

# MEDIAWEEK

NEWSPAPER

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## NETWORK TV

### Love Boat To Carry Heavy Load For UPN

Launch of updated classic is key to new effort to draw broader viewership

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House Telecom chair wants to stimulate competition for cable TV by protecting satellite

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## TV STATIONS

### Consolidation Wave Builds

Emmis deals for SF, Guy Gannett puts itself up for sale; concentraton of groups grows

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## SPECIAL REPORT: TV STATIONS

# THE DIGITAL DEBATE



SEAN KANE

Broadcasters that multicast will likely have to pay Congress for the privilege.

**Plus:** The slope of the HDTV learning curve is steep for many • How Dallas' WFAA is handling the conversion • And why station groups are now foraging in middle America. **PAGES 22-46**

# Nets Differ on 'Def'

ABC chooses lower hi-def; CBS to go HDTV **PAGE 6**

## MARKET INDICATORS

### National TV: Slow

Few advertisers are rushing to buy second-quarter scatter, but upcoming season finales are getting interest.

### Net Cable: Hot

Second-quarter scatter is hot, with beverage, computer and insurance bringing networks close to 80 percent sell-out. Travelers made a big cable buy. Kids business is still napping.

### Spot TV: Strong

"Strongest market in years," according to one station rep seller. Second quarter is pacing 20 percent over '97. Movies are picking up with *Titanic* sinking, encouraging studios to buy big for openings.

### Newspapers: Up

Strong regional money is coming from financial and entertainment categories. Telecom, OTC drugs are expected to surge. Local political is expected to strengthen in the coming weeks.

### Magazines: Steady

Electronic commerce marketers are spending big in business books, hoping for a boost in buzz. Spending from Asian-based consumer electronics is soft.



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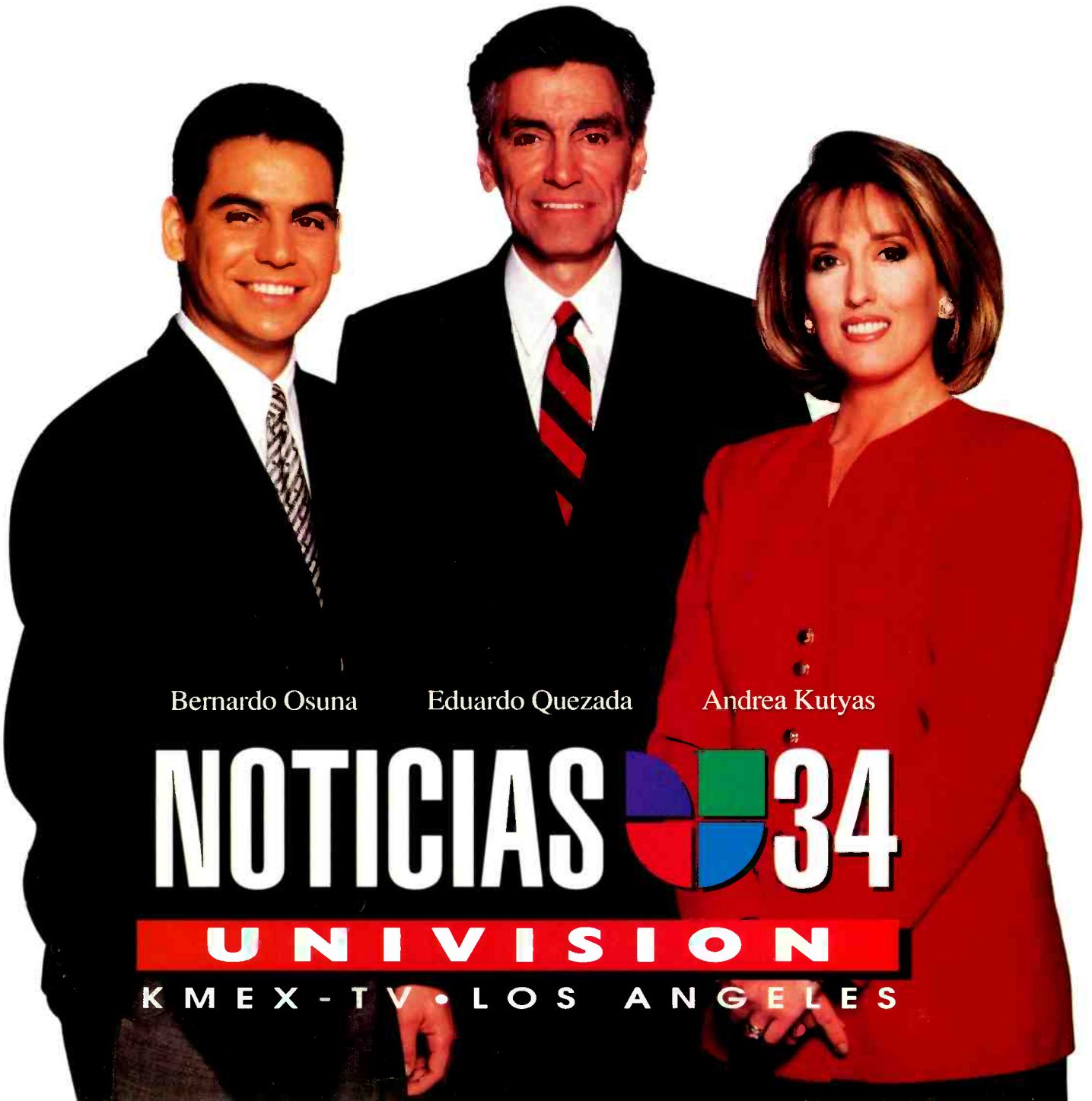
Adults 18-49

Adults 25-49

Adults 25-54



# L.A.'s Number



Bernardo Osuna

Eduardo Quezada

Andrea Kutyas

**NOTICIAS**  **34**

**UNIVISION**

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*And the Winner is...*



Laura K. Jones

APR 09 1998

# AT DEADLINE

## MTV: Gens X, Y Value Privacy vs. Glamour

MTV Networks last week said the gap between young adult, Generation X (18 to 24) and teen Generation Y (12 to 17), viewers is shrinking. Continuing her monitoring of MTV Nets' viewers, Betsy Frank, executive vp research and development, conducted cultural ethnographic studies, focus groups, music testing, trend-setter research and polling. She found that both X and Y viewer groups live with a cautious optimism and spurn the depressing life view associated with grunge. Both groups are highly media-savvy and see a high value in a sense of satisfaction and personal privacy over glamour. "This research offers us critical insights on MTV's core audience in terms of whom we target, how we promote our programs and the on-air look of the channel," Frank said.

## Hearst Plants New Gardening Mag

Watch out Martha, here comes Rebecca. The first test issue of *Rebecca's Garden* hits newsstands today. The new Hearst book offers a practical, step-by-step guide to gardening. *RG* is based on the syndicated weekly lifestyle TV series hosted by Rebecca Kolls and produced by Hearst-Argyle TV Productions. The mag's editor is Bill Marken, a former editor-in-chief of *Sunset*, the western U.S. lifestyle book. *RG* has a newsstand distribution of 300,000 and a \$2.95 cover price. The second issue is slated for early fall.

## Optimism in SAG Contract Talks

At presstime last Friday, negotiators for the Screen Actors Guild, the Alliance of Motion Picture and Television Producers and the TV networks were hopeful they would be able to hammer out a modified contract and avert an actors strike when the current contract expires June 30. One exec close to the talks, which remain under a gag order, said if a deal is reached it will likely mean critical issues like foreign and cable TV residuals will be temporarily tabled.

## Oh, Jay Do They See

NBC's *Tonight Show With Jay Leno* had its best first quarter since Leno began hosting the show five years ago, drawing an average of 6.5 million viewers nightly and even beating an Olympics-boosted David Letterman, according to Nielsen Media Research. The last time *Tonight* drew an audience that size was in the '80s when Johnny Carson still sat behind the desk. It was a good quarter for NBC's whole late-night lineup, with *Late Night With Conan O'Brien* averaging 2.6 million viewers, a best for that show, up 4 percent over 1997. *Saturday Night Live* averaged 9.5 million viewers, its best since '95.

## Petersen Buys Dobbs' Stable of Auto Mags

Petersen Companies last week acquired eight automotive magazines from Dobbs Publishing Group, a Florida-based company. Terms of the deal were not disclosed, although one estimate put the price tag at roughly \$15 million. The eight titles, which include *Mustang Monthly* and *Muscle Car Review*, have a combined total circ of 400,000, according to Dobbs. Petersen publishes more than 80 special-interest titles, including *Motor Trend* and *Teen*.

## NFL: Toyota on Fox; P&G Signs On

Action on the National Football League ad-deal front is heating up.

Toyota is close to finalizing a new NFL deal with Fox, said sources. While details of the pending agreement were not disclosed, it is believed to be a one-year deal. Toyota has advertised on Fox's NFL coverage for the past four seasons. Meanwhile, two Procter & Gamble brands, Sunny Delight and Pringles, have become the newest official sponsors of the NFL. Sunny Delight has signed a three-year agreement to be the official juice-drink sponsor of the league. In a one-year pact, Pringles will be designated as the NFL's official potato-chip sponsor. Both P&G brands appeal to young consumers—a demo that the NFL is keen on reaching.

## Addenda: P&G has tapped Rich Wilson, vp of advertising, Latin America, to become vp of media. Wilson replaces Daryl Simm, who left in February to become CEO of worldwide media operations for the Omnicom Group and president of Omnicom's Optimum Media Direction...

