individual investors. iXL has nine offices and will open Denver and Chicago branches later this month.

Slate Snags Subs

Since announcing its plan to begin charging subscription fees for its content, **Microsoft's Slate**, the Redmond, Wash.-based political online 'zine, reported it was on track to have 10,000 registered and paid subscribers by the end of last week.

Big Book, An Early Web Star, Makes Hasty Exit

By Bernhard Warner

Big Book, considered a top online yellow pages contender less than a year ago, is pulling out of the business and is seeking a buyer for its directory. The decision by the San Francisco company, one of the few entirely independent online business directories left, has led many industry insiders to speculate that a further shakeout is imminent with large telecommunications companies such as GTE and Bell Atlantic, with strong online directory brands in Big Yellow and SuperPages, respectively, seizing control.

Big Book is shopping its online directory (www.bigbook.com) and has found a prospective buyer, said chief executive officer Woody Hobbs. The company has decided to concentrate on a network marketing business—or the building and hosting of Web sites for small businesses combined with the sale of ad space on other online yellow pages. Advertising on *bigbook.com* was its primary source of revenue a year ago. Today, it's not even a consideration, according to Hobbs: "Ad revenue, unless you're in the top five Web sites, doesn't have any hope of paying the bills."

One source said the asking price for the directory could be as low as \$2 million. Hobbs wouldn't comment on the price and said he was

unsure whether the company would be able to retain its name after the sale of the directory.

Sources said Big Book's ad revenue and traffic figures have been on a continual slide. As of January, Big Book was attracting 238,000 unique visitors per month, according to Media Metrix, New York; last summer the company boasted 1 million visitors monthly.

Big Book's folly, according to critics, is the company's failure to secure distribution deals on popular Web sites or spend money to advertise the brand. Kris Hagerman, the founder of Big Book, said last



Kris Hagerman's online directory caused a stir—but heavy-hitters have changed the game.

year that advertising the brand was not necessary to its business success. Launching early into the marketplace in 1996, Big Book had generated considerable buzz, and some investors were predicting a public stock offering this year.

But the business environment has changed. Telcos and Yahoo have now been lured into the category, seeking to grab a chunk of the \$12 billion-plus business print yellow pages market.

"My observation about this industry is that consumers are not brand loyal at this point," said Cheryl Lester, director of marketing for Vicinity Corp., the Palo Alto, Calif.-based supplier of yellow page listings to Yahoo. —with Laura Rich

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b i t s

▶ **Kellogg Company**, Battle Creek, Mich., last week launched a redesigned Web site, www.kelloggs.com. It was developed by **Magnet Interactive**, Washington, D.C. The new site features product-oriented information and entertainment.

▶ **Webmonkey**, a site targeted at technology enthusiasts from San Francisco-based **Wired Digital**, has launched in China through a partnership with **Internet Technologies China**, Beijing. The total Chinese online population is said to be some 600,000. The new site is located at www.webmonkey.com.cn.

▶ **CondeNet**, New York, has revealed plans to launch **Currency.com**, an online version of a financial management supplement called **Conde Nast Currency**, set to go live on March 23. **American Express Financial Direct** and **Scudder Funds** are online advertisers.

▶ Ad management software developer **Accipiter**, Raleigh, N.C., has signed a deal with **MBInteractive**, San Francisco, to integrate the research firm's brand effectiveness analysis, **Brand Trak**, into **Accipiter AdManager**. The software will now feature reports such as advertising recall, brand perception and purchase probability. **Brand Trak** works by comparing past campaigns' results.

▶ **Think New Ideas**, New York, has won an integrated online and offline assignment from **Panasonic Interactive Media Company**, a division of **Matsushita**. Think will develop campaigns for four of the Santa Clara, Calif.-based company's gaming titles, **Stratosphere**, **Terra Victus**, **Armor Command** and **Spec Ops: Rangers Lead the Way**.

▶ **Fox Sports Online**, New York, has launched a site for this summer's World Cup '98. Developed in conjunction with the London newspaper, **The Times** and German athletic shoe maker **Puma**, "Road to the World Cup" will be hosted on www.foxsports.com. The site offers chats and news on the tournament and players, plus Puma giveaways.

▶ **Showtime Networks**, New York, and **Wink Communications**, Alameda, Calif., have inked a deal to offer subscriptions to Wink's on-air interactive programming that corresponds with Showtime's show schedule. Wink distributes its TV-compatible programming through cable set-top boxes and aims to launch the service through major cable operators and set-top box manufacturers by the end of June.

With 'Push' Buzz Quiet, PointCast Makes Changes

BY ANYA SACHAROW—A year ago, you couldn't throw a rock at spring Internet World without hitting someone selling push technology. But as the same industry trade show convenes this week, the buzz surrounding push has been dramatically, almost completely, silenced. So, what happens now to PointCast, last year's darling of the push category? David Dorman, chairman, president and chief executive officer, announced new strategies last week—and rather than associating the product with push, he offered a different spin.

"We're a smart agent on a PC that retrieves user-defined news and information," Dorman said. (PointCast is free, ad-supported software that users personalize to track online information.)

The new 2.5 version of PointCast allows companies to communicate with a large number of employees through multicasting and includes industry-specific news channels for healthcare, government and real estate. These changes reflect an expansion of its target audience to include corporations and more small- and home-office users. Dorman said talks were ongoing to examine a partnership with an ISP.

Anna Zornosa, senior vice president, sales and affiliate development, PointCast, added that the company, according to its own data, falls within the top 10 Internet media companies measured by advertising revenue. PointCast, which is privately held, did not provide actual figures; but sources estimated that for the month of January, the company earned \$1.5 million in ad revenue. Currently, PointCast's audience numbers 1.3 million users, according to PCMeter:

Still, "that viewership number could have been more," Dorman said. "We

relied on novelty to draw users for too long.... We didn't spend enough time examining the user experience. PointCast didn't do a good job of explaining to its users environmentally what would happen using the service."

Joan-Carol Brigham, research manager at International Data Corp., said PointCast's biggest problem is not the push-is-dead scenario. "The primary inhibitor is that there's no really good filtering techniques out there yet," she said. "You're getting a step up in specificity, but it's still a lot of material to wade through." ■



Push may be passé, but PointCast officials say their numbers are as strong as ever.

AOL and Tribune Turn Out Lights On Gotham Site

BY ANYA SACHAROW—Digital City suspended production on Friday of Total New York, one of the oldest local culture sites on the Web.

The America Online-Tribune-owned company bought Total New York last year from independent Web developers WP-Studio. The site will remain online at www.totalny.com as a reference but no new content will be developed under the Total New York name. Theater, nightlife and horoscope columns from Total New York will move over to the high-profile Digital City New York (www.newyork.digitalcity.com).

The site's remaining five employees will be working on the Digital City site or will continue on at AOL Studios in New York. "We ran Total for three and a half years," said John Borthwick, director of Digital City Studio and co-founder of

Total New York. "At this point it doesn't make sense to go through with it."

Borthwick was instrumental in developing the second generation version of the flagship Digital City New York, which launched in January. Its new design will be carried over to the other 31 Digital City sites this spring. The 2.0 version included a local Virtual Neighborhood for personal publishing and online clubs.

The suspension of Total New York is a continuation of the reorganization that AOL announced at the beginning of last month. That announcement detailed AOL's realignment into three divisions. Digital City was folded into AOL Studios and under the AOL corporate entity. Also as part of that reorganization, the Digital City unit lost 80 people across the network's national offices and on the AOL corporate level.

—with Laura Rich

Last Web Site for 500 Miles

Excepting, perhaps, drivers with onboard computers, people in cars would seem an unlikely target for a web campaign. But that's something the Creative Department, Cincinnati, Ohio, hopes to change through an outdoor advertising campaign geared at driving customers online to purchase products.

Twenty-one billboards began appearing in greater Cincinnati Feb. 23 touting a fake product—adoptable, mutant animals—to test the “e//ffective Media” concept. The boards include the URL get1.com, which consumers can access to learn more. The agency also owns similar names, such as want2.com and need1.com, which it hopes to lease to companies on a quarterly basis as e-commerce sites.

But does seeing a URL at 65 mph motivate people to jump on the Web once they get home?

“The key is, first of all, designing a board that attracts their attention,” said Steve Deiters, a writer and partner at the Creative Shop. The URLs include a “call to action” he said, adding, “It’s very simple, but intriguing nonetheless.”

Companies with Web sites that are not developed enough to include commerce are potential clients for similar billboard-driven campaigns. For them, he offers “ultimate little Web selling machines.”

“We see national consumer goods companies, any companies that already have an established product and established channels of distribution,” he said.

Prices for the sites are based on estimated hits, he said, probably between \$30,000 and \$40,000 per 13-week period. —Adrienne Mand

IQ movers

Rafe Needleman, former editor of CNET.com, San Francisco, has been named editorial director of *The Red Herring's* events division. . . **TheGlobe.com**, New York, has appointed **Will Margiloff** national ad sales director. He had been East Coast sales director at 24/7 Media, New York. . . At 24/7 Media, **Stephen McCoy** has joined as vice president, sponsorships and syndications. Previously, he was marketing director at News America Digital Publishing, New York. **Leslie Howard** was named vp, marketing director at 24/7. She had been vp, measurement and analysis, at K2 Design, New York. . . Pappas MacDonnell, Southport, Conn., has named **Jason Richard** interactive producer.



When Halle Berry filed for a divorce, Lew Harris, then entertainment editor at *People*, experienced an existential crisis. “It became a three-page story and two days out of my life,” Harris says. “I was thinking, Halle Berry is getting a divorce. Why am I

working these hours for this?”

Harris quit after six months. He is now editor in chief of E! Online, and rather than getting people to buy a magazine cover, he’s working overtime figuring out how to get them to navigate through Web pages.

Harris, 53, had just become interested in interactive media when the offer came from *People*. He loved the medium’s speed and immediacy. He loved the idea of creating a new format. And readers seemed more connected to what was on screen rather than what was on the newsstand.

“When you look at the interplay between reader and publication it seemed this was where things were heading,” Harris says of the Internet.

In May, 1996, Harris returned to Los Angeles from New York to run E! Online. (His family hadn’t even moved to New York yet.) At home in L.A., Harris had spent 20 years at *Los Angeles* magazine, the last five years as editor in chief.

He began working with CNET, which then owned half of E! Online. (E! Entertainment Television later bought out the CNET interest.) Almost from the start, the Web audience began

mainstreaming, transforming from a teenage tech-geek crowd into a user base that included more women and more older people. Today, almost two years into its existence, E! Online’s reach has grown to 1.8 million unique monthly users.

For Harris, the Internet changes celebrity journalism. Instead of doing a straight story on Kate Winslet, for example, E! Online takes an irreverent approach: In an Oscar game called Sink the Titanic, Steven Spielberg tries to shoot down the ship. Likewise, E! Online has created interactive

takes on Hollywood with online celebrity greeting cards, quizzes and polls.