Intersport Management has signed **Rick Majerus**, who coached the Utah men's basketball team to last week's NCAA final. The sports management company will represent Majerus in contract talks and negotiations for TV work... CMP Media's *HomePC* has been sold to Imagine Media Inc., a Brisbane, Calif.-based publisher, for an undisclosed sum... Former *Life* photography director and assistant managing editor **David Friend** has joined *Vanity Fair* as editor, creative development, a new position.

**Corrections:** In this week's issue, Paramount Station Group, listed in the Top 25 Station Group chart (page 44), should be ranked 12th with 12.7 percent U.S. coverage. An item in the March 30 Magazines department reported an incorrect frequency for *American Baby*. The Primedia magazine publishes monthly.

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## MEDIA WIRE

### For NBC's *Merlin*, 30 Rock To Become Fantasy Island

Just how much does *Merlin* matter to NBC? A lot. In fact, to help promote the big May miniseries, the network will convert its 30 Rock headquarters in New York into "The World of Merlin" for three days beginning April 22. The free-to-the-public event will essentially turn Rockefeller Plaza into a fantasy theme park in the days before the mini's April 26 premiere.

"We're creating this...much like a feature film event," said John Miller, NBC executive vp/advertising & promotion and event programming. "We've never undertaken anything quite this adventurous." The event will feature members of the *Merlin* cast, which includes Sam Neill in the title role, Isabella Rossellini, Helena Bonham Carter, Miranda Richardson, James Earl Jones, John Gielgud and Martin Short.

Not only will some of the miniseries' actors try to pull Excalibur from a stone for the crowd, there will be jugglers, sword fighters and a Merlin museum complete with all the mythology of the legendary wizard. Kids will also be able to "star" in a *Merlin* scene and get a video copy of their performances. Chrysler, Kodak, Prudential and Lucent are among advertisers that are extending their link to *Merlin* beyond media buys to participate in the Rockefeller Center event. —Betsy Sharkey

### Reader's Digest Redesign Ends Signature Cover Page

May's issue of *Reader's Digest* is a real page turner. The 76-year-old publication has undergone a major redesign, part of ongoing changes implemented in the past two years by editor-in-chief Christopher Willcox. Banished from the magazine's cover is the lengthy table of contents; in its place, readers will find a dramatic photo and enhanced graphics. Inside, an expanded two-page table of contents has photos and summaries of featured articles.

"Is everybody going to like it?" Willcox asked. "Somebody who's read the magazine for 30 years may feel a little disturbed. But I think the key is we're giving them more information as to what's in the magazine."

For the first (continued on page 8)

# Double Stan

## ABC chooses 720 P for HDTV; CBS goes with 1080 I

**NETWORK TV /** By John Consoli

Let the public relations battle begin. Rather than waiting, as originally planned, to announce their HDTV format at this week's National Association of Broadcasters convention in Las Vegas, ABC and CBS jumped the gun. Each network last week announced their plans for high-definition TV and each touted the direction they've chosen as the best.

Spurred by congressional concerns and what was thought to be misleading media reporting about the availability of certain types of HDTV production equipment, ABC announced at a hastily scheduled press conference April 2 that it plans to use 720 progressive as its high-definition broadcast format. "We believe 720 P offers the highest picture quality of any available format," said Preston Padden, ABC TV Network president. A short time later, CBS announced its intention to adopt 1080 Interlace format, which, in a seeming jab at ABC, it described as "the highest-quality HDTV digital format."

With House Telecommunications Subcommittee chairman Billy Tauzin (R-La.) threatening to penalize networks that use the digital spectrum to broadcast anything other than high-definition TV, Padden announced that ABC would not seek to multicast (see related story, page 22). Padden also criticized news reports that stated there is no 720 P equipment in production, announcing a pact with Panasonic and noting that the electronics company has "accelerated its 720 P product line to fulfill our ambitious plans." He said ABC has signed a pact under which Panasonic will offer ABC-owned and -affiliated stations discounted "turnkey" packages. Panasonic also will build and equip ABC's HDTV editing and transmission facility in New York, which is to be completed by September. Among the equipment ABC will buy from Panasonic are 720 P studio cameras for use in future high-def programming originated by the network.

Padden said ABC does not yet have a plan on how much programming it will offer beginning this November but noted it will be a selection of "prime-time entertainment" programs shot on film. It will not be *Monday Night Football*, Padden said, because some of the gadgetry used to produce graphics are not



**Going to 780P: (l to r) Robert Muller and Steve Bonica of Panasonic; Preston Padden and Preston Davis of ABC.**

yet available. Execs from ABC parent Disney met once with officials from the studios that produce shows for the network, but no plans have been discussed to offer fall programming in high-definition.

CBS said it plans to offer five hours of HDTV in the 1080 I format but declined to offer any specifics. Although NBC is waiting to announce its HDTV plans at NAB, officials at the network have already said that most of its high-def programming will be in 1080 I. Fox is expected to announce that it has decided on 480 P, which is not much better quality than the current analog TV. The 480 P

## Paxson, Bohbot M

**KIDS TV /** By Michael Freeman

Paxson Communications' soon-to-launch PaxNet network has joined the already confounding kids upfront market by partnering with Hollywood producer DIC Entertainment on a new weekend-morning programming block. And kids syndicator Bohbot Entertainment & Media is adding a new two-hour block of cartoon series under the banner Bohbot Kids Network II.

Paxson and DIC are launching Saturday (6-9 a.m.) and Sunday (7-9 a.m.) blocks called "Freddy's Firehouse," according to DIC executive vp/creative affairs Robby London. "Freddy's Firehouse" is being billed as live-action, educational and pro-social programming that will lead into rerun animated series produced

# dard

higher resolution 1080 I

format uses about 300,000 pixels or points of color on 480 lines, each refreshed in the same manner as a personal computer screen. This format is easiest for TV to integrate with computer systems. The 720 P format uses about 1 million pixels on 720 lines and can also easily integrate with PC systems. The 1080 I format uses about 2 million pixels on 1080 lines and is not readily compatible with PC monitors.

One engineer said if ABC runs its 720 P format at 60 frames per second, it can come close to the quality of 1080 I. But there are downsides to 720 P. He said 720 P is the only format that is harder to convert both up and down. So if a consumer eventually buys a set that receives all high-def formats, the 720 P picture will be of lesser quality and the consumer "gets shortchanged," the engineer said.

Despite Padden's insistence that ABC selected 720 P for its high quality, some network insiders said it was because of pressure by Disney Entertainment execs "whose vision of the future is very different than TV." With 720 P's compatibility with personal computers, there are some Disney execs who want to find some bandwidth on the digital spectrum down the road to offer low-resolution transmission of computer games, these ABC insiders say.

It remains unclear what effect the conflicting standards will have on advertising spots. ■

## ke Sandbox Bigger

by DIC.

London and PaxNet TV president Dean Goodman declined to divulge the schedule. "All of our shows will be compatible and consistent with Paxson's vision for a family-oriented network," said London. London and Goodman would not discuss terms of the two-year deal, but station reps said Paxson and Disney-owned DIC will split ad revenue. Bohbot's Kids Network Ad Sales will handle national sales.

A major New York kids buyer who requested anonymity questioned whether PaxNet will be able to guarantee anything above a 0.3 rating (among kids 2-11). "Anything below a 0.8 rating just will not be bought by advertisers," said the buyer. "I just can't see [PaxNet] getting

# 'Boat' Totes Key Cargo

Launch is crucial to new UPN push to draw mainstream viewers

**NETWORK TV /** By Betsy Sharkey

**U**PN is promising viewers "no icebergs" if they tune in April 13 to watch the premiere of the network's *Love Boat: The Next Wave*. And that's certainly what affiliates are counting on, as UPN's first substantive piece of programming since Dean Valentine took over the network last fall sets sail.

"[*Love Boat*] is very important for them—UPN is really looking for an identity now," said Marc Berman, associate program director of the rep firm Seltel. "If *Love Boat* works, they begin to find that."

The new *Love Boat* works hard to retain the flavor of the original, a huge prime-time hit for ABC in the 1970s. At the same time, UPN's version draws on contemporary issues, from Robert

Urich as the captain, a former Navy man and now single dad with a 15-year-old son aboard, to a bit in the first episode about two bachelor friends mistaken for a gay couple. (UPN last week released screener tapes to reviewers.)

It may be the '90s, but the updated *Love*

*Boat* is still very much Aaron Spelling's vision—with beautiful people, wall-to-wall shipboard romance and a crew that works overtime to get couples together. What *Love Boat* isn't is *Melrose Place*. The stories are more sentimental and sweet than steamy. It's an hour of pure cotton candy that may just hit mainstream America's sweet tooth, UPN president/CEO Valentine's new target.

And lighter and fluffier might be what some prime-time viewers are in the mood for right now. "It's spring—people respond to that," said Seltel's Berman. "UPN's much better off trying to launch a show like this than a serious drama."

UPN has ordered six episodes of the series. Aaron Spelling Productions, which also produced the original *Love Boat*, is owned by Viacom, which in turn controls 50 percent of UPN.

*Love Boat* "is certainly a positive indication of the direction UPN's going in—a wider and little older audience" than the teen-skewing urban comedies the network has favored, said Bill Carroll, vp/director of programming for Katz Media. "There's no one better at this genre than Aaron Spelling. He has a great ability to take classic projects and update them."

Like many UPN affiliates, Barbara Burley, program director for WTOG-TV in Tampa/St. Petersburg, Fla., has high hopes for *Love Boat* in her market. "We'll have fun with it and it's advertiser-friendly. Buyers are already reacting very favorably," Burley said. "We expect the numbers to exceed what we've been doing in that time period." A program director at another UPN affiliate said he is counting on baby boomers who watched the original *Love Boat* as kids to at least sample the new version.

To make room for *Love Boat* on Monday nights, UPN is moving *Malcolm & Eddie* to Tuesdays and has put *In the House* on hiatus.

The format of the show should work in its favor, Carroll said. "They have a huge advantage in having a weekly lineup of guest stars," he said. "You can take a show younger or older depending on which way you populate those guest spots." ■



**New wave: Urich (center) and his crew will navigate guests through updated *Love* tales.**

JULIE DENNIS BROTHIE/RS/UPN

any significant piece of that action."

"The kind of cost-per-points we can get is in consideration of the perceived dilution of the kids marketplace," countered Goodman, who would not disclose rating projections.

Meanwhile, Bohbot, which has experienced declining ratings and downgraded time periods for its kids shows, is expanding with a second block for next fall called BKN II. George Baratta, president of BKN, said the block—*Mighty Max*, *Highlander: The Animated Series*, *The Mask: The Animated Series* and *Adventures of Sonic the Hedgehog*—will be "bonus[ed]" to advertisers in the BKN I block. "The additional inventory in BKN II will be rolled over with BKN I and is meant as an incentive bonus to advertisers," said Baratta, who also noted the ratings will be cumed so that Bohbot can guarantee a 1.5 rating or better for the two blocks.

## MEDIA WIRE

time, all 48 global editions will carry the same image on their May covers, that of a San Francisco female firefighter. *RD*'s art directors, international editors and Roger Black, a noted designer and graphics expert, collaborated in the redesign. —*Lisa Granatstein*

### Detroit Station Kicks *Springer* Back to Mornings

The new king of talk, Jerry Springer, has been dethroned from his early-fringe 4-5 p.m. news lead-in slot on NBC affiliate WDIV-TV in Detroit. Starting today, USA Network Studio's syndicated *Springer* strip will move back to its former 10-11 a.m. time period on the station. USA's sister talk series, *Sally Jessy Raphael*, is being promoted from her 3-4 p.m. slot to 4 p.m. in place of *Springer*, while Paramount's *Montel Williams* moves from 10 a.m. to 3 p.m.

Springer's shift to afternoons on WDIV early this year created an uproar, prompting a resolution from Detroit's city council (calling for a move back to mornings) and protests from a local women's mentoring group (*Mediaweek*, Feb. 16). Station officials said that letters and phone calls, as well as focus group research, indicated that viewers were upset by *Springer*'s use as a news lead-in. "Our viewers were loyal, but they weren't happy with *Springer*," WDIV program director Henry Maldonado told *The Detroit News*. "We're not in the business of upsetting our customers." —*Michael Freeman*

### Ganzi Upped to Hearst COO; Maurer to Retire Sept. 30

Hearst Corp. executive vp Victor Ganzi, 51, was appointed to the additional post of chief operating officer last week. Ganzi's new title makes him Hearst's top operating executive behind CEO Frank Bennack Jr., 65. The move follows the completion of a transitional year in which Ganzi had assumed the principal duties held for eight years by Gilbert Maurer.

Maurer, 69, will stay on as an executive vp until Sept. 30, at which time he will retire and become a consultant to the company. Maurer will remain a director of Hearst Corp. and a trustee of the trust established under (*continued on page 10*)

# CARP: Tough Fish to Fry

*Tauzin wants to stimulate competition for cable by protecting DBS*

**REGULATION /** By Alicia Mundy

**A**s promised, Rep. Billy Tauzin (R-La.) last week began his campaign to try to make direct broadcast satellite (DBS) more competitive with cable in an effort to avoid reregulation of cable rates. The House Telecom Subcommittee, which Tauzin chairs, held hearings on ways to promote DBS' growth as a business. Though the main purpose of the hearing was to consider Tauzin's bill to roll back new copyright fees (commonly known as CARP) that DBS pays for programming, more than anything it highlighted the increasing alienation between Congress and the cable industry.

Rep. Ed. Markey (D-Mass.), the ranking Democrat on the committee, laid the blame for spiraling cable rates on the FCC, which permits operators to raise prices when they add programming. "Cable is the electronic equivalent of OPEC [the oil cartel]," said Markey. "The FCC utterly fails to protect consumers."

Tauzin's bill would freeze CARP fees, postponing and then reducing the higher copyright fees for rebroadcasting that the Library of Congress recently imposed on the satellite industry. A bizarre moment came when David Carson, general counsel of the Library's copyright office, explained how his office decided on the new rate—27 cents per subscriber, three times the 9 cents that cable pays. Carson said his job was only to determine fair market

value, not a fair price relative to cable. "We don't believe that 27 cents represents parity [with cable], but that wasn't the task," he said.

The FCC's acting bureau chief for cable affairs, John Logan, supported Tauzin and Markey's contention that this rate difference creates an unfair advantage for cable. And he agreed that DBS needs to be able to transmit local programming in order to compete. But he added that the FCC has not taken a position on Tauzin's proposed bill to roll back CARP.

Rep. Howard Coble (R-N.C.) urged Tauzin to support his new bill, which would permit DBS retransmission of local signals. Tauzin said he likes the idea, but added that it is technically, legally and politically "very difficult."

DBS' position on "must-carry" was staked out by Charles Ergen, CEO of EchoStar, the only company that plans to retransmit local station signals. He said the must-carry provision in Coble's bill—which would obligate EchoStar to carry all TV stations—would kill his company's plans because of the costs. Tauzin supports a moratorium on must-carry for DBS until it becomes more economical for the industry.

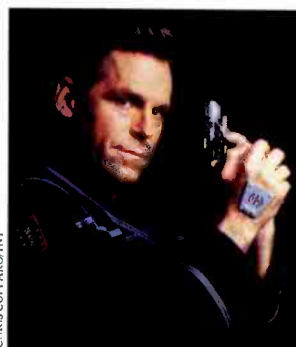
Decker Anstrom, National Cable Television Association president, said that rate regulation would stifle investment in cable but added he believes it's only fair for cable and satellite to face the same must-carry rules. Tauzin gently tweaked Anstrom for his broad-mindedness. ■

# TNT Goes Its Own Way

*Turner network doubles spending on originals for 1998-99 season*

**CABLE TELEVISION /** By Jim Cooper

**T**urner Network Television today will preview a fall prime-time schedule that doubles the cable network's output of original programming, including 17 original films and the channel's first two original series. The new slate represents a 146 percent spending increase for originals over two seasons ago. Although TNT would not disclose dollar figures, the network did say that new two-hour films like *Babylon 5: The River of*



**Jeff Conaway will costar in a new *Babylon 5* flick.**

*Souls* and *George Orwell's Animal Farm* will each cost \$6 million to \$15 million. TNT next season will also produce longer-form films, including the four-hour *Undaunted Courage* and two-part miniseries *Jesus*.

Julie Anne Weitz, TNT executive vp of original programming, noted that the absence of NFL football this fall



# All the fascination and success of the TV series comes to a new magazine.



- 200% growth in readership since January 1997.
- A new circulation base of 300,000 effective July 1998.



Every life has a story.™

It's no surprise that *Biography Magazine* has enjoyed such tremendous growth. *Biography Magazine* features meaningful and engaging life stories, and the same upscale audience the TV series consistently attracts.

## MEDIA WIRE

the will of founder William Randolph Hearst. Mauer joined Hearst in 1973 and has held positions including president of Hearst Magazines and exec vp of the parent company. He is a past chair of the Magazine Publishers of America and a 1986 recipient of the Henry Johnson Fis-



**Ganzi takes No. 2 slot.**



**Maurer will consult.**

cher Award, the industry's top honor.

Ganzi, an eight-year Hearst veteran, first served as general counsel and vp. He has since held senior vp and executive vp titles, and has been the company's chief financial and legal officer, with additional responsibilities as group head for Hearst Books/Business Publishing. —LG

### DMB&B Names Bernstein Media Research Guru

D'Arcy Masius Benton & Bowles has named Hank Bernstein as North American media research director, reporting to worldwide media director Kevin Malloy. Based in New York, Bernstein will oversee the methodology, systems and overall process of the agency's media research—although he will broaden that role by integrating consumer research into traditional media research. With Bernstein's understanding of consumer insights, his role "will be a lot closer to traditional account planning," Malloy said.

Bernstein, a 24-year DMB&B veteran, was previously director of worldwide strategic resources, overseeing primary research and software development as well as heading the knowledge management team in DMB&B's Global Strategic Group. Chief strategic officer Sam Hill will absorb those responsibilities.

Separately, Malloy, 34, has become the youngest addition to DMB&B's worldwide board of directors. His appointment "brings a truly global perspective to the rapidly changing media scene," said Arthur Selkowitz, DMB&B chairman and chief executive. —Sloane Lucas

(the network was outbid by ABC/ESPN) left a void on Sunday nights that TNT will fill with big-budget movies.

TNT originals have experienced solid ratings growth. The network is averaging in the 3s for original fare now, up from a 2.5 during the 1989-93 period. Last season TNT had the three top-rated original movies on cable, including *Last Stand at Sabre Ridge*, which earned a 7.3. That number is comparable to the low-7s average rating TNT generated on its NFL games.

Buyers say that TNT originals are usually well produced. "We're not buying for the ratings—they do a great job on these things and advertisers can be proud to be associated with them," said a buyer at a major agency who requested anonymity. "I can buy my football

elsewhere, but not good originals."

The network will continue to create large historical films like this season's critically praised *Wallace* but will also try its hand at other projects as well. "We are adding more contemporary movies that play with genre. We've never really tackled an irreverent film that examines the foibles of our society," said Weitz. She cited next season's *Leguese*, starring James Garner and Kathleen Turner, which takes a slightly jaundiced look at the legal profession, and *Hard Time*, a detective trilogy starring Burt Reynolds (who will also direct the first installment).