Harris is happier molding celebrity journalism into an online format than he was chasing the story for a flat page. He doesn’t mind feeding into other people’s celebrity obsessions, though for him it’s not about going to premieres and the Oscars.

“I’m fascinated by the form we’re able to do this in,” Harris says. “It isn’t so much that I’m fascinated with celebrities. It’s being a part of the Internet at this stage of development. It’s made having a Web site obsessed with celebrities palatable.” ■



INSIDER

BEYOND THE STARS

By Anya Sacharow



Harris's E!Online covers celebrities, but with an off-beat, often interactive, slant.



Overtime!

Red-hot sports sites take their game to the Final Four. **By Steve Ditlea**

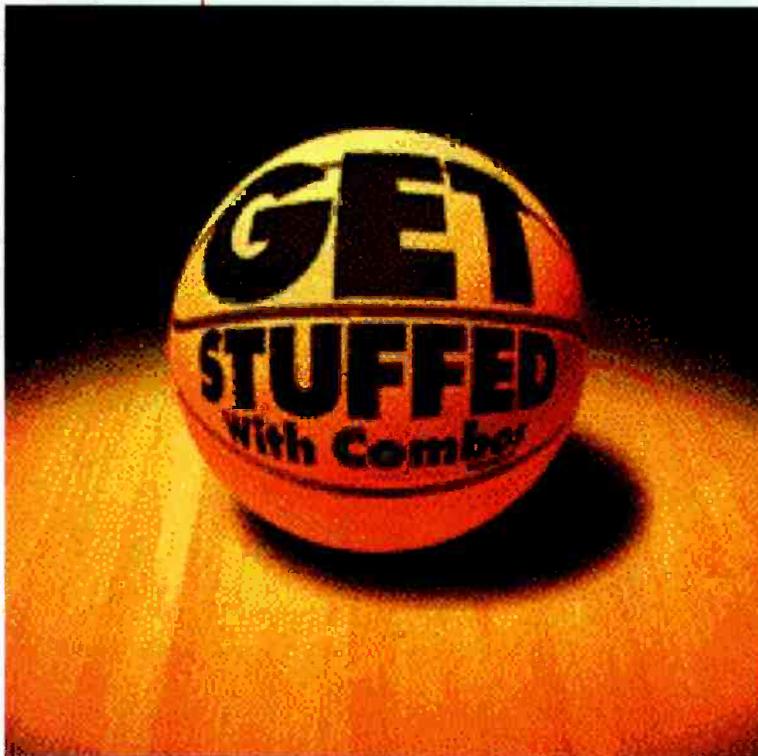
This year there will be no off-season for online sports. Just as Web traffic is returning to everyday levels following records set by visitors to sites covering the Winter Olympics, the next three weeks of NCAA

pool and regional-only television coverage in the tournament's early stages makes the Web the medium of choice for the largely male, college-educated demographic attracted by this event (and the advertisers who seek them).

After the initial flurry of interest in match-ups announced on "Selection Sunday" (March 8), the biggest spikes in tournament-related activity will come on Thursday and Friday (March 12-13) when elimination rounds begin for the 64 men's and 64 women's teams. Visits then fall off and build up again until the finals are decided on March 30. Last year's official Final Four site from Total Sports generated nearly 10 million page views and 2.5 million ad impressions. This year, the Raleigh, N.C. sports packager expects to triple the traffic with cybercasts of 63 men's games and 15 women's games in streaming audio and still pictures.

The renewal of sports madness online comes on the heels of a battle by press release regarding site traffic during the Winter Olympics, evidence of the contentious rivalry for bragging rights among ad-supported Web sports sites. ESPN Sportszone claimed the No. 1 spot in traffic among sports and Olympic sites, "46 percent greater than its nearest sport site competitor," citing a report by Web tracking firm Relevant Knowledge. Using the same report, CBS Sportsline called itself most improved, with a 245 percent increase in traffic over the equivalent period before the Olympics. For CNN/SI's sports coverage on Time New Media's Pathfinder network, other numbers proved victory over CBS Sportsline.

Most significantly, according to Relevant Knowledge, the four leading sites during the Nagano events, including IBM's official site, attracted 4,688,000 unique visitors aged 12+ in the United States over 15 days. With these print magazine-like reader numbers at stake, is it any wonder the gloves are off in the fight for Web sports supremacy?



The NCAA basketball tournament attracts a whole new kind of advertiser to the Web, including some of television's big spenders.

college basketball championships promise to eclipse all previous totals for major sports events on the Net, including the Super Bowl and World Series. And that promise has touched off a new round of jostling among the media powerhouses that see gold in Web sports.

"This is the strongest affinity-based national sports event," says George Schlukbier, president of Total Sports, producer and partner in the official Web site of the NCAA, www.Finalfour.net. A unique combination of loyal alumni fans and teams scattered across the country, widespread office

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"It's great fun," says Mike Levy, president and chief executive officer of Florida-based SportsLine USA, publisher of CBS SportsLine and other sports sites. "This is competition with skilled adversaries. They put out a good product. We just put out a better one. We made \$2 million in advertising on the Olympics; if ESPN Sportszone made three- or four-hundred thousand, I'd be surprised."

The CBS Sportsline site benefited from promotional announcements on CBS Television, which broadcast the Winter Olympics—and which will be airing the NCAA basketball tournament as well. With CBS recently paying \$4 billion for television rights to the NFL, CBS Sportsline will also be reaping added promotion during TV football coverage come fall, when continued Web growth will likely cause March Madness traffic numbers to be surpassed.

During last season's NFL coverage, CBS Sportsline researchers found an interesting pattern of use: "About 50 percent of our Web traffic during a game was from people watching it at the same time on television," according to Levy. Later, when catching up with scores and stats that don't make the morning paper, fans apparently feel little guilt in using workplace computers to access sports sites during lunch time.

"Our biggest usage is from noon to one, East Coast time, on weekdays," says Jim Jenks, assistant managing editor of ESPN Sportszone, out of Bristol, Conn.

Because visitors typically must seek out sports sites via computer with greater effort than couch-bound TV viewers, they are desirable to advertisers. "Gatorade is looking for people who are active and love sports," says Liz Bardetti, advertising manager for Gatorade Thirst Quencher. "We get them with our buys on ESPN Sportszone, NBA.com, and NFL.com." All three sites are engineered by

Starwave, with headquarters in Redmond, Wash. Gatorade also advertises on MichaelJordan.com, produced by SportsLine USA.

The advertiser mix for the top sports sites is evolving from high tech (IBM, Intel, and Microsoft among big spenders on multiple sites) to mass market, too: On ESPN's Sportszone, Combos, Mercedes and Texas Tourism contributed to an 87 percent revenue increase over last year's tournament. Pizza Hut is sponsoring the site's online Tournament Challenge contest during March Madness.

"For the Olympics, CBS SportsLine was able to bring in Budweiser ads. It was the first major Web sponsorship from a company that's one of the biggest advertisers in other sports media," says Patrick Keane, an analyst for Jupiter Communications.

Handicapping the online sports field, Keane comments: "ESPN Sportszone was the first out of the gate on the Web and it's given them a tremendous advantage. Sports fans are loyal to brand. It's one reason advertisers want them." (Nor are sports site visitors likely to be bookmark-flippers; accord-

ing to Relevant Knowledge, during the Winter Olympics, 76 percent of the visitors to the top four sites only went to one sports site, while just 20 percent visited two different sites during the Nagano games.) In Keane's estimation, "CBS SportsLine is leveling the playing field." At their disposal during the NCAA Tournament will be the single most effective promotional medium—television. "Recently we issued a report on sports events showing that mentioning a URL on TV was the top reason for people visiting Web sites," Keane adds.

Once the dust settles from March Madness, sports fans on the Web won't be easing into the usual lower-usage days of baseball season. This year features soccer's quadrennial World Cup, likely to generate record international traffic come summer; Fox has already unveiled its "Road to the World Cup" site, with Puma as a sponsor. ■



"We made \$2 million on the Olympics," says Levy. "If ESPN Sportszone made \$400,000 I'd be surprised."

Enjoying new levels of success, both ESPN Sportszone and CBS Sportsline have indulged in some good-natured trash talk.



CULTURE TRENDS

MTV Around the World

Week of 3/2/98

MTV US

Artist	Title
1. Celine Dion	My Heart Will Go On
2. Busta Rhymes	Dangerous
3. Marcy Playground	Sex And Candy
4. Puff Daddy	Been Around The World
5. Will Smith	Gettin Jiggy Wit It

MTV Latin America (South Feed)

Artist	Title
1. Ataque	Crear
2. Robbie Williams	Angels
3. NEK	Laura No Esta
4. Oasis	Don't Go Away
5. Andres Calamaro	Me Arde

MTV Asia

Artist	Title
1. Celine Dion	My Heart Will Go On
2. Natalie Imbruglia	Torn
3. Bryan Adams	Back To You
4. Vanessa Mae	Fee Love
5. Savage Garden	Truly Madly Deeply

MTV Mandarin

Artist	Title
1. CoCo Lee	After Winter
2. Wu Yin Liang Ping	Guess
3. A-Mei Chang	Don't Say Goodbye
4. Wu Bai & China Blue	A Bird On
5. Ronald Cheng	Don't Cry

Culture Trends is a compilation of data collected from *Billboard*, *The Hollywood Reporter*, MTV and Nielsen Media Research to track current trends in the movie, television, video and recorded music marketplaces.

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CULTURE TRENDS

MTV's Buzz Clip

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

Week of 3/2/98

Artist/Group: **Natalie Umbruglia**
Song/Video: **"Torn"**
Director: **Alison Maclean**

A former Australian soap opera actress, Natalie could have quite easily have followed the well-trodden ex-Soap Star route. However, spend five minutes with her and you'll realize that this wasn't the path for Ms. Umbruglia. she's simply not malleable enough to ever have been just another starlet. spend ten minutes with her and it really isn't such a surprise that she's made such a delicious album.

Artist/Group: **Bob Dylan**
Song/Video: **"Not Dark Yet"**
Director: **Michel Borofsky**

The first clip off the Grammy-nominated, *Time Out Of Mind* - his first album of original material in 7 years. With major publications, such as *Time* and *Newsweek* dedicating full articles to the artist, it's no secret that Dylan is back with his best work in years. *Time Out Of Mind* is Dylan's 41st album. The songs were produced by Daniel Lanois and Bob Dylan.