TNT's first original series projects are *Crusade*, a sci-fi series from J. Michael Straczynski, creator of *Babylon 5*, and *Witchblade*, a detective sci-fi series expected to premiere in early 1999. ■

## New Kingdom for a 'King'

Buyers see ad dollars following Stern to broadcast from radio, cable

**TV PROGRAMMING /** By John Consoli

**C**BS stations should have little problem selling commercial time on Howard Stern's new weekly late-night TV program, station executives and media buyers say. Despite the self-proclaimed King of All Media's promise to feature lots of "strippers, nudity, lesbians, drunken dwarfs and filthy language" on the Saturday 11:30 p.m. show, one station exec noted: "Howard is very sellable. His appeal is clearly male-oriented and young. What he's doing on E! is very successful."

Richard Hamilton, president of Zenith Media Services, agreed. "There are challenges associated with selling it and there are some advertisers who won't buy the show," Hamilton said. "But there are enough advertisers who will, so it won't be embarrassing for CBS."

Alan Buckman, general sales manager for CBS O&O KPIX-TV in San Francisco, said that Stern's male fans in the 18-35 and 18-49 demo groups are highly attractive to car dealers and retailers locally and to beer, auto and computer advertisers nationally.

David Poltrack, CBS executive vp for planning and research, said that the Stern show will be in the same family as other series that are pushing the envelope on risqué content, including Fox's *Mad TV* and Comedy Central's *South Park*. "It certainly will be new for CBS, but this

will not be something people are not used to seeing," Poltrack said.

*The Howard Stern Show* is set to launch in August on 12 of CBS' 14 O&Os (the holdouts are WFRV Green Bay, Wis., which has a syndication commitment to *ER* in the time period, and KUTV in Salt Lake City, which passed). If *Stern* clicks, the show is expected to be sold in syndication by CBS' Eyemark Entertainment.

The hour-long, taped show will consist of excerpts from the 25 weekly hours of Stern's

radio broadcast, plus animated pieces, music videos and clips that will follow up on things that happen on the radio show.

E! Entertainment Television will continue airing hour-long highlights from Stern's radio show six nights per week; the show is E!'s top-rated program. The average lag time between the radio show and the E! segments is two weeks, so the CBS program will in some respects be more timely.

The goal is to position Stern head-to-head against NBC's *Saturday Night Live*, but that might not happen right away. Some CBS stations may push back Stern's airtime to 12:30 a.m. Most of the stations currently air reruns of Twentieth Television's *NYPD Blue* at 11:30; CBS, which splits ad time in the show with Twentieth, is talking to the syndicator about delaying *Blue* till 12:30 and having *Stern* lead into it. ■



**Mr. Saturday Night: Stern takes aim at NBC's SNL**

CHRIS BLANKENHORN/CBS

**Department stores "own" newspapers.**

**Beer companies "own" sports tv.**

**Last we heard, the Internet was still pretty much up for grabs.**

**YAHOO!**

The world's largest online audience. [adkit.yahoo.com](http://adkit.yahoo.com)

## NETWORK TV

**ABC's** *Wonderful World of Disney*, one of two new shows renewed by the network for fall, is going all-out to put brand-name stars into its Sunday movies. Randy Quaid will portray the president in a comedy/adventure titled *Mail to the Chief*, and Whoopi Goldberg has signed to star in the Mark Twain classic *A Connecticut Yankee in King Arthur's Court*. Both are scheduled to air during the 1998-99 season.

**UPN** is taking a page from Fox's reality-based programming book in a bid for better ratings. The netlet will air nine prime-time reality specials between tonight and May 18, covering such topics as UFOs, deadly shallow-water predators, ridiculous true stories, funniest kids, extraordinary pets, world records and beauty pageants. Henry Winkler and David Zucker are among the producers. One of the specials airing tonight, originally called *UFO Sighting*, was renamed *Danger in Our Skies: The New UFO Threat*. Tonight's other special, *Totally Ridiculous! The World's Funniest True Stories*, was renamed from *Real Dumb People*. Produced by Zucker, it features a Maine woman who administered mouth-to-mouth resuscitation to her prized pet chicken and Ohio police officers who chased a stolen truck driven by a dog.

**ABC** ran an innovative promo for its mid-season replacement sitcom *Two Guys, a Girl and a Pizza Place* that seems to have delivered well for the series. In the spot, the three stars from *Pizza* ring the doorbell of Drew Carey, introduced themselves as the cast of the program he leads into and present Carey and cast members with a pizza. The promo may have helped *Pizza* keep enough of Carey's audience on March 18 to stay competitive in its head-to-head 9:30 p.m. battle with NBC's highly promoted episode of *Working*, in which star Fred Savage was joined by his former *Wonder Years* love interest, Danica McKellar. In homes, *Pizza Place* had a 9.4/15 rating compared to a 9.5/15 for *Working*. In adults 18-49, *Pizza Place* recorded a 7.0 to *Working's* 7.1.

**CBS** has reassigned its media planning and buying account to Carat MBS. Previously Bates USA had handled the account. —John Consoli

# Dawn of a New Device

*TCI's 1 million digital subs by '99 spurs new Disney, AMC channels*

**CABLE TV / By Jim Cooper**

**T**he cable industry's push to establish digital television as a legitimate business moved forward last week. Two cable programmers unveiled plans for new networks, while the country's top cable operator spoke glowingly about the aggressive rollout plans for the new set-top "device[s]" being rolled out nationwide.

Tele-Communications Inc. president and COO Leo Hindery, speaking at the Variety/Schroders annual media conference in New York, declared that the promise of digital has arrived in the form of 12 million-plus digital set-top devices being rolled out to customers. He said the term "box," as in set-top box, is no longer an accurate way to describe the network computers delivering seamless video, data, phone service and interactivity to consumers.

Hindery also said he believes that by bringing in partners like BankAmerica to help subsidize the boxes (*Mediaweek*, March 30), the cost of the devices will drop from \$350 to \$150. That means more homes subscribing to digital service. Hindery said that before the end of March, TCI had 180,000 digital subscribers, a count that he expects to mushroom to 1 million by year-end. "It's rolling out so fast," said Hindery.

TCI's rosy predictions were reflected by the programming side of the business, as two new digital channels were announced last week. The hitch is that both services will initially be seen on media other than digital video.

Before gaining digital carriage, part of its original distribution plan, Walt Disney's Toon Disney signed an MSO-wide analog carriage deal with Marcus Cable that could ultimately bring about 1 million homes Toon Disney's way. The network, which also has signed a 600,000-subscriber deal with satellite service

EchoStar as well as deals with a handful of smaller cable operators, expects to have about 3 million homes by June 1, after an April 18 launch. But in the long term, digital rollout will still make up the lion's share of Toon's distribution. Charlie Nooney, senior vp of sales/affiliate marketing, Disney Channel, said the reports from TCI are positive. "We certainly see it as a viable service," said Nooney.

The 24-hour Disney animation network will target 2-to-11-year-olds and their families and will feature all classic and contemporary Disney toon characters from more than 2,000 episodes of animated programming from the Walt Disney Co. library. Some of that product

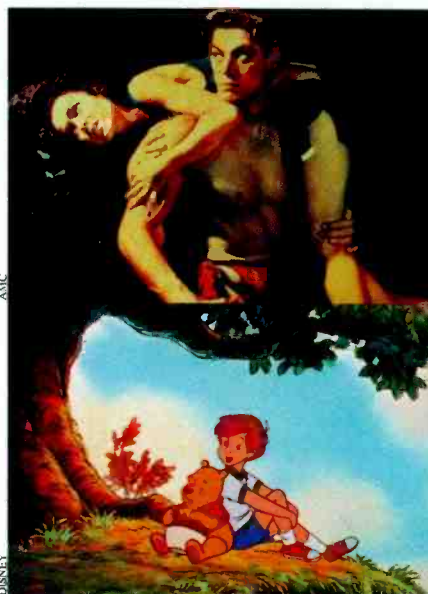
will be packaged in blocks like *Magical World of Toons*, which will run for three hours in prime time starting at 7 p.m., animated movies like *The Little Mermaid* on Fridays and character-themed blocks on Saturdays.

While Disney continues to focus on kids, Rainbow's newest niche is kitsch. Rainbow's American Movie Classics last week announced its first digital spinoff service, American Pop. The new network will launch in May on the Web and via Intranet accounts delivered to customers over cable modems. The third platform will be the digital

network, to launch in the fourth quarter.