Artist/Group: **Finlay Quaye**
Song/Video: **"Sunday Shining"**
Director: **James Brown**

Rock, soul and reggae from someone who is cool, sexy and I all figured out without even trying is a rare thing. Finley Quaye has all of these qualities - in fact he has just about everything you can think of, including a brain - and he's going to be a star. His debut album *Maverick A Strike*, featuring this interpretation of Bob Marley's *Sun Is Shining* has already gone platinum and it's holding strong

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The Hollywood Reporter's Box Office

For 3-Day Weekend ending March 2, 1998

This Week	Last Week	Days in Rel.	Picture	3-Day Weekend Gross	Total Gross Sale
1	1	73	Titanic	19,633,056	426,983,888
2	2	17	The Wedding Singer	8,719,890	48,833,850
3	4	87	Good Will Hunting	6,636,861	96,394,357
4	New	3	Dark City	5,576,953	5,576,953
5	6	69	As Good As It Gets	4,058,350	112,852,318
6	3	17	Sphere	3,809,123	32,462,649
7	New	3	Krippendorfs Tribe	3,316,377	3,316,377
8	5	10	Senseless	2,786,952	9,249,606
9	7	17	The Borrowers	2,771,184	14,533,004
10	New	3	Caught Up	2,422,631	2,422,631
11	New	3	Kissing a Fool	2,308,145	2,308,145
12	8	75	The Apostle	2,304,203	10,954,109
13	10	164	L.A. Confidential	2,151,911	51,405,394
14	9	10	Palmetto	1,309,012	5,146,351
15	12	67	Wag the Dog	987,084	40,506,685
16	15	201	The Full Monty	828,536	42,169,934
17	11	24	The Replacement Killers	618,400	18,405,603
18	13	31	Great Expectations	560,570	25,336,293
19	17	96	Flubber	531,651	90,921,307
20	41	10	Dangerous Beauty	478,454	636,889
21	14	24	Blues Brothers 2000	448,335	13,371,495
22	16	38	Spice World	368,710	28,503,029
23	19	115	The Wings of the Dove	304,435	11,556,456
24	21	73	Tomorrow Never Dies	302,522	121,644,566
25	18	82	Amistad	252,201	43,011,294
26	52	67	An American Werewolf in Paris	244,329	26,020,101
27	27	66	Afterglow	210,480	1,500,523
28	23	73	Mouse Hunt	193,422	59,422,374
29	25	45	Star Kid	189,698	6,525,510
30	26	80	For Richer or Poorer	181,495	31,285,985
31	30	45	Live Flesh	169,001	1,034,362
32	34	66	Ma Vie En Rose	153,607	1,415,453
33	32	136	I Know What You Did Last Summer	152,367	71,279,525
34	24	101	John Grisham's The Rainmaker	149,279	45,656,703
35	31	45	Half Baked	140,105	17,120,570

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CULTURE TRENDS

MTV Around the World

Week of 3/2/98

MTV Europe

Artist	Title
1. Robbie Williams	Angels
2. Aqua	Doctor Jones
3. Natalie Imbruglia	Torn
4. Janet Jackson	Together Again
5. All Saints	Never Ever New

MTV Latin America (North Feed)

Artist	Title
1. Plastilina	Mr. P. Mosh
2. Will Smith	Gettin Jiggy Wit It
3. Mana	Hecnicera
4. US	If God Sends His Angels
5. Save Ferris	Come on Eileen

MTV Brasi

Artist	Title
1. Bon Jovi	Queen of New Orleans
2. Claudinho & Buchecha	Quero Te Encontrar
3. Cidade Negra	Reaidade Virtual
4. Aerosmith	Pink
5. Hanson	I Will Come To You

MTV Japan

Artist	Title
1. Babyface	Change the World
2. Ian Brown	My Star
3. Sting/The Police	Roxanne '97
4. Oasis	All Around the World
5. Backstreet Boys	All Have to Give

Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports, for the week ending March 7, 1998 provided by *Sound Scan*.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	2	My Heart Will Go On	Celine Dion
2	3	2	2	Gettin' Jiggy Wit It	Will Smith
3	2	1	7	Nice & Slow	Usher
4	4	1	12	Together Again	Janet
5	5	1	14	Truly Madly Deeply	Savage Garden
6	9	6	15	No, No, No	Destiny's Child
7	12	7	11	Swing My Way	K.P & EnvyI
8	7	6	18	I Don't Ever Want To See...	Uncle Sam
9	13	9	6	What You Want	Mase
10	6	2	38	How Do Live	Leann Rimes
11	11	9	4	Too Much	Spice Girls
12	14	12	5	Gone Till November	Wyclef Jean
13	8	7	13	A Song For Mama	Boyz II Men
14	10	2	14	Been Around The World	Puff Daddy & The Family
15	15	15	13	Deja Vu	Lord Tariiq & Peter Gunz

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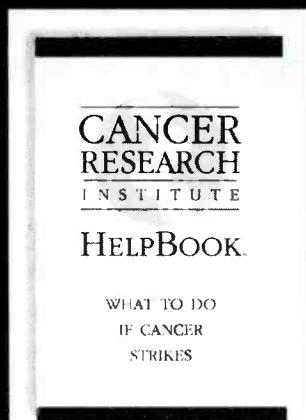
Billboard's Heatseekers Albums

Best selling titles for the week ending March 7, 1998 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	3	10	Queen Pen	My Melody
2	2	60	Barenaked Ladies	Rock Spectacle
3	4	21	Next	Rated Next
4	New	New	Jagged Edge	A Jagged Era
5	5	4	Dixie Chicks	Wide Open Spaces
6	New	New	David Kersh	If I Never Stop Loving
7	17	5	Cherry Poppin' Daddies	Zoot Suit Riot
8	New	New	Prophet Posse	Body Parts
9	14	22	The Kinleys	Just Between You And
10	12	12	Alana Davis	Blame It On Me
11	13	46	Daft Punk	Homework
12	19	2	Mono	Formica Blues
13	10	42	Allure	Allure
14	9	8	Anita Cochran	Back To You
15	6	22	Alejandro Fernandez	Me Estoy Enomorado

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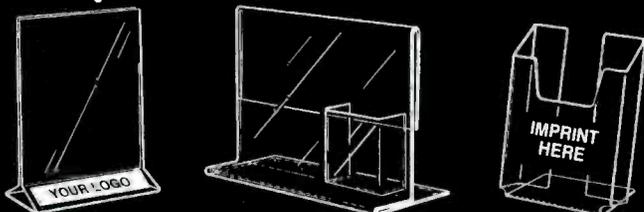
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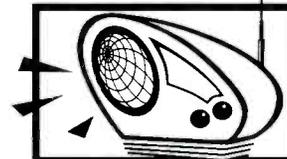
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PRINT PRODUCTION

Job Code AW2917

Our newly created Production Studio seeks **Traffic Coordinators** to efficiently manage the flow of projects throughout the agency. We also need **Proofreaders** to ensure the accuracy of financial collateral and advertising materials.

If you are interested in full-time opportunities, please specify job code and respond to:

Fidelity Investments
82 Devonshire St., W3A
Boston, MA 02109
Fax: 617-476-0717

If you are interested in freelance opportunities, please specify job code and respond to:

Fidelity Investments
82 Devonshire Street
Mail Zone: A4C
Boston, MA 02109
Fax: 617-476-0609

BENEFITS (Full-time)

- Three-part capital accumulation plan with 401(k)
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- Programs for working families
- Tuition reimbursement
- Relocation assistance

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Fidelity Investments is proud to be an equal opportunity employer.



WHERE 12 MILLION INVESTORS PUT THEIR TRUST.™

HELP WANTED

Advertising

Advertising Coordinator

The Wall Street Journal has an immediate opening for an Advertising Coordinator in our Stamford, CT Advertising Sales Department.

Selected candidate will assist in organizing and distributing media kits, letters, and other correspondence to clients and prospects. Responsibilities also include handling customer inquiries concerning ad rates, production/material requirements and space availability. Typing, dispatch of daily mail and other clerical duties.

The selected candidate should possess excellent typing (60 wpm) and clerical skills and a knowledge of PC or Mac (Windows, Excel and Word). Previous experience in a sales and/or advertising publishing environment is helpful. Attention to details and deadlines essential.

We offer a competitive salary and an excellent benefits package along with the opportunity for advancement. Please forward your resume including salary requirements in confidence to:

Dow Jones & Company
Regional Adv. Sales - RW
1155 Avenue of the Americas, 6th Floor
New York, NY 10036
FAX: 212-597-5888

Equal Opportunity Employer

The world's most important publication

THE WALL STREET JOURNAL

It works.

Western Union, the recognized leader in money transfer and a dynamically evolving company where innovative changes are taking place, has an exceptional opportunity in Denver for a:

Sr. Marketing Manager (Bilingual)

Reporting to the Director of Mexico Money Transfer (MMT) for Western Union North America, you will be responsible for the direct and supportive strategic direction for all markets under the responsibility of the MMT franchise in the US. Primary responsibilities include pricing, forecasting, budgeting, product development and advertising for assigned segments of the MMT business; and developing yearly strategic, business and marketing plans for all products.

Ideal candidate will possess 5-8 years' experience in advertising and a solid background in marketing and advertising concepts and execution (MBA preferred); broad marketing skills to cover advertising, promotions, pricing, budgeting, research and sales analysis; and the ability to develop marketing strategies appropriate for the US Hispanic market. Strong communication, leadership, supervisory, negotiation and follow-through skills are essential. Bilingual in English/Spanish is a must.

We reward our valued team with highly competitive salaries and performance based bonuses, along with comprehensive benefits including life/medical/dental insurance, legal, 401(k), stock purchase plans and more. Please respond to:

First Data Corporation, Attn: CJS - Marketing, Human Resources Dept., P.O. Box 7038, Englewood, CO 80155; Fax: (888) 218-5001; E-mail: denver.staffing@firstdatacorp.com. AA/EOE

WESTERN UNION

a unit of First Data Corp.

REGIONAL SALES MANAGER - East Coast



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girl sites that don't fake it.

ChickClick is a network of independent, girl-powered websites (www.chickclick.com): "Girl sites that don't fake it." We are a killer collection of content created by smart, innovative, sassy babes who have been out there rocking the web since day one. Now you can join us! ChickClick is searching for a talented Sales Manager to manage all sales activity in a predetermined territorial region for online advertising on ChickClick. The successful candidate will have 4+ years sales experience, excellent communication skills, persuasive writing, presentation and telephone skills, knowledge of the Internet ad sales process, organizational and scheduling skills, and computer savvy (Microsoft Word, Excel and database applications like FileMaker Pro, Act or Contact Now).

We provide excellent benefits, competitive salary, and a helluva lot of fun. To apply for this position, please email your resume and cover letter to jobs@imgnemedla.com, fax to 415-656-2582, or snail mail to ChickClick Jobs, 150 North Hill Drive, Brisbane, CA 94005.

SENIOR BROADCAST BUYER

We are a leading media/entertainment company seeking a Senior Broadcast Buyer with TV and radio experience to join our team. You must be a detail-oriented individual with strong negotiating, administrative, and interpersonal skills who enjoys working in a fast-paced environment.

FAX your resume to 212-889-0983

or mail it to: SR BUYER

PO Box 896, Madison Square Station, New York, NY 10159

Salary history **MUST** be included.

Copywriter & Proofreader

National trade assoc. (DC area) seeks talented freelance writer with strong conceptual and hands-on writing exp. for advertising/promotional copywriting. Newspaper industry-specific exp. a plus. Send resume and non-returnable samples of your best work to: Julie Johnson, NAA, 1921 Gallows Road, Suite 600, Vienna, VA 22182-3900. Also seeking detail-oriented contract proofreader (quick turn around required).

SENIOR ART DIRECTOR

Portland agency seeks senior art director. We're looking for a highly-motivated, slightly twisted addition to our stable of capable creatives. High tolerance for rain, microbrews a plus. Send work to: Sara Gallagher, 600 NW 14th Ave., #200, Portland, OR 97209

Classified Advertising
1-800-7-ADWEEK

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

RATES for Employment and Offers & Opportunities

MINIMUM: 1 Column x 1 inch for 1 week: \$164.00, 1/2 inch increments: \$82.00 week. Rates apply to EAST edition. Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$30.00/week. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

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

Classified Asst: Michele Golden

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

HELP WANTED

Regional Account Manager Philadelphia

Trainor Associates — a full-service national Advertising, Marketing, and Public Relations firm with offices in Boston, Philadelphia, Pittsburgh, and upstate New York — is seeking an imaginative, highly-motivated individual to manage regional account services in our Philadelphia office.

Position entails major account responsibility and extensive client contact on a multitude of levels. Successful candidate will possess excellent communications skills, a solid command of advertising and marketing principles, strong strategic planning and tactical problem-solving capabilities, as well as a demonstrated ability to perform well in a highly-charged professional environment.

Minimum qualifications:

- Bachelor's Degree in Business Administration, Marketing, Advertising or related field; MBA preferred
- 3 to 5 years agency experience preferred
- Extensive hands-on retail marketing experience on a regional level
- Proficiency with MS Word, Excel, Powerpoint, Lotus Notes (or equivalent) and data-management software
- Extensive multi-tasking and organizational skills

Trainor Associates offers an extremely competitive compensation and benefits package, including 401(k), medical, and more. Salary will be commensurate with experience.

Send resume and complete references in confidence to:

TRAINOR

R. Greg Parker
Trainor Associates, Inc.
135 Oxford Road
New Hartford, NY 13413

NEW YORK ADVERTISING SALES MANAGER

The Hollywood Reporter, the leading daily entertainment trade publication, is seeking an experienced Sales Manager for its New York office. Supervising the sales efforts of our New York account executives, the ideal candidate will sell as well as manage. Publishing experience with an entertainment trade publication or newspaper in a sales management capacity is essential.

Mail resume and salary history to:

Human Resources
The Hollywood Reporter
5055 Wilshire Blvd. Ste. #600
Los Angeles, CA 90036
Attn: NY Sales

or fax to:
213-931-0096 - Dept. NY Sales

THE HOLLYWOOD REPORTER

**Market
the brands
that fill
America's
day.**



Field Marketing Baltimore/Washington D.C.

You will work with Franchise Owners and Field Personnel in the Baltimore/Washington D.C. area to develop and implement local marketing programs for grand openings and special events, as well as sales building programs for all brands.

The position requires 3-5 years' experience as an Account Executive or in a retail marketing or advertising department. Strong project management, organization and time management skills are critical. BA in Marketing or related field preferred.

Please fax your resume and salary history to: **Employment Services**, (781) 963-2268, or (781) 961-7738, Dept. AD0309. An Equal Opportunity Employer.

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NO ONE CAN TAKE LORI'S PLACE. (Except maybe you.)

Lori was a senior art director at a fast growing North Jersey advertising agency who worked on a variety of regional and national accounts. Unfortunately Lori has decided that her career needed to take a different track. And even though we are sorry to see her go, we wish her all the best. Lori was a valuable member of the creative team and it's not going to be easy to replace her but we're confident there is another Lori out there somewhere. It might be you, if you have 8 plus years experience, are a good supervisor, get along well with others, are a seasoned presenter, have DM experience, and you're looking to work in a fun, challenging, creative department for some great local, regional and national accounts. Could you be our next Lori...or Bill...or Rhonda...or Sam...or Suzy?

Fax your resume and salary requirements to:
The Co-Op Source/Palmsades Communications 201-346-1186

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

DAI, the franchisor of the Subway® restaurant chain, has an exceptional opportunity for an experienced Media professional in our Milford, CT corporate office:

SENIOR MEDIA SUPERVISOR

Working with our national advertising agency, the successful candidate will provide leadership for the media strategy for the Subway® chain while managing all media plans, negotiations and placements. 5 years of media planning and buying experience are necessary, along with strong negotiation skills, a B.S. in Marketing, and strong PC skills.

We offer a competitive compensation program and a pleasant work environment. Interested candidates are invited to forward/fax/e-mail resume, including salary requirements, to: Lisa Shea, Personnel Administrator, DAI, 325 Bic Drive, Milford, CT 06460; fax 203-876-6694; personnel@subway.com EOE M/F/D/V



We can dress this ad up. We need you to make it sing.

Looking for an ACD/Art who knows and loves advertising, who can create, think, lead, inspire, pitch, conceive, strategize. If you have the goods, we have a better life for you. We're a mid-sized shop in N.C. doing b-to-b, consumer, retail for names big and small. Beaches, mountains, NBA, NFL, NHL, MLB (maybe) nearby. Friendly populace, natural beauty, wimpy winters. We love it here. You will, too. Send samples, res, salary demands to ADWEEK Classified, Box SE00765, 1515 Broadway, 12 fl., New York, NY 10036.

GET ON THE CAREER TRACK!

Hi-profile optys in NYC, NJ & CT for pros w/gen'l, pharmaceutical or interactive bkgd:

- ACCT MGMT.....\$30--100K
- COPYWRITERS.....\$50--80K
- GRAPHIC DESIGNERS.....\$40--80K
- MEDIA PLANNERS.....\$35--60K

Call Kim Tannu 212-818-0200 or fax to her at 212-818-0216

R/GA INTERACTIVE INTERACTIVE ACCOUNT MANAGERS

R/GA Interactive, the leading interactive design company, is looking for passionate account management professionals to help lead our clients into the interactive future.

We are building an account management staff to complement our highly respected creative and production groups as we expand business with our prestigious client list. We want to hear from enthusiastic account people who are committed to interactivity. You'll work with some of the most important brands in business as they open up new ways of communicating with their customers.

If you walk and talk interactivity, creativity, strategy and business results, we want to hear from you. Positions are available at different levels of experience. Applicants should have at least 2 years of experience in advertising account management, marketing communications and/or interactive media.

Please email cskuba@rga.com or fax us at 212-946-4014 Attn: Charlie



ASSISTANT ART DIRECTOR

MUST HAVE - 2-5 years agency experience, computer literacy in Quark, Illustrator and Photoshop.

SHOULD HAVE - Ability to art direct and design, marker comping and production knowledge.

WOULD BE NICE - Big ideas . . . small ego.

Work on broadcast, print, collateral and design.

Send resume to:

Rich Palatini
Gianettino & Meredith Advertising
788 Morris-Essex Turnpike
Short Hills, NJ 07078

ACCOUNT SUPERVISORS

New York/California Hispanic Agency seeks Acct. Supervisors with 5+ years agency experience. Must be bi-lingual (Spanish), proactive, detail oriented, and able to juggle numerous accounts and new business responsibilities. Must be solid communicator/presenter and computer knowledgeable. Packaged goods/retail experience preferred. Send resume to:

FOVA, INC.
Fax (212) 545-0883

Words Can't Explain Our Need for a Great Copywriter

If you're a team player, a strong conceptual thinker with good creative judgement, and able to manage multiple projects effectively, we'd love to have you join our award-winning agency as a new senior copywriter. Send resume, salary requirements, and at least five samples of your work (SASE for return) to Vern Hearl at:

Lesnik Himmelsbach Wilson
Hearl & Hirsch, Inc.
3005 Highway 17 North Bypass
Myrtle Beach, SC 29577
Fax (803) 626-2390
E-mail: vhearl@lhwh.com

AD SALES

Time Out New York, the city's weekly entertainment guide seeks highly motivated, aggressive and intelligent individual to join stellar sales team. This junior position offers a unique opportunity in a rapidly growing and successful magazine. Must have previous experience in magazine or newspaper display ad sales. Excellent writing and organizational skills are a must.

Fax resume and cover letter with salary requirements to:

M. Aleman
212-673-8382

DISCOVER THE POSSIBILITIES

Discovery Communications Inc., the world's leading provider of high quality, non-fiction entertainment, is experiencing dynamic growth in both the US and international markets. Through our exciting array of networks, we have expanded into 140 countries worldwide and have grown to become a major, international force in the industry.

DIRECTOR OF AD SALES MARKETING

Bethesda, MD

We are looking for an experienced individual to assist the Discovery Networks' Ad Sales Department in the maximization of revenue through strategic development of marketing products and services that enhance Discovery Networks' value. This individual will work out of, and oversee, the Bethesda, Maryland division of the Ad Sales Marketing Department.

Job requirements include:

- Ten-twelve years in marketing; entertainment marketing experience preferred
- Minimum three years in promotions/sweepstakes development
- Ability to work very independently under tight deadlines
- Demonstrated leadership/management skills
- Diplomatic communication/negotiation skills
- College degree required

As an integral member of our team, you will enjoy a competitive salary and comprehensive benefits package, in a stimulating, fast-paced environment. For immediate consideration, please send your resume, including salary history, in confidence to: RLR Confidential Reply Service Box 9811AW, 330 Motor Parkway, Suite 205, Hauppauge, New York 11788.



Equal Opportunity Employer M.F.D.V.

Anderson Interactive Media

a division of Anderson Communications Group, LLC is looking for a designer/developer to join our team. The right individual will be responsible for design and development of World Wide Web Sites, Interactive business presentations, the creation of CD-ROM's and interactive electronic Kiosks. Experience in Macromedia and the following appreciated: Java™, DHTML, Flash 2, QTVR™, or Real Audio/Video™. No Phone calls, please. Fax Resume to: Scott Silverman at 803.686.3711 or e-mail to: aim@hargray.com

Media Planner/Buyer

Turner Broadcasting System's in-house media department is seeking a media professional with a minimum of 3 years agency planning experience. Must have working knowledge of print, broadcast and out-of-home media as well as experience working with syndicated research. EOE.

Please mail or fax resume to:
VP Media Services
RET Media
One CNN Center 9-South
Atlanta, GA 30303
Fax (404) 878-7028

HELP WANTED

SALES & MARKETING COORDINATOR

needed for fast-paced ad/marketing trade magazines. Col-lateral, 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

Post Production Rep

Small kick-*** post facility searching for a creative "bang-the-door-down" rep. We have Avid off-line, SoftImage, Flint and Toons.

Fax resumes and

salary requirements to:

212-334-4132, Attn: Ms Bernard

Panasonic

GRAPHIC ARTS DESIGNER

Matsushita Electric Corporation of America (MECA), known for the brand names Panasonic, Technics, and Quasar has a challenging opportunity for a Graphic Arts Designer whose artistic abilities surpass computer graphics.