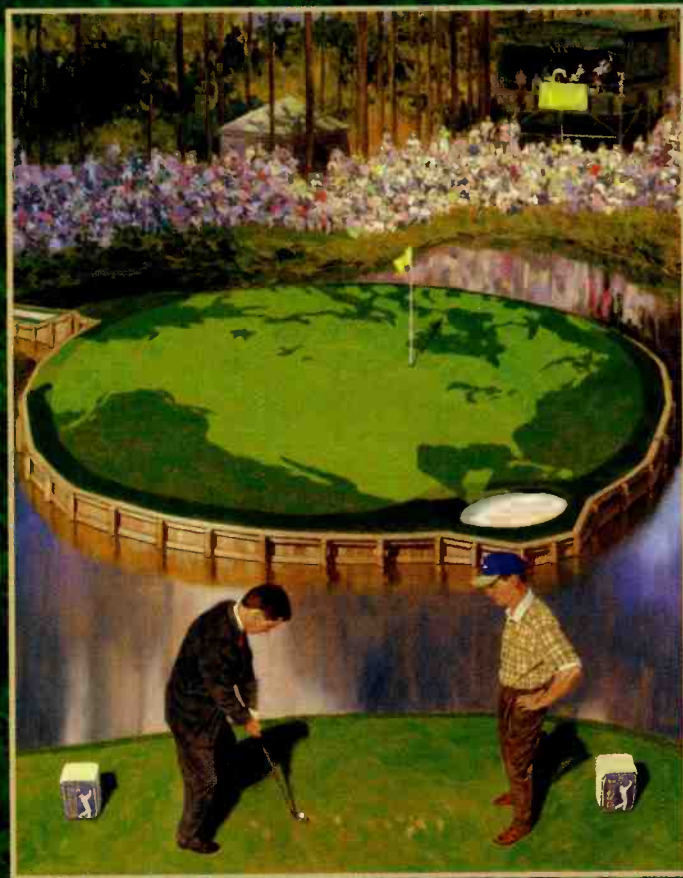
Josh Sapan, president/CEO of Rainbow Media, said that digital is rolling out "two times faster" than previously expected and that Rainbow's brands have to "be everywhere that consumers are using media." American Pop joins Independent Film Channel spinoff World Cinema in Rainbow's digital quiver.

American Pop will focus on classic camp icons from Pez dispensers and TV dinners to the *Tarzan* film series and the below-B-grade, giant-lizard *Corgo* movies—things that Kate McEnroe, AMC president, said will appeal to the collective pop consciousness of viewers. ■



**American Pop will tap cultural icons like Tarzan (above), while Toon Disney will have classic critters like Pooh.**

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### PROFILE OF GOLF VIEWERS

Category	Index
Household Income \$100K+ .....	152
Have Investments \$50K+ .....	260
College Graduate .....	144
President/CEO .....	166
Own Any Luxury Car .....	141
Own Credit/Charge Card .....	134

Source: MRI

## REACHING YOUR TARGET AUDIENCE

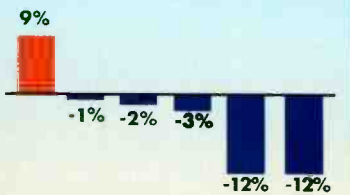
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### FAN INTEREST—% CHANGE 1997 vs. 1996



Source: ESPN/Chilton Sports Poll



Tiger Woods



Ernie Els



Justin Leonard



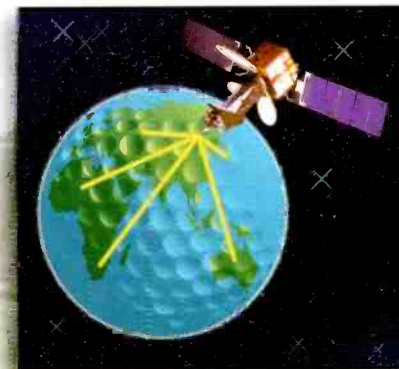
Phil Mickelson



David Duval

## DELIVERING A WORLDWIDE AUDIENCE

TOUR events are televised weekly on network and major cable, and are distributed internationally to more than 210 million households in over 140 countries, and the TOUR's global reach continues to grow. The TOUR has been a catalyst in major initiatives that will continue to fuel growth in golf internationally, including: 1) the World Golf Village, home of the new World Golf Hall of Fame, which opens in North Florida in May of 1998, providing a true international home for the game; 2) The First Tee, which will focus on developing golf facilities and programs to broaden access to the sport to those who otherwise would not have access; and 3) the World Golf Championships, which debut in 1999 with three events and feature the best players in the world in a variety of formats. The PGA TOUR can be your link to consumers around the globe.



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- High profile brand showcase
- Sales/promotion opportunities
- Positive PR



Fred Couples



Greg Norman

## CORPORATE LICENSING

A company or brand becomes an official corporate partner of the PGA TOUR with a full array of marketing rights and benefits. These relationships are custom-built to achieve a brand's marketing objectives. Corporate partners are woven into the business of the TOUR, such as IBM's technology and Charles Schwab's investment services, providing a high-profile showcase for their products and services. Corporate partners leverage the TOUR in their advertising and promotion, and independent research supports that this dramatically improves the effectiveness of their message to the golf audience. We offer a wide variety of vehicles to build your brand, build relationships with key customers and drive sales.



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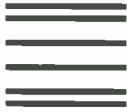
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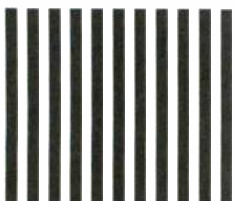
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# Emmis Broadens Its Focus

*'Far fewer opportunities' to buy radio properties pushes moves in TV*

**TV STATIONS /** By Michael Freeman

**F**or Emmis Broadcasting, the price is far from right in radio these days—much better deals are to be had in television. So Emmis made its first move into TV station ownership last week by paying \$397 million for two small groups, SF Broadcasting and Wabash Valley Broadcasting.

Emmis' station buys, coupled with Guy Gannett Communications' decision last week to put itself up for sale, further signal an increasing pace of acquisition activity in medium- to small-sized TV markets.

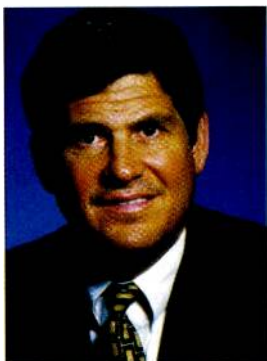
Indianapolis-based Emmis, owner of regional and city magazines including *Texas Monthly* and 13 radio stations (including 5 in the top three markets) has taken some heat in investment circles for not significantly increasing its radio holdings. But the fevered pace of radio consolidation has brought "exaggerated values" for large properties, said Jeffrey Smulyan, Emmis chairman and CEO.

"In such a highly competitive radio environment, particularly in the major markets, there were far fewer opportunities to expand at equitable prices," said Smulyan. "It simply comes down to better opportunities in the television market, where [cash] multiples are not as exaggerated as in radio.

"We are going to continue being aggressive in radio," Smulyan promised. "But we're really

looking at broadening our focus on TV station acquisitions within the top 100 markets and possibly just below it."

So as the world of TV-station consolidation turned last week, Emmis bought while three other small groups set plans to cash out. Emmis closed a cash-and-stock deal for SF valued at \$307 million. The 50-50 partners in SF—Barry



**Smulyan: Questioning 'exaggerated values.'**

Diller's USA Networks Inc. (with voting control) and Rupert Murdoch's News Corp. (nonvoting interest)—will split the proceeds.

Emmis picks up SF's Fox affiliates WVUE-TV in New Orleans (41st-ranked DMA market), WALA-TV in Mobile, Ala. (61), KHON-TV in Honolulu (69) and WLUK-TV in Green

Bay, Wis. (70).

Emmis paid \$90 million for the Wabash Valley stations: Fox affiliate WFTX-TV in Fort Myers, Fla. (83), and CBS affiliate WTHI-TV in Terre Haute, Ind. (138). Also included in the deal were three Terre Haute radio stations, WTHI-AM/FM and WWVR-FM.

Dennis McAlpine, a media analyst for the

New York investment firm Josephthal Lyons & Ross, said that Emmis "missed the boat on acquiring larger market share" in radio. Emmis has acquired only three radio stations during the last three years, McAlpine said, while fund investor Hicks, Muse, Tate & Furst steered its Chancellor Media and Capstar Broadcasting units toward buying more than 300 stations. "It could be said that Emmis' deals for SF Broadcasting and Wabash Valley are reflective of their inability to acquire radio stations," said McAlpine.

Meanwhile, Guy Gannett Communications (no affiliation with Gannett Co.) has retained New York investment firm Lazard Freres to seek a buyer for its seven network-affiliated TV stations and four Maine newspapers. Guy Gannett is one of the largest of an increasingly scarce breed of family-owned media companies. Analysts have pegged the newspapers' value at \$150 million to \$200 million and the TV holdings at \$350 million to \$450 million.

The TV properties are WICS-TV in Springfield and WICD in Champaign, Ill.; KGAN, Cedar Rapids, Iowa; WGGB, Springfield, Mass.; WOKR, Rochester, N.Y.; WGME, Portland, Maine; and WTWC, Tallahassee, Fla.

Jim Shaffer, president and CEO of Guy Gannett, said the decision to sell was made by his board and family trust holders, chairman Madeline G. Corson and John H. Gannett. Corson, 62, is the granddaughter of Guy Gannett, and Gannett, 79, is his son.

Market value was a key consideration, said Shaffer. "As the conglomerators turn their attention to the smaller markets, and [government] regulators talk of lifting the duopoly and cross-ownership rules, it makes these properties all the more attractive," he said. ■

# T.G.I.F.

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THE WALL STREET JOURNAL

WEEKEND JOURNAL.

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## TV SPORTS

By Langdon Brockinton

# NBC Eyes Golf Partner

ESPN, USA, Turner said to seek cable deal for Presidents Cup

**N**BC is said to be in talks with ESPN, USA and Turner Broadcasting regarding exclusive cable rights to first-day action of the 2000 and 2002 Presidents Cup. NBC acquired all rights to the biennial pro golf event last spring, as part of the network's new PGA Tour contract. The Presidents Cup is a three-day event pitting an all-star U.S. team against a top international squad. A cable deal for the first-day rights could be reached by early May.

In addition to airing Friday first-round matches, the cable partner likely would televise a Presidents Cup preview, the opening ceremonies and late-night highlights shows. NBC will carry the final two rounds of play on weekends.

This year's Presidents Cup, to be played Dec. 12-13 in Melbourne, Australia, will be carried by CBS, which has televised the event since its inception in 1994. ESPN will carry the opening day's play on Dec. 11.

USA has some experience airing team-play events, having televised opening-round action of the Ryder Cup. Through a deal it cut last year with NBC, USA holds first-day rights to the next four biennial Ryder Cup events, beginning in 1999.

NBC has cornered the market on the premiere international match-play events. In addition to the Ryder Cup, the network also has the next four Solheim Cups, the women's version of the Ryder, and the Presidents Cup through 2006. NBC will broadcast its first PC in October 2000 from the Robert Trent Jones course in Manassas, Va.

**Univision** has sold virtually all the commercial time for its coverage of this year's soccer World Cup. The Spanish-language network, which will televise every Cup match, has struck top-tier "gold" sponsorship deals with Anheuser-Busch, AT&T, Coca-Cola, Honda and McDonald's. Those packages are said to be valued at about \$6 million apiece. The "silver" sponsors, each of which is said to have paid about \$4 million, are Chevrolet, Nike and Sears. Neither Nike nor Sears bought time on Univision's cov-



erage of the 1994 event.

Univision's sponsorship packages include time on specials and other programming leading up to the tournament, to be played in June and July in France. Like ABC and ESPN's World Cup coverage, Univision's telecasts will contain no in-game interruptions; commercials will run only during pregame, halftime and postgame shows, although small sponsor logos will appear intermittently during play.

In 1994, Univision averaged a 12.8 universe rating (835,000 homes) for its World Cup coverage.

Other Univision World Cup sponsors include Johnson & Johnson, Continental Airlines, Frito-Lay, Snickers, Valvoline and Lexicon Systems. Only Snickers advertised in 1994.

**The Women's National Basketball Association** last week signed two new international TV deals. GEMS Television, which reaches 6 million households in 21 Latin American countries, cut a two-year agreement to air a WNBA game each week throughout the season. The cable network also will televise *WNBA Action*, a 30-minute weekly highlights and features show.

The WNBA will begin its second season on June 11 with TV exposure in 165 countries. "This is a fantastic fit," Heidi

Ueberroth, vp of international television for NBA Entertainment, said of the GEMS deal. The league will help produce WNBA player profiles for use in other GEMS sports programming, Ueberroth added. GEMS, a venture of Cox Communications and Venezuela's Empresas IBC, also will televise some WNBA semifinal- and final-round playoff matchups.

Meanwhile, NTV+, a satellite-delivered network in Russia, has struck a new multiyear deal with the league, agreeing to air 20 games, *WNBA Action*, and preview and review specials.

For each WNBA telecast on GEMS and NTV+, the league will retain two minutes of commercial time. While some of that inventory will go to official sponsors, the league also will use the time to air WNBA promo spots. ■

**With the Presidents, Ryder and Solheim events, NBC's match-play cup is filling up.**

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# Local Media

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**TV STATIONS/CABLE TV**  
Michael Freeman

**PRINT/NEW MEDIA**  
Dori Perrucci

### NEW YORK/NEWSPAPERS

## Snafu Snuffs *Daily News* Color Plans

• FACING CONTINUAL HEADACHES WITH COLOR reproduction, the New York *Daily News* is suspending its much-touted, four-color metro edition. A new "back-to-basics," black-and-white edition is expected to return to newsstands as early as this week, said executive vp and associate publisher Les Goodstein. The revamped four-star edition "will actually be an improvement," he insisted, because it adds more than an hour to deadlines, giving staff more time to produce a better product.

In early September, the scrappy tabloid announced plans to offer color to advertisers—ahead of *The New York Times*' color launch on Sept. 15. But almost immediately, reproduction problems thwarted the *News*. Two months later, the paper sued Rockwell International Corp.'s Graphic Systems Division, which installed nine Goss presses in the *News*' new plant in Jersey City, N.J., in March 1994, and Goss Graphic Systems, which bought the Rockwell division less than a year later. (A court date has yet to be set.)

Goodstein said advertisers are more concerned that the *News* simply "get the product out" and that "a very loyal group of customers" is solidly behind the *News*' efforts to raise the color bar. The paper will return to color "when we iron out our printing problems," Goodstein said wearily, "although I can't tell you when that will be. We're continuing to make improvements."

Using color has also proven somewhat troublesome at the *Times*. Despite a continuous improvement process, David Thurm, the paper's vp of production, acknowledged that some waste copies got out in the fall shortly after the start of daily color. Heavy volume, he said, showed that "we were not as adherent to deadlines as we could have been." Still, he emphasized that any production problem

has been corrected in the six months since the paper stopped printing on 42nd Street in favor of two suburban plants. "Printing color is all about precision; there's no margin for error," Thurm said.

The *New York Post* is also in a colorful mood. The *Post* is negotiating to buy an old bus depot in the South Bronx from the Empire State Development Corp. When the deal is done, a full-color plant will be installed by the year 2000, said publisher Marty Singerman. "Color is the wave of the future," said Singerman. As an advertising medium, color

plays a role in getting across a message. "You don't want to be left behind."

Media buyers in the Big Apple can be patient, said Paul Bankert, Zenith Media's print supervisor. Besides, he observed, "Color is new to New York in the first place, so media buyers are not going to miss it." —DP

### NEW YORK/TV STATIONS

## With Wach, WNYW-TV Becomes Fox 'Go & Go'

• Mired in its lowest sign-on-to-sign-off, Fox Television Stations Inc.'s flagship WNYW-TV in New York has turned to a

### SCARBOROUGH MEDIA PROFILE: NEW YORK

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

	Top 50 Markets %	New York Market %	New York Market Index (100=average)
<b>MEDIA USAGE</b>			
Read any daily newspaper—average issue	58.7	66.3	113
Read any Sunday newspaper—average issue	68.5	74.0	108
Total radio average morning drive M-F	25.4	27.9	110
Total radio average evening drive M-F	18.2	20.1	110
Watched A&E past 7 days	35.2	36.1	103
Watched BET past 7 days	6.9	9.7	140
Watched ESPN 7 days	32.2	24.2	75
Watched MTV past 7 days	16.4	16.8	102
Watched Nickelodeon past 7 days	16.9	17.5	103
Watched TNN past 7 days	18.2	9.6	53
Watched The Weather Channel past 7 days	37.3	40.8	109
<b>DEMOGRAPHICS</b>			
Age 18-34	33.8	31.3	94
Age 35-54	40.0	39.5	99
Age 55+	27.9	28.7	103
Race African American	13.2	18.8	142
<b>HOME TECHNOLOGY</b>			
Connected to cable	69.8	76.2	109
Connected to satellite/microwave dish	6.0	3.2	53

Source: 1997 Scarborough Research—Top 50 Market Report



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new president and general manager, Michael Wach, a self-styled go-go New Yorker, to lead the station.

Wach, who emits the scrappiness and confidence of a Dale Carnegie-style salesman, likely earned that pedigree after serving as general sales manager of crosstown rival WPIX-TV (from 1990-93), the high-rated WB network affiliate owned by Tribune Broadcasting. Among other credentials is a stint as gm of Long Island independent WLNY-TV.

But this time the challenges are many for Wach, who inherited a station that averages 2 ratings in daytime and slightly higher than a 1 in late night. During March, WNYW sank to its lowest sign-on-to-sign-off rating ever, a 2.9 rating/7 share average in households. However, WNYW's hour-long 10 p.m. newscast continues to hold top ranking in the market, with its 5.0/7 average during the February sweeps. But WPIX's 4.9/7 average with its 10 p.m. news has narrowed WNYW's lead and nearly 20-year dominance in the time period.

That could be a compelling reason why Wach was just five days on the job before naming Susan Sullivan as vp and news director of WNYW. Sullivan most recently served as news director at sister Fox O&O WTTG-TV in Washington.

Coinciding with Wach's hiring, Fox Television Stations also committed to a market-record \$300,000-per-week license fee (or \$78 million over five years) for second-cycle repeats of Columbia TriStar's *Seinfeld*, which is currently helping WPIX score a time period-winning 11.0/18 at 11-11:30 p.m. on weeknights.

And while some New York station executives question whether the sitcom can maintain its numbers once WNYW gets the sitcom in 2001, Wach said that at any price, his rerun stable of comedies and talk shows—*Seinfeld*, *3rd Rock From the Sun*, *The Drew Carey Show* and *Donny & Marie*—are “building blocks.” By November, said Wach, “we’re hoping to see some slight improvement in the sign-on-to-sign-off ratings. But it’s going to take more than four months to change viewing patterns. This is a long-term process.” —MF

## NEW YORK/RADIO

### Stations Summon Help To Fix Morning Slide

• USING IDENTICAL FORMULAS IN AN ATTEMPT to fix recent drops in morning ratings, two New York radio stations have turned to non-Big Apple talent as they regroup with format changes. The dual makeovers may work.

Then again, who really knows until it's tried, conceded general managers at both stations, WBLS-FM and WBIX-FM. They share a common refrain about programming New York radio: If you can make it here, you can make it anywhere. “It’s a battle—the toughest in America,” said Adam Goodman, WBIX’s program director.

“There’s more at stake” in New York, added WBLS program director Vinny Brown. Once tops in urban contemporary radio, the latest Arbitrons (2.3 share) showed that the Inner City Broadcasting Corp. outlet has fallen on increasingly tougher times since fall 1996. So, Brown is playing it close to the vest, revealing only that a noticeable format change will debut within 30 days to complement Doug Banks and Dede McGuire. The Dallas syndicated duo was brought in recently while Brown decides just how to improve later dayparts because “if you continue to do the same thing, chances are you won’t survive.”