Duties include developing graphic designs for promotional programs, point-of-purchase materials, literature, packaging and other special projects for Panasonic, Technics and Quasar brands. You will also be required to assist in obtaining quotes from printers, photographers, re-touchers, point-of-purchase producers and other outside services, as well as assist in the development of Divisions' presentations to dealers, sales force and top management.

The candidate we seek must be a detail-oriented college or graphic art school graduate with 5-10 years experience in the graphic arts industry. A traditional art background, as well as Macintosh computer experience with expert skills on Quark Xpress, Illustrator and Photo Shop are essential.

Our commitment to you is a rewarding compensation package along with an environment that encourages professional growth. Send your resume to: **Matsushita Electric Corporation of America, Dept. JL-GA, One Panasonic Way, Panazip 3C-6, Secaucus, NJ 07094; Fax: (201) 392-6007.** For a complete listing of our open positions, please visit our website at www.panasonic.com.

Matsushita Electric Corporation of America

EOE M/F/D/V. Pre-employment drug testing required.

High-Tech PR Agency

Schwartz Communications is the nation's 3rd largest independent high-tech PR agency — and the only PR agency on the *Inc. 500* (#203 in 1997 and #308 in 1996).

We're growing very rapidly and looking to hire at all levels.

Schwartz offers an exceptional career track, a stimulating environment and the chance to wear your jeans to work. We favor swift advancement for the deserving, and don't wait for an annual review to prove it.

Positions are available in our Boston and San Francisco offices. Please send resumes to: **Ms. Marybeth McNeil, Schwartz Communications, Inc., Prospect Place, 230 Third Ave., Waltham, MA 02154; fax (781) 684-6500; e-mail: hr@schwartz-pr.com.** Replies held in strict confidence.

Visit us at www.schwartz-pr.com



Schwartz Communications, Inc.

WASTING YOUR SKILLS?

Do you have excellent written and oral communication skills? Do you love advertising, really love advertising?

Then you may be the one we need to work in the New Business Department of one of the hottest agencies around.

Interested? I'm the client. Send me a letter that gets you in the door.

Human Resources/NB
Kirshenbaum Bond & Partners
145 Avenue of the Americas, NYC 10013
Fax # (212) 463-8643

EOE, M/F/D/V

MARKETING MANAGER

Lifetime Television for Women, the dynamic, fast-growing cable network, seeks a Manager for our Marketing Department.

The successful candidate will be responsible for the development and execution of strategic promotional and marketing programs, with an emphasis on management of on/off-air promotions and events. Additional responsibilities, include assisting in the preparation of marketing plans and budgets, cost-tracking, vendor procurement and management. You will also act as liaison to other departments and monitor the cable/broadcast marketplace.

To qualify, you must have a minimum of 5 years relevant experience, including cable television consumer-based promotion. You must also have knowledge of national ad sales and experience in the execution of both ads and events, preferably reflecting legal requirements, fulfillment management, prize packaging and timing. Impeccable communications and organizational skills, and proficiency with both MAC and PC are a must.

Lifetime offers a competitive salary and a comprehensive benefits package. For confidential consideration, please forward your resume with salary requirements to:

Lifetime™
Television for Women

LIFETIME TELEVISION
Human Resources Department
309 West 49th St, New York, NY 10019
EOE M/F

SPOT TELEVISION BUYER

Fulltime & Jobshare Positions Available

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

Please fax resume to:

Lisette Vilato @ (914) 735-0505

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FORUM

342 Madison Ave., NY 10017 212-687-4050
Fax 212-661-2789

Art Director**Nationally prominent media firm specializing in ads for Democrats & issues**

seeks art director who shares our commitment and humor, and sees each project as a chance to set new standards. Add your talent to our reputation for results. Top design and management skills a must. Send samples, salary history, resume and anything interesting from your desk to: AD SEARCH, GMMB, 1010 Wisconsin Ave., NW, #800, Washington, DC 20007 or email kurt@gmmb.com.

**DISTRICT MANAGER
NORTHEAST**

(PA, NY, NJ, CT, MA, VT, NH, ME)
Hanley-Wood, Inc, nation's leading publisher in the residential construction and design industries has an excellent opportunity for a sales person with a proven track record. Requires prior ad sales experience, excellent organizational & communication skills, & working knowledge of MS Word & Excel. Great benefits including 401(K), med/dental/vision. Fax cover ltr & resume to:

Dept. LW/RS at (202) 785-1974
or mail to Dept. LW/RS
Hanley-Wood
One Thomas Circle NW
Suite 600, DC 20005

Visit us at
<http://www.hanley-wood.com>
EOE

**RESEARCH
ANALYST**

Major international publishing company seeks Research Analyst for national consumer magazine. 2-3 years research experience and coding and on-line service usage. Primary responsibilities of the position is to assist research manager by fulfilling research requests of sales staff, help create research fact sheets & marketing presentations. Code, run and analyze all daily requests. Must have knowledge of syndicated studies and primary research. Salary for this position is \$35-40K, depending on the level of experience. Please send your resume stating salary requirements to:

Department RA
224 W. 57th Street
New York, NY 10019

*An equal opportunity employer,
dedicated to promoting a culturally
diverse workforce.*

**MANAGING
ART DIRECTOR**

Busy, award-winning, New York-based trade magazine seeks an organized, detail-oriented team player to manage the art department of its high-profile, weekly news publications. Individual should be Mac-proficient, possess strong artistic and communication skills, and have a minimum of 3 years supervisory experience. Send resume with salary requirements to:

Dept. TG
BPI Communications
1515 Broadway, NY, NY 10036

CALL 1-800-7-ADWEEK

**AD SERVICES
ASSISTANT
MANAGER**

American Express Publishing seeks an organized individual to handle Advertising Services responsibilities for multiple publications. Must have a minimum of 2 years' experience in magazine publishing or with an ad agency. Excellent customer service skills and proficiency in Excel and Word. Lotus 123 and Powerpoint a plus. Must be detail oriented, articulate, analytical and able to handle multiple tasks under deadline pressures. Ability to work in a team environment essential.

Qualified candidates should fax a resume and complete salary history to
(212) 827-6450

*Only those candidates who meet the
minimum qualifications and provide salary
history will be contacted.
An equal opportunity employer.*

Be creative. Call us.

Award-winning agency in sunny Myrtle Beach, SC is looking for an Associate Creative Director with a demonstrated ability to provide strong conceptual thinking. Send resume, salary requirements, and at least five samples of your work (SASE for return) to Steve Wilson at:

Lesnik Himmelsbach Wilson
Hearl & Hirsch, Inc.
3005 Highway 17 North Bypass
Myrtle Beach, SC 29577
Fax (803) 626-2390
E-mail: swilson@lhwh.com

**CLASSIFIED
SALES MANAGER**

Great opportunity to join leading trade publication serving the professional photography market. Individual will be responsible for handling existing accounts as well as develop new ones in the monthly magazine as well as expand classified business on growing Web site. Annual directory plus special advertising supplements also contribute to a very busy work day. Candidate should have 1-2 years sales experience, strong telemarketing skills as well as have basic computer skills.

PDN

Attn: Associate Publisher
1515 Broadway, NYC 10036
Fax: (212) 536-5224

PHOTO REP

Saba, an assignment photo agency, seeks high achiever to develop advertising/corporate business. Art buying and/or reping experience a plus. If you are self-motivated with proven connections, we have a roster of photographers ready for the best you can offer. Open to creative compensation arrangements.

Resume to: Saba Photos

Att: Marcel Saba
116 E 16 St, NY, NY 10003
FAX: (212) 477-8750

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.ej.com (888) 335-4335

**A.D.
WANNABE**

AAD-approaching-AD, 3+ years in, can carry ball w/o fumbling. Solve it, then sell it. Think & design with a marker, MAC it right, MAC it yesterday. Draw good? Great! Join "Good Little Company that Brews Up Great Big Ideas."

Don't call. Persuade with non-returnable samples, letter, resume, whatever.

Jim Decker, Biggest DECKERHEAD of All
DECKER, America's Premier
MicroAgency
99 Citizens Drive
Glastonbury, CT 06033
decker99@deckerhead.com

**ASSOCIATE
MEDIA DIRECTOR**

Harris Drury Cohen, a \$100MM full service agency in Miami/Ft. Lauderdale, needs an experienced media strategist to work on national accounts. Strong media analysis background, a flair for creativity, plus excellent written and oral communication skills are desired.

Fax your resume to: Norm Olson,
EVP Director of Media Services,
(954) 938-4429

Harris Drury Cohen
Or email to: normo@hdcadv.com

CALL 1-800-7-ADWEEK

HELP WANTED

Ad Sales Representative

A career opportunity that you won't outgrow.

If you think that a sales career at Nickelodeon is kids' stuff, then think again. With creative programming that's setting the standard for kids' entertainment, Nickelodeon is the #1 cable network for kids. Our audience is constantly growing (literally!), as are our new media businesses. When you take your talents to our ever-expanding Media Works, you'll discover why opportunities at Nickelodeon are pretty hard to outgrow.

You'll be responsible for selling advertising in Nickelodeon Magazine's adult target publications, as well as Nick at Nite/TV Land and Nick Jr. Web sites. This will entail building strategic relationships with advertisers and agencies by conducting sales calls and presentations, creating marketing programs and sponsorships in collaboration with advertisers, preparing weekly reports and projections and actively contributing to the achievement of revenue objectives.

To qualify, you must have 2-5 years of advertising and/or media sales experience; knowledge of internet ad sales is highly desirable. Demonstrated strategic sales development abilities are essential, as are excellent negotiation and analytical skills. The charismatic, personable sales professional we seek will also possess superior communication skills.

For prompt, confidential consideration, we invite you to forward your resume with salary history and requirements to: **Staffing Resources-GK/AS, MTV NETWORKS, 1515 Broadway, 16th Floor, NY, NY 10036.** We can only respond to those candidates who meet the above requirements. We are an equal opportunity employer.



"For Marketing Professionals, It's Like Heaven On Earth."

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

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

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



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Human Resources Dept -AW0309
One Computer Associates Plaza, Islandia, NY 11788-7000
Tel: 800-454-3788 • Fax: 800-962-9224
Or E-mail your resume in ASCII text to: resumes-usa-r1@cai.com
Or visit our Web site at: www.cai.com

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Seeking to hire an Eastern Regional Manager for Living Fit and Fit Pregnancy Magazines. You'll have the opportunity to work on two of our fastest growing titles and manage a staff of five. The position is perfect for those with high energy and plenty of creativity. Knowledge of beauty, pharmaceutical, and/or packaged goods categories is beneficial. Growth within a rapidly expanding organization is just one of the many benefits that Weider has to offer.