WBIX has taken the transformation route one step further—it even changed call letters. It was recently rechristened after being known, in rapid succession, as WNSR and WDBZ. Former child star-turned-deejay Danny Bonaduce (*The Partridge Family*) was brought aboard in February as the new a.m. man; the Chancellor Communications station last week also added local radio vet Patty Steele to the show.

Throughout WBIX, new staff has been added “almost top to bottom” since January, when the station’s format shifted from oldies-filled adult contemporary to a hipper playlist, Goodman said. Mindful that the earlier format earned an unexciting 1.5 share in last fall’s Arbitrons, Goodman said it will take a few months to learn whether more changes are in order. “But everything you need to grow is happening here,” he added.

Bonaduce, however, isn’t worried, though he indicated that his on-air presence also is evolving—from shtick-filled to more family oriented. Only in New York, he said, could he mention the Jonesboro, Ark., slayings on the air and have Dr. Joyce Brothers call in within five minutes—as happened recently.

After such markets as Philly and Detroit, Big Apple radio, concluded Bonaduce, “is big, big business...the difference of working on your college newspaper or working on *The New York Times*.” —RF

## NEW YORK/TV SPORTS

### Yanks-Mets Get MSG To Touch All Ad Bases

• ALTHOUGH HEATED RIVALS ON THE BASEBALL diamond, New York’s Mets and Yankees this season have a new off-the-field link: MSG Network. For the first time, MSG, which owns local cable TV rights to Yankees games through 2000, is also selling ad time for Mets telecasts airing on Fox Sports New York. Commercial inventory for the 100 Yanks games on MSG and the 100 Mets matchups on Fox Sports New York is “nearly sold out,” said Madison Square Garden executive vp Joseph Cohen, who oversees MSG Network and FSNY.

While Cohen declined to identify specific companies purchasing time on the teams’ cable coverage this season, he said several advertisers in the automotive, telecommunications and banking categories have again been “very active” buyers. A number of advertisers in the beverage and apparel categories also have boosted spending this season, he said. Last fall, MSG Network assumed ad sales duties for Fox Sports New York’s Mets telecasts as part of a larger integration of MSG and FSNY, formerly SportsChannel New York.

(Both MSG and FSNY are owned by Cablevision and are affiliates of Fox Sports Net.) In another MSG first this season, the net has become exclusive sales representative for Yankee Stadium signage. MSG also sells in-stadium promotions as well as the Yankees’ Internet site.

Again this season, MSG is parceling out 50 Yankees games to New York City’s WPIX-TV. A WB Network affiliate, WPIX has aired Bronx Bombers games for decades. Under terms of the latest MSG/WPIX deal—a two-year agreement expiring after this season—WPIX is selling ad time for the games and paying MSG a rights fee. Citing company policy, WPIX executives declined to comment on ad sales for the station’s Yankees telecasts. Execs at Secaucus, N.J.-based WWOR-TV, which is carrying 50 Mets games this season, were similarly mum about their own ad sales efforts.


WPIX has signed Tommy John, a former pitching standout, as game analyst. He teams in the booth with Bobby Murcer, another ex-Yanks great. —Langdon Brockinton



**Bonaduce will abandon shtick for family talk.**

# BKN KIDS BEATS KIDS WB!



RANK	PROGRAM	ORIGINATOR	K6-11 RATING
1	EXTREME DINOSAURS 	BKN KIDS	2.5
2	Batman/Superman 2	Kids WB!	2.4
3	Men In Black	Kids WB!	2.3
4	Batman/Superman 1	Kids WB!	2.2
5	Pinky & The Brain	Kids WB!	2.1
5	Superman	Kids WB!	2.1
7	The Mask	BKN Kids	1.8
7	Extreme Ghostbusters	BKN Kids	1.8
9	Animaniacs	Kids WB!	1.7
9	Sylvester/Tweety Myst	Kids WB!	1.7
11	Pinky & The Brain - early	Kids WB!	1.4
12	Captain Simian & The Space Monkeys	BKN Kids	0.9

Source: NSS/NTI; 3/9/98 - 3/15/98; AA RATING, WEEKEND KIDS' PROGRAMMING

BKN: Amazin' Adventures - The Mask/1st half-hour; Extreme Dinosaurs/2nd half-hour  
 BKN: Kids Toons - Captain Simian & The Space Monkeys/1st half-hour; Extreme Ghostbusters/2nd half-hour

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## Magazines

By Lisa Granatstein

Miller Sports Group is putting new game plans in place at the titles it bought last year from the New York Times Co.

# A Sporting Chance

**R**obert Miller is busy renovating his handyman's special. Six months after purchasing *Tennis*, *Snow Country*, *Cruising World*, *Sailing World* and two sports trade magazines from the New York Times Co., the Miller Publishing president and co-owner is making significant staff, business and editorial changes to the properties. ♦ Before Miller and venture capital firm Freeman Spogli & Co. rescued them for a reported \$35 million, the sports titles had suffered from neglect as their parent heaped money and favor on their cash-cow sibling, *Golf Digest*. "It was golf, golf,

golf," says Carol Smith, vp and group publisher of Miller Sports Group. "It did them a disservice." Last year's very public bidding process for the six books (the Times Co. held on to *Golf Digest*) left them in something of a publishing purgatory. As the bidding process wore on, the magazines' circulation and ad revenue numbers took a tumble.

But Miller is poised to turn the books around, providing them with the requisite nurturing, implementing new business strategies and overdue redesigns by this fall. "At the time we were making the acquisition, we knew a certain investment would be required, certainly in the case of *Snow Country*," Miller says.

To help with the fix-up efforts, Miller last fall recruited Smith, a former colleague at Time Inc., as his point person. The two execs worked together when Miller ran Time Publishing Ventures and Smith was president of its parenting

group. Smith's first order of business has been to reverse the four consumer titles' hemorrhaging on the newsstand. "Our distribution is horrible," Smith admits. "There have been too few books in one town and too many in others."

*Snow Country* suffered the biggest hit last year, sliding 45.1 percent in single-copy sales, according to ABC. The other three titles all declined about 15 percent in newsstand sales. The group is currently seeking a new distributor to replace IDC Hearst, whose contract expires in September. Smith this fall plans to test a hike in cover prices from \$2.95 to \$3.99 (*Cruising World* is currently \$3.50) and is also working to improve the books' subscription renewal efforts.

At *Snow Country*, total paid circ was down by 4.1 percent to 336,416 in the second half of 1997. For the full year, ad revenue fell by 3.2 percent, to \$21.7 million. A new team is now in place to help dig *Snow Country* out of its hole. In January, senior editor Perkins Miller (no relation to Robert Miller) moved up to editor-in-chief, replacing Roger Toll. Just last week, Mason Wells, a former New York advertising manager for Times Mirror's *Golf*, became *Snow Country* publisher, filling a six-month vacancy.

The editorial aim, Robert Miller says, is to bring the magazine back to its roots. While its primary competi-

tor is Times Mirror's *Ski*, both Millers want the magazine to be more broadly based. "Our tagline—'mountain, sports, and living'—is who we are," Perkins Miller says. "We're going to be more than just a ski magazine. It's about this lifestyle that's in the mountains, a sophisticated, culturally dynamic lifestyle that people like to pursue." In a fall redesign, the book will feature a new logo, new fonts and "more sophisticated" pictures, the editor says.

On the business side, *Snow Country* plans to eliminate by September its controlled circulation, all of which had been generated from ski pass-holders, accounting for 130,000 subs or 30 percent of the title's rate base. The goal is to convert those readers to paid subscriptions via a telemarketing push over the summer. The magazine will scale down to seven issues per year (from the current eight), publishing a spring/summer double. "All efforts are being put toward our September issue, our definitive guide to the top 50 resorts," Smith says.

Moving from the mountains to the courts, *Tennis* has suffered recently from sluggish growth in the sport and some turnover in the title's editorial ranks. The book's paid circulation fell by 3.1 percent, to 779,166, in the second half of last year. Ad revenue for the full year jumped 19.2 percent to \$40.7 million, in part from an influx of pages from non-endemic advertisers. Last month, associate publisher Rick Beispel was promoted to publisher, a function previously handled by Smith.

*Tennis* is also getting a new boss on the editorial side. Mark Woodruff, formerly assistant managing editor of *Rolling Stone*, is taking over this week as editor-in-chief, succeeding Donna Doherty, who departs after 19 years at the helm. Woodruff is looking to fill several vacant editorial slots as the monthly moves its offices from Trumbull, Conn. (home of former sibling *Golf Digest*), to New York City.

While the title is known primarily for its instructional features and player profiles, the plan is to add



**Rocked on the racks:** The four consumer books saw their newsstand sales slip in the last half of '97 as the sale talks dragged on.



more travel and lifestyle pieces to a slicker-looking book that will feature upgraded photography.

"Our overwhelming sense was that the passion of the sport wasn't coming through in the pages of the magazine," Robert Miller says. "That means rounding out its coverage a bit...bringing out the sport's personalities in a fun, involving way."

Miller's two boating books are putting the finishing touches on their respective redesigns, set for August. Circulation for both titles was down in the second half of '97: *Sailing World* fell 6.5 percent to 61,665, and *Cruising World* dipped by 1.2 percent, to 146,199.

Clearly, Miller has a full plate. His publishing company also owns the music magazines *Vibe* and *Spin* and a chain of local tourist-info magazines called *Where*. While he hasn't ruled out expansion for the sports group, Miller intends to focus on what he has now.

"This drifting period is a difficult time for the magazines," Miller says of the sports group. "But I expect to see a pickup in the second half of the year, with real results in 1999."