Send qualified resumes to:

Weider Publications, Inc.
Eric Schwarzkopf, Advertising Director
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ADWEEK

DIRECTORIES '98 Editions Available Now

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

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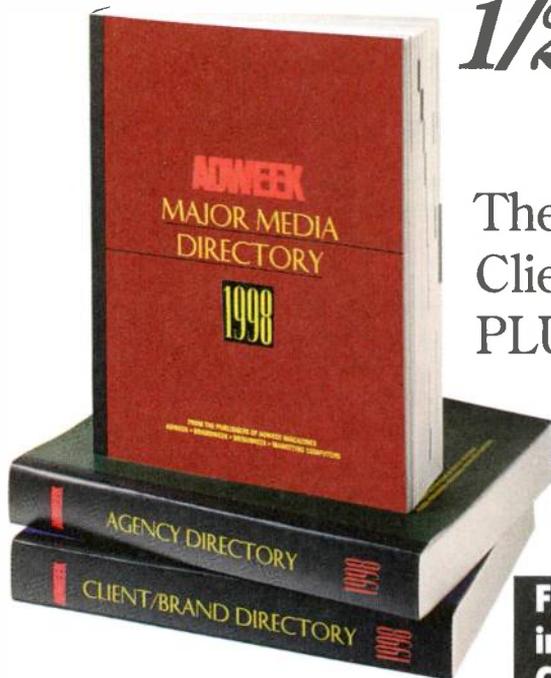
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CALENDAR

The entry deadline for the annual OBIE awards, recognizing creative excellence in out-of-home advertising, is March 16. Work must have run during calendar-year 1997. Contact the Outdoor Advertising Association of America at 212-688-3667.

Seybold Seminars NY will present **Publishing '98 Conference and Expo** March 16-20. First two days focus on Web publishing, last two days focus on digital printing systems. Keynote by Apple Computer CEO Steve Jobs on March 17. Contact: 973-744-0707.

The American Advertising Federation will present the **Advertising Hall of Fame Luncheon** March 31 at the Waldorf-Astoria in New York. Contact: 212-898-0089.

Forbes and the American Stock Exchange will present **Forbes Presidents Forum for Emerging and Middle-Market Companies** April 5-7 at the Plaza Hotel in New York. Contact: 212-620-2398.

The Internet & Electronic Commerce Conference & Exposition (iEC) will be held April 27-29 at the Jacob Javits Convention Center in New York. Contact: 203-256-4700.

The Association of National Advertisers will present the **ANA Television Advertising Forum** April 1 at the Plaza Hotel in New York. Featured speakers will include ABC News anchor Peter Jennings, NBC anchor and chief legal correspondent Jack Ford, and Black Entertainment Television CEO Bob Johnson. Contact: 212-697-5950.

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

Hicks Completes LIN Buy

Hicks, Muse, Tate & Furst last week completed its acquisition of LIN Television Corp. for \$2 billion, following the deal's approval by the FCC and a majority of LIN's stockholders. LIN will retain its name, its Providence, R.I., headquarters and its management team, headed by president/CEO Gary Chapman. LIN owns and operates seven network-affiliated TV stations, in Indianapolis and Fort Wayne, Ind.; Buffalo, N.Y.; New Haven-Hartford, Conn.; Norfolk-Portsmouth, Va.; Decatur, Ill.; and Austin, Texas. The group has local marketing agreements with four other stations, three in those markets and one in Dallas-Fort Worth. LIN also recently entered into a partnership with NBC in which NBC holds an approximate 80 percent interest and LIN the remaining interest in KXAS-TV in Dallas and KNSD-TV in San Diego. In addition, Hicks, Muse and LIN have agreed to acquire from AT&T Corp., which previously owned 45 percent of LIN, WOOD-TV of Grand Rapids, Mich., as well as WOOD's local marketing agreement for WOTV, for approximately \$125 million. That transaction is pending FCC approval.

ValueVision Tunes Out TV

ValueVision International has completed the sale of KBGE-TV in Seattle and two low-power television stations in Indianapolis and Portland, Ore., for \$25 million to Paxson Communications. Paxson will pay Minneapolis-based ValueVision an additional \$10 million later this year when it takes control of another Seattle low-power station that plans to increase its transmitter levels to licensed full power.

This is the fourth TV station sold by ValueVision since 1996, leaving the company with one full-power station, KVVV-TV, serving Houston, and 12 low-power stations. ValueVision operates several direct-mail catalog firms and the nation's third-largest television home-shopping network. The sale "confirms our commitment to focus the company solely on integrated electronic and print media direct marketing," said ValueVision chairman Robert Johander.

Wallach Moves From CBS to Fox

Lou Wallach, most recently manager of comedy development for CBS Entertainment, has signed on as director of creative affairs for Fox Television Studios. In the new position, Wallach, who will report to Lisa Berger, executive vp of creative affairs, will be responsible for

development and production of series for genres including reality, game show, talk, nonfiction, comedy and drama. At CBS, Wallach was involved in the development and production of such series as *Cosby*, *Everybody Loves Raymond*, *The Gregory Hines Show* and *George & Leo*.

TV Land Blanks Out on *Seinfeld*

Nada, nothing, zip. That's what MTV Networks' TV Land will air on May 14 from 9 to 10 p.m. against the series-ending episode of NBC's *Seinfeld*. Classic-TV junkies turning to TV Land will find only the image of the network's closed office doors and a message that programming will resume after *Seinfeld*. "We think airing nothing is a fitting salute to a show about nothing," said Larry Jones, general manager, TV Land. A network representative said operators had



Taking on circ, research and custom publishing

Wiele Moves Up At G+J

Andreas Wiele has been promoted to executive vp and chief operating officer of Gruner+Jahr USA Publishing. He had been general manager of *Geo* and *Capital*, magazines published by Prisma Presse, SNC, a Paris-based subsidiary of

Gruner+Jahr. Wiele has also been and will continue to be general manager of *Family Circle* and *McCall's* and director of G+J's corporate marketing and corporate sales department. In his new position, he takes on the additional responsibility of overseeing the circulation, research and custom publishing departments of G+J USA, whose titles include *American HomeStyle & Gardening*, *Child*, *Family Circle*, *Fitness*, *Parents* and *YM*.

Media Notes

CONTINUED

been informed of the stunt and were supporting it. But one system-level general manager said: "I understand the humor, but I'm stuck with an hour of dead air."

Claus Upped at CBS Radio

Chris Claus, vp and general manager of WOGL-FM in Philadelphia, will assume the additional title of vp/gm at local sister station WPHT-AM. WOGL, an oldies station, and WPHT, a talk outlet, are both owned by CBS. Claus' previous positions include the vp/gm slot at Los Angeles news station KFWB-AM.

Discovery Flies New Network

Discovery Networks has launched a new network for the flying enthusiast. Called Discovery Wings Channel: The Sky & Space Network, the new service is the ninth network from Discovery, including the company's four digital services. The new network's programming will feature shows on "air-bound machines" and the people who build and fly them and span from the beginnings of flight to space exploration. The network is a spinoff from Discovery Channel's popular show *Wings*.

Sport Brief Takes to the Air

Petersen Companies' *Sport* magazine has teamed with Jockey International to produce a sports news and information radio feature called *The Jockey Sport Brief*. The show, hosted by *Sport* editor-in-chief Cameron Benty, highlights the people and events making news. *The Jockey Sport Brief* is syndicated by BlueSky Radio and has begun airing on 2,611 stations nationwide and reaches more than 2.1 million listeners daily. Petersen Companies

publishes several special-interest magazines (including *Teen* and *Hot Rod*), and produces TV shows and trade shows.

Sundance in Carriage Deals

Sundance Channel last week announced corporate carriage agreements with Time Warner Cable and Century Communications. As part of the Century agreement, the Showtime-backed independent film channel and brainchild of actor/director Robert Redford will pick up about 200,000 basic subscribers in the Los Angeles area—an important market for the channel. In Time Warner Cable's first deal with Sundance, the network launched to 286,000 basic subscribers in Houston last month. The Time Warner agreement is also important to Sundance because Time Warner Cable of New York City, the nation's largest cable system in an independent film mecca, could eventually offer Sundance. Sundance was not chosen for a new programming tier in New York last year; Time Warner added the rival Independent Film Channel instead.

Chronicle Runs Spanish Spots

The *Houston Chronicle* recently began running its first-ever Spanish-language television spot targeting Hispanic and "Gen X" readers. The spot is part of the second phase of "Touch the News That Touches You," a marketing initiative introduced by the Texas daily in 1997. The spots, by agency Rives Carlberg, air on local Telemundo and Univision affiliates.

L.A. Times Continues TV Ads

Citing "very successful" results, the *Los Angeles Times* has decided to extend through third quar-



BRUCE MACAULAY

Cross as aggressive TV reporter in *West Wing*

who starred in the film *Mystic Pizza*, will debut this summer. The launch of *West Wing* and the other, yet-to-be-announced original shows, which will include two comedies and another drama, is part of Lifetime's effort to attract a younger female audience to its prime-time hours.

Lifetime Plans Originals

Lifetime last week announced the development of *West Wing*, the first of at least four new original shows anticipated out of the network this year. The hour-long drama series, which stars Marcia Cross of *Melrose Place* and Annabeth Gish,

ter the direct-response TV ads it began testing late last fall. "We'll be looking to see if this should become [a standard] part of our marketing mix to drive home delivery," said Karen O'Neill, marketing manager for consumer promotion. O'Neill declined to quantify how the ads have boosted circulation.

Russian *Vogue* Names Editor

Yelena Doletskaya has signed on as editor-in-chief of Condé Nast's Russian *Vogue*. Before joining *Vogue*, she worked as assistant director of arts and public relations manager for the British Council in Moscow, where she developed and directed major cultural events. Other appointments at Russian *Vogue* include Fiona Hayes, Kelly Richdale and Natasha Singer, named art director, managing editor and editor at large, respectively.

N.D. Students Get *WSJ*

Some 5,000 North Dakota students in 121 schools will begin receiving copies of *The Wall Street Journal's Classroom Edition* in the U.S. from the Office of the North Dakota Securities Commission. Funding for the sponsorship, the largest to date, is being provided through the Securities Protection Fund. The basic,

undiscounted program cost is \$165 per classroom, with an additional video priced at about \$130.

Voice Makes Colorful Switch

The New York alternative weekly *The Village Voice* will triple its color availability when it switches printing plants as of June 2. The switch, from Gannett Offset to the better-equipped facilities at *The (Baltimore) Sun*, will increase color advertising pages in the 200-page *Voice* from 30 to 80. "This lets us offer advertisers more color positions and more inserts," said David Schneiderman, president and publisher of *Voice* parent Stern Publishing. The deal also marks the *Sun's* first commercial printing account.

Inky Wins Online Honors

Philadelphia Online, the online service of *The Philadelphia Inquirer*, won Best Special Section award for "Blackhawk Down," in *Editor & Publisher's* Best Online Newspaper Awards, held recently in Seattle. The daily, month-long series, which was selected from 400 entries, used audio, video, photographs and animated graphics to tell the inside story of what happened when U.S. troops engaged Somalian rebels in Mogadishu in 1993.