### 'Detour' Refocuses Introducing a Few Changes in Direction

*Detour* is rolling out a new look this spring. John Evans, president and CEO of the independent urban lifestyle/fashion book, has begun a campaign to tweak *Detour's* content, boost its circulation and create a group of magazines with a young, hip, European feel.

"There is a space in the American marketplace for magazines that reflect some of the sensibility in British magazines," says the British expat. "I want to use *Detour* as a platform to grow a consumer magazine company with this feel...but without being foreign."

The oversized glossy, founded in 1987 by editor-in-chief Jim Turner and creative director Luis Barajas,

## 60 SECONDS WITH...



### Lewis Lapham

Editor, *Harper's Magazine*

**Q.** You received five National Magazine Award nominations. How does it feel to nearly tie *The New Yorker*? **A.** I'm trying to find the exact word [pause]...it's pleasant. **Q.** What's new at *Harper's*? **A.** We just started a section called Archive, where we take [a] writer who's long out of print but is extraordinarily fine and bring back something of his writing. **Q.** You recently attended the World Economic Forum in Switzerland. At \$16,000 a head, the meals must have been pretty decent. **A.** It isn't for the meals. It's the conversation, the people you meet...presidents of countries and corporations. If you want to network, or make deals, logistically they are all there....[It can also benefit] a country that's trying to drum up aid, or a dam project. **Q.** So, are you looking to invest in a dam? **A.** No. I'm not in the dam business [laughs]...I plan to write about the conference in May's issue. You learn a great deal...about corporate espionage, artificial intelligence, the situation in Thailand and so forth. **Q.** Do you really write everything in longhand? **A.** Yes. I never got used to the computer. When I was a newspaper reporter I got used to a manual typewriter. I never even learned how to use an electric one. The computer is alien to me—I don't like the touch. I'm waiting for the computer generation that I can dictate to.

has focused mainly on wild fashion spreads and light celebrity features. "Now we're going to also focus on the editorial, and put our energy into both," Evans says. *Detour* is lining up new writers and will work on publishing "articles of substance that are not entirely focused on Hollywood," he adds.

The changes are already in evidence. *Detour's* April issue is an inch shorter in trim size, and its editorial is slightly edgier with "Tragic Kingdom," a feature on how Walt Disney Co. has become a target of controversy.

The 10-times-yearly magazine, which has applied for an ABC audit, claims a paid circulation of 112,000. Ad pages are not audited, although Evans says he plans to sign *Detour* up with PIB.

Last month, Evans purchased the Los Angeles-based *Milton*. Founded last year by comedian Milton Berle's wife and daughter, the title has a distinctly non-PC attitude. Its tagline—"we smoke, we drink, we gamble"—is "the exact opposite of *Men's Health*," Evans

notes. Jared Paul Stern, 26, a contributor to the *New York Post's* Page Six gossip column, recently signed on as *Milton's* editor-in-chief. The magazine will relaunch as a quarterly in late August, around the same time as Bob Guccione Jr.'s men's mag, *Gear*.

"It will be a sort of how-to book of smoking, drinking, gambling—the good life—but of things people can aspire to," Evans says.

## Writer's Block

A sample of great writing from a recent issue:

"It begins with a tingling, like tiny electrical currents coursing through my skin. Sometimes I see myself sitting in front of my computer, knowing it's about to blow up in my face. Then I'm trying to run through a red mist as the floor buckles and the ceiling collapses around me. Nearby, I hear a woman covered in blood screaming, 'Kayla, come to Mommy!' but there's no response. Suddenly, I'm on a street filled with running, screaming people, engulfed by the shadow of a bombed-out building that's drawing me into its darkness like a monster. Finally, the images disappear and I'm left with a feeling that's beyond terror, empty of all emotion."

—an Oklahoma City bombing survivor's account of her struggle to recover, in Lisa Collier Cool's "The Tragedy They Can't Forget," *Glamour*, April



*Detour's* April issue listens in on *NewsRadio's* Maura Tierney.

mediaweek report: **Television** Stations

# HDTV OR ELSE

As networks look for ways to make money from multicasting, Congress eyes its take.

by **Alicia Mundy**

**There are two things you need to know about** the long-awaited transition to digital TV and high-definition TV. First: No one knows what's happening. Second: If broadcasters decide to use their new digital frequencies for multicasting to make more money, it will be Congress that makes the profits.

Right now, it is the networks and several big station groups that are dominating the debate about how the digital spectrum Congress apportioned to the broadcast industry last year will be used. At least two of the major networks are already looking for ways to maximize revenue from affiliates by charging the equivalent of subscriber fees for channels that are provided in low resolution for multicasting. Somewhere at the bottom of this food chain are the station owners, many of them unaware of the debate in Washington, who want to use high-definition pictures to trump their competitors in the marketplace. They are joined there by the visionaries who foresaw DTV and

illustration by **Sean Kane**





mediaweek report: **Television Stations**

HDTV as a way to bring better television to the public.

"We're all surprised at how uncertain the landscape is with regard to DTV and HDTV," said Ken Johnson, telecom aide to Rep. Billy Tauzin (R-La.), chairman of the powerful House Subcommittee on Telecommunications. "But," he continued, "One thing is certain. If the broadcasters use any part of the digital spectrum to make money through multicasting, there is going to be a quid pro quo. They are not, I repeat *not*, getting this for free."

Rep. Tauzin himself reiterated that sentiment, adding: "We're not going to tell broadcasters how to do DTV or order them to do real HDTV. If they want to go with the lower resolution—like 480—that's their decision. We will not dictate their business strategy. But if they use the leftover spectrum to produce income on something that isn't free, over-the-air TV, they will be assessed a fee based on its market value. Period."

**"If they go with lower resolution...they will be assessed a fee." —Rep. Billy Tauzin**



A subcommittee staffer who would not speak for attribution noted afterward: "Believe me. Billy has the votes on this, and the support on the Senate side."

Well, that certainly lays out the battle lines. Ironically, the battlefield itself is still unknown. Sure, there will be cloistered meetings this week at the National Association of Broadcasters convention, followed by high-profile press conferences where the networks will announce their closely held DTV and HDTV plans. However, says an official with News Corp., parent of Fox, "It's all bull. It doesn't matter what anyone says they're going to do. I promise you, no one has a business plan. We don't have a business plan. And no one really has any idea which technology is eventually going to be used—480, 720, 1080. But we gotta start somewhere, so everyone's gonna stake out their positions at NAB, and then we'll start the real process."

But it's never too soon to start divvying up money. In Washington, Vice President Al Gore, according to White

House sources, has said emphatically that he will insist on payment for multiplex uses of the spectrum and will work with Capitol Hill to get it. The Federal Communications Commission is already preparing various proposals for valuation. The first is charging a percentage of gross income from the use of the leftover spectrum. "We are not talking about net income," said a veteran FCC lawyer. "We've heard too much about how the entertainment industry does its figures." A second possibility would be a yearly fee. And another would be a fee based on how much the spectrum is worth, using the prevailing auction figures as a guide.

Although the FCC had intended to finish soliciting comments and input next month and come up with a proposed rule, sources within the FCC and the industry said that goal has been pushed back to the fall. Network economists have descended on the FCC, said Jerry Fritz,

counsel for Albritton Communications, which owns the ABC affiliate in Washington. "It's a very complex proceeding. They want the FCC to consider an economic analysis on net versus gross revenue."

But while the bean counters are waging that war, there's another one on the horizon. "Congressman Tauzin says that subscriber ser-

vices run by broadcasters on the digital spectrum will be assessed," Johnson noted. "But that doesn't mean just subscription TV. If a station or network is making revenue off multicasting by getting retransmission fees, those should be assessed as well."

"This time," said an aide to Sen. John McCain (R-Ariz.), chairman of the Senate Commerce Committee, "Members of Congress are reading the fine print." Differences between subscription and cable services versus rebroadcast fees aren't going to become "part of an endless debate," he explained. "If they're using the spectrum to make more money, the broadcasters will pay a fair rate for its use."

However, the FCC equation isn't the only possible outcome. "There may be new and more onerous public service burdens on the broadcasters," Tauzin said earlier. Johnson explained that Tauzin is waiting for the Gore Commission on Public Interest Obligations of Broadcasters to wrap up its work and present its ideas in early fall.



**"I am still optimistic that the good transmissions will drive out the bad." —Dick Wiley**

"They may have some additional ideas on what broadcasters should do, and that may figure into what we decide," he said. We may have another plan of our own in Congress on how to pay for the spectrum." And then there is Tauzin's own proposal that broadcasters pay into a fund to support public TV and radio, thereby relieving taxpayers and viewers of those terrifying pledge drives.

"The congressman and many colleagues in the House and Senate have made it crystal clear: Those broadcasters who go with what is considered true HDTV—1080 I—will be on safer ground when it comes to assessing what they will pay to use excess spectrum," Johnson warned.

"The politics right now are grim," said a Washing-

ton lawyer for one of the networks. "We only say the word 'multicasting' behind closed doors, and even then, we whisper."

As well they should. There is an increasingly pervasive mood among lawmakers, as well as many of those who promoted DTV and HDTV, that broadcasters will, indeed, convert to DTV on the cheap, and settle for the 480 P standard, leaving room for four more sub-channels on which separate programs could be broadcast simultaneously.



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Attorney Richard Wiley, the former FCC chairman and the man widely considered the father of HDTV, said, "I am still cautiously optimistic. I think CBS is going with 1080 I, and I think it will be the opposite of Gresham's Law. The good transmissions will drive out the bad. Stations will have to come up to standard when the competition is offering better-quality pictures." But Fox and Sinclair are currently "up on the Hill, trying to show that standard-definition TV is OK."

Only CBS, it seems, is