HOW TO BUY AND SELL WEB ADS



Adweek Conferences and The Laredo Group present
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Learn the business and technology basics you need to buy or sell Web advertising. Sign up today to learn the fundamentals of Web advertising.

This unique full day event will put things into perspective for sellers, buyers, operations and marketing professionals new to Internet advertising or experienced professionals who want an updated overview of the state of the industry and its technologies.

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- basic concepts
- key players
- business models
- trends

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- targeting
- how creative technologies can impact ad performance

The Buyer's Track will include:

- integration into media plans & objectives
- evaluating sites
- utilizing benchmark tools and research services
- developing ROI analysis
- testing creative and program effectiveness

Three afternoon panels of experienced buyers, leading clients and research experts will present case studies and give their insider's view. The day's conference at the Sheraton New York Hotel & Towers will include breakfast and luncheon, keynote addresses, as well as a Wrap-Up reception to provide ample time for buyers and sellers to get together.



INTERNET MEDIA DYNAMICS: HOW TO BUY AND SELL WEB ADS
on June 9 at the Sheraton New York Hotel & Towers

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BIG DEAL

WOW! OLESTRA PRODUCTS

Advertiser: Frito-Lay

Agency: BBDO, N.Y.

Begins: April 19

Budget: \$40 million

Media: TV, print

Even as consumers are backing away from "better-for-you" snacks, Frito-Lay will look to win them over with the March 22 launch of its much-anticipated olestra-based Wow! sub-line, via a hard-hitting sampling and promotional program, dubbed a "Week of Wow!" and a media blitz of at least \$40 million, twice its spending on Baked Lay's.

Frito's campaign for the low-fat Wow! versions of Lay's, Doritos and Ruffles begins April 19 with a network TV effort as well as print buys in *Time*, *Newsweek*, *People*, *Fitness* and others that promise to reach 95 percent of households more than 14 times.

To counter some critical public scrutiny of the fat-substitute's side effects, Frito boasts that its Wow! lines taste better than competing fat-free products, and as such, should generate some \$2 billion in annual company sales. But consumers may be shifting away from lower-fat foods, evidenced by the precipitous decline of Nabisco's SnackWell's brand and the reformulation of various fat-free foods to tastier, low-fat versions (*Brandweek*, March 2).

In a Roper study for brand consultancy Kane, Bortree & Associates, 46 percent of respondents said they were primarily not interested in fat-substitute products. Should the products significantly taste better, they could potentially outperform low-fat products. Thus, "getting the product in the hands of consumers is key to convincing them the product delivers on its great-taste position," said Chet Kane of Kane, Bortree.

Ads will aver, "One taste and you'll be a believer." Frito is dropping a national FSI April 5 and sending out a raft of samplers the week of April 19 to distribute free product. In-store displays will augment the sampling, featuring the "Wow! All the taste and half the calories" theme, as well as bins with trial-size bags. A dedicated Internet site will also support. Single-serve sizes of Wow! launch in convenience stores and supermarkets beginning June 22.

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

MILKFULS

Advertiser: Storck USA

Agency: Pahnke & Partners, Hamburg, Germany

Begins: August

Budget: \$12 million

Media: TV

Storck USA is planning a \$12 million ad campaign behind the May launch of Milkfuls, a hard caramel candy with a sweet milky center that has been marketed in Europe for years.

As with spots for Storck's Werther's brand of candies, the Milkfuls campaign is nostalgia-infused, an approach that aims to invest heritage in a brand that has none, at least in the U.S.

The addition of Milkfuls to Storck's product lineup gives the company yet another target to go after: moms 18-34, with kids.

Werther's Original targets moms over 35, while Werther's Chocolates principally targets single women who want to indulge.

In the year ended Feb. 1, Storck candies tallied \$76.1 million in sales, per Information Resources Inc. scanner data. Through November 1997, Storck spent almost \$17 million on media, per Competitive Media Reporting. —Sean Mehegan

FETISH PERSONAL CARE PRODUCTS

Advertiser: Renaissance Cosmetics

Agency: Lambesis, San Diego

Begins: May

Budget: \$10 million

Media: TV, print

Renaissance Cosmetics, which is jumping headlong into the battle for disposable teen dollars with its Fetish personal care line, has inked a deal to sponsor the MTV Movie Awards in New York this June.

Ads for the Movie Awards begin in April, with 10-second tags mentioning the Fetish brand. On awards night, two 15-second ads flog this year's extensions: color cosmetics and a bath/body line.

Created from scratch two years ago and now at \$20 million in sales, Fetish started out as a nail care franchise but is being infused with new products and a \$10 million TV and print campaign beginning in May to tap into the estimated \$4.1 billion that teenage girls spend annually on cosmetics and skin care. —Sean Mehegan

NFL BLITZ

Advertiser: Midway Home Entertainment

Agency: DDB Needham, Dallas

Begins: August

Budget: \$5.5 million

Media: TV, print

In a bid to strengthen a few of its key titles while also appealing to a broader demographic, Midway Home Entertainment is spending \$12 million of its \$20 million marketing budget on five of its videogame titles, including a \$5.5 million ad push and a cross-promotional blast for NFL Blitz, due this fall.

For Blitz, Midway, of Corsicana, Texas, is prepping its largest spend against a home videogame title and lining up a slate of promotional ties with the likes of Kmart, Sears, General Mills and Quaker Oats to build a buzz in football season. It's also prepping dedicated ad pushes for Mortal Kombat 4, Off-Road Challenge, Gex: Enter The Gecko and BioFreaks.

The marketing Blitz-krieg begins in August with cable TV buys on ESPN, Comedy Central's South Park and football shows, plus print ads in gaming magazines.

Ads for Mortal Kombat 4 and Off Road Challenge launch in May gaming publications and *Disney Adventures* and *Sports Illustrated for Kids*, followed in June by a two-week flight of national cable TV spots on MTV, TNT, TBS, ESPN, others. A similar schedule for BioFreaks hits in July, followed by Gex in August. Heavy Internet ads, radio spots featuring arcade and game giveaways, and direct mail support.

—Tobi Elkin

FRIENDLY'S

Advertiser: Friendly's

Agency: Berry Brown, Dallas

Begins: Mid-April

Budget: \$3 million

Media: TV, radio

Looking to win families back from casual dining spots like Applebee's and Chili's, Friendly's next month launches Taste of the Tropics, a menu promotion backed by radio and spot TV breaking in mid-April and a May FSI drop.

Soon on the menu for adults: Crispy Coconut Shrimp, salads such as Chicken

CMR TOP 50

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

Week of Feb. 16-22, 1998

Rank	Brand	Class	Spots
1	MCDONALD'S	V234	66
2	BURGER KING	V234	41
3	IBM CORP.--CP	B314	24
4	MAZDA AUTOS--626 LEASING	T112	23
	RED LOBSTER	V234	23
6	PEPSI	F221	21
7	DODGE AUTOS--INTREPID	T111	20
	KMART--SALES ANNOUNCEMENT	V324	20
9	SPRINT--LONG DISTANCE RESIDENTIAL	B142	19
10	DURACELL--ALKALINE BATTERIES	H220	16
	MIRAMAX--SENSELESS MOVIE	V233	16
12	DOMINO'S PIZZA	V234	15
	OLIVE GARDEN	V234	15
	VOLKSWAGEN AUTOS--JETTA LEASING	T113	15
	WENDY'S	V234	15
16	CARNIVAL--CRUISES	T412	14
	MAYBELLINE--EXPRESS-FINISH NAIL POLISH	D115	14
	MIRAMAX--GOOD WILL HUNTING MOVIE	V233	14
19	LIVE ENTERTAINMENT--CAUGHT UP MOVIE	V233	13
	OCTOBER--APOSTLE MOVIE	V233	13
	SEARS--MISC.	V321	13
	SHELL--CP	T230	13
23	1-800-COLLECT	B142	12
	ALMAY--STAY-SMOOTH ANTI-CHAP _ P COLOR	D112	12
	COLUMBIA--PALMETTO MOVIE	V233	12
	HERCULES--VIDEO	H330	12
	HOME DEPOT	V345	12
28	COCA-COLA CLASSIC	F221	11
	KFC	V234	11
	MINUTE MAID--PREMIUM RTS ORANGE JUICE	F172	11
	U.S. ARMY	B160	11
32	AQUAFRESH--WHITENING TOOTHPASTE	D121	10
	AT&T COMMUNICATIONS--CP	B144	10
	FORD TRUCKS--EXPLORER	T117	10
	GENERAL MILLS--HONEY NUT CHEERIOS CEREAL	F122	10
	GLADE--CANDLE SCENTS	H243	10
	L'OREAL--PREFERENCE HAIR COLOR	D141	10
	NESTLE--FLIPZ CANDY	F211	10
	NEW LINE--DARK CITY MOVIE	V233	10
	NISSAN TRUCKS--FRONTIER	T118	10
	PONTIAC AUTOS--GRAND PRIX	T111	10
	TACO BELL	V234	10
43	3M--POST-IT NOTES	B321	9
	ALEVE--PAIN RELIEVER CAPLETS	D211	9
	AT&T--WORLDNET ONLINE	B143	9
	DIAL-10-321 LONG DISTANCE RESIDENTIAL	B142	9
	FORD AUTOS--TAURUS	T111	9
	JELL-O--CHEESECAKE SNACKS	F115	9
	POLAROID--VARIOUS CAMERAS & INSTANT FILM	G230	9
	SPRITE	F221	9

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



A tropical turn gets a \$3 million push.

Conga Lime, dinners including Apricot or Citrus Chicken Skewers and even sorbet smoothies and iced cappuccino. For dessert, to complement the island theme: Almond Joy-branded sundaes.

To encourage frequency, Friendly's is tying in with Royal Caribbean Cruise Lines and Travel One with a promo offering families who visit Friendly's three times during the eight weeks beginning March 29 a free travel voucher for a kid if they buy cruise tickets themselves. —Shannon Stevens

IRONY METAL WATCH COLLECTION

Advertiser: Swatch

Agency: Toth Design & Advertising, N.Y.

Begins: April

Budget: Undetermined

Media: Print

Swatch will puts its spring advertising dollars behind a print campaign for the Irony Metal Collection that introduces new gold-colored watches.

A two-sided insert breaks in April issues of *Vogue*, *In Style*, *Elle*, *Mademoiselle* and *Rolling Stone*, with *Allure* to be added in June. Regional mags *New York*, *Los Angeles*, *Buzz* and *San Francisco Focus* pick up the creative May through June, and imagery will be extended to outdoor and on-premise Max Racks postcards.

The creative is the second installment of the "Substances" campaign, which shows Irony watches interacting with backgrounds and substances that reflect their metallic properties.

Irony accounted for 40 percent of Swatch's U.S. sales last year, up 15 percent from 1996. The company spends \$5 million to \$6 million annually on media.

—Becky Ebenkamp

Media Person

BY LEWIS GROSSBERGER



Serving Time

READING *TIME'S* GLITTERING 75TH ANNIVERSARY issue, Media Person fell into a nostalgic mood and

began reminiscing about his days at the weekly newsmagazine. For a long time, MP toiled in the Nation department as a sentence inverter, ultimately working his way up to senior adjective supplier for the Chiang Kai-shek department, then the magazine's largest section. He knew well *Time's* illustrious co-founders, Henry Luce and especially Briton Hadden, who hired MP after meeting him at a party. It was the ill-fated Hadden (He died of a blood infection at 31) who invented *Time's*

distinctive early style, but few people today realize that the man simply wrote as he spoke. Media Person will never forget his charming words of introduction: "To meet you pleases tall, ambitious Brit Hadden, 25, an able, confident young man on the rise in today's complex, fast-changing world. To you, his pale, moist-palmed hand extends." Falsely assuming Hadden was inebriated, MP riposted, "Me for same the goes that." The perceptive editor loudly proclaimed: "A genius is this gaunt, Hebrew-beaked strippling! Kudos!" and offered Media Person a job before rushing across the room to hit on a double-breasted cinemactress.

MP's relationship with Luce was somewhat pricklier, poisoned as it was by an early misunderstanding. On meeting new employees—or, for that matter, anyone—Luce, the son of a Presbyterian missionary stationed in China, invariably would ask how the stranger felt about Chiang Kai-shek. Unfortunately, he tended to mutter and Media Person, thinking Luce had referred to a then-popular Chinatown restaurant, Shanghai Chuck's, replied, "Well, his wonton soup's OK but the General Tso's chicken, that's not so hot." Luce went ashen and his voice grew icy. "General Tso was a great leader, a personal friend of my mother's," he said, "and I assure you he was neither wanton nor chicken." He fired Media Person on the spot, but Hadden

hired him back later that day when Luce went out to his limo to neck with Clare Booth (whom he later married) and advised MP to call himself "Chip Livingston" from then on. The ruse worked beautifully and Luce never noticed.

Still, Henry Luce was a visionary who had an extraordinary intuition about the world in the twentieth century, namely that he should be running it. Luce firmly believed in Carlyle's "Great Man Theory of History" and for a long

MP's relationship with Luce was somewhat pricklier, poisoned as it was by an early misunderstanding.

time, his magazine faithfully reflected it, rejecting anyone for the cover who was under 5 feet, 11 inches. That iconic *Time* cover, with its red border and majestic logo, became a familiar beacon to millions the world over, though during World War II it was briefly retitled *Tim* to save ink, causing mass confusion in many areas of the country.

Within the quietly purposeful offices of the magazine, an ambiance of calm efficiency prevailed down through the decades, interrupted only by the occasional shriek of a despairing staffer flinging himself out a 23rd-story window to a lonely death on the pavement below. Of course the tales of drunken late-night deadline revels with male editors pursuing female researchers through the corridors have been

greatly exaggerated over the years to the point where they are dismissed by everyone except a few deluded geezers who claim they actually participated. (Oddly, they all suffer from a rare medical condition that has left permanent smiles plastered across their wrinkled visages).

At times, however, the atmosphere was roiled by journalistic turbulence, especially on those occasions when writers and correspondents became frustrated with the magazine's custom of having every word they wrote rewritten by editors, who were then rewritten by senior editors, who were then rewritten by department chiefs who were then rewritten by Chiang Kai-shek.

At one point in the late '30s, or possibly the early '60s, Media Person was interrupted while editing a Man of the Year piece (Mickey Rooney, if memory serves) by loud thumps against the wall accompanied by blood-curdling screams. Rushing to the cubicle next door, he found a violent struggle taking place on the floor, where James Agee, then *Time's* movie critic and later a Pulitzer prize-winning author, had Whittaker Chambers, the brilliant editor and denouncer of Alger Hiss, hissing in the clutches of a full nelson. It turned out that in reviewing *Gone With the Wind*, Agee had composed the sentence, "The novel's romantic

vision of the antebellum South has been preserved in this spectacular screen entertainment," and Chambers had changed it to, "Communism poses

the greatest menace the world has ever faced."

This provoked an enraged charge by Agee, the impact of which, fortunately for Chambers, fell mainly upon his amply cushioned abdomen. "Let the boys fight it out," chuckled managing editor Henry Grunwald, who had appeared in the doorway as Media Person vainly attempted to separate the disputants. Or was it Hedley Donovan who appeared? Both men believed it was best to let people work out their own problems in their own way.

But those were the old days. Today, *Time* has evolved to keep pace with an even more complex and faster-changing world. Its mission and its challenge remain the same, however: basically to not be *Newsweek*.



NO PAIN ALL GAIN

Fitness magazine

Thanks to you, we're fatter than ever

the **10 hot** up-and-comers

1	Fitness	Revenue: \$12.5 million EBITDA: \$2.5 million Change: +12.5%	The Cover - Her womanly 100 models all the way! In a hot category, all revenues have doubled over three years, with revenue up 40% in 2007.
2	House & Garden	Revenue: \$10.5 million EBITDA: \$2.5 million Change: +10.5%	Revised Content Model 100% covers back to 100% of the 100,000+ readers. Low cost advertising with high return, high circulation, high ad rates.
3	POST COMPANY	Revenue: \$10.5 million EBITDA: \$2.5 million Change: +10.5%	The 100% cover feature's headline build. First of its kind in the industry. High quality content with high ad rates.
4	House	Revenue: \$10.5 million EBITDA: \$2.5 million Change: +10.5%	Market: 100% cover. The 100% cover feature's headline build. First of its kind in the industry. High quality content with high ad rates.
5	ESOURCE	Revenue: \$10.5 million EBITDA: \$2.5 million Change: +10.5%	High quality content with high ad rates. High quality content with high ad rates.
6	SAVEUR	Revenue: \$10.5 million EBITDA: \$2.5 million Change: +10.5%	Special of National Geographic. Market: 100% cover. The 100% cover feature's headline build. First of its kind in the industry. High quality content with high ad rates.
7	YAHOO!	Revenue: \$10.5 million EBITDA: \$2.5 million Change: +10.5%	The 100% cover feature's headline build. First of its kind in the industry. High quality content with high ad rates.
8	DEPARTURES	Revenue: \$10.5 million EBITDA: \$2.5 million Change: +10.5%	A multi-media 100% cover. High quality content with high ad rates.
9	INVESTOR	Revenue: \$10.5 million EBITDA: \$2.5 million Change: +10.5%	In a rapidly growing market, consistent growth of 100% cover. High quality content with high ad rates.
10	GARDEN	Revenue: \$10.5 million EBITDA: \$2.5 million Change: +10.5%	Market: 100% cover. High quality content with high ad rates.

For more information, call 212 499-1580

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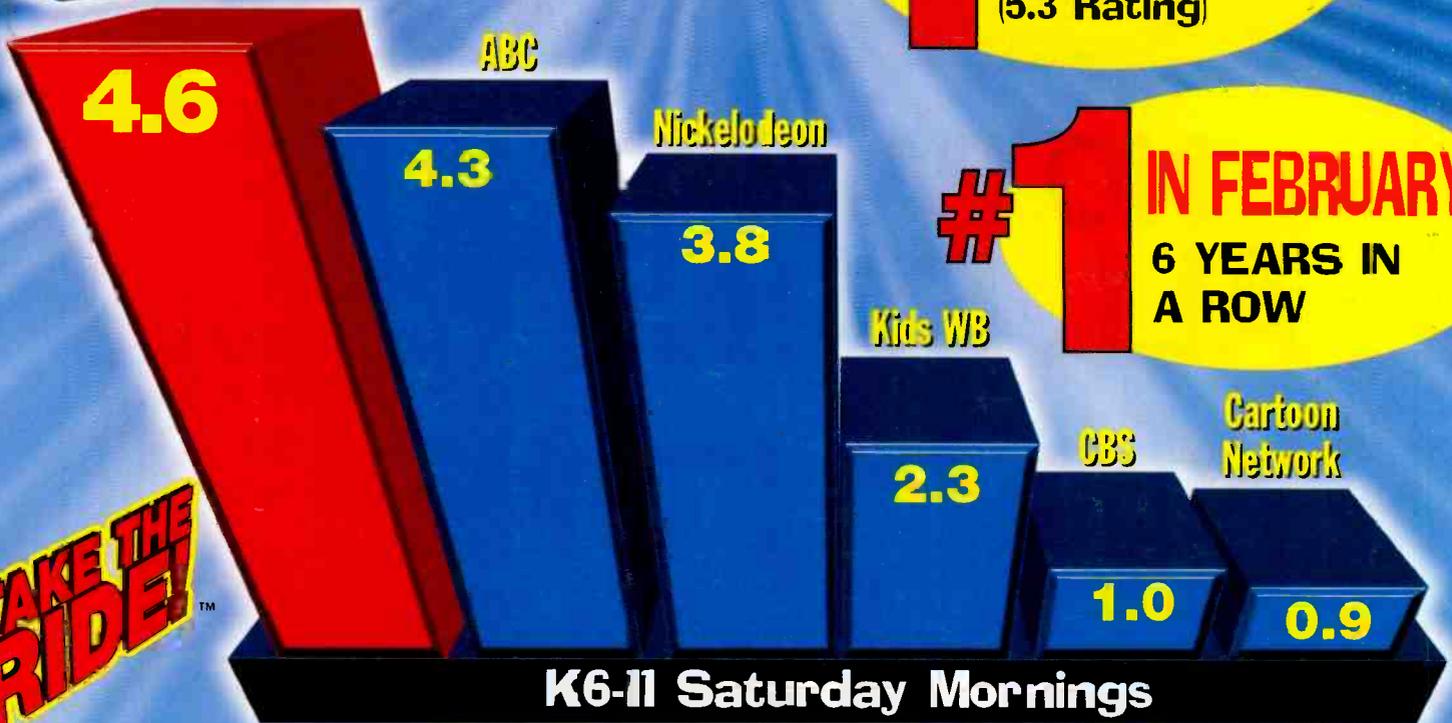
#1

FEBRUARY SWEEPS



#1 SHOW
ULTIMATE
GOOSEBUMPS™
(6.6 Rating)

#1 NEW SHOW
STEVEN SPIELBERG PRESENTS
TOONSYLVANIA™
(5.3 Rating)



TAKE THE RIDE!™

K6-11 Saturday Mornings

Source: NT, N-11 Average Audience K6-11 estimates (including preliminary estimates), 2/7/98-2/28/98, Saturdays 8A-12N, FOX Kids Network programming, broadcast networks (ABC, CBS, WB) and kids cable networks (Cartoon, Nickelodeon). Subject to qualification which will be supplied upon request. TM & © 1998 Fox Kids Worldwide. FOX KIDS NETWORK and the related logo are the exclusive property of Fox. GOOSEBUMPS © & © 1988 Parachute Press, Inc. Published by Scholastic, Inc. TOONSYLVANIA TM & © DreamWorks, L.L.C. All Rights reserved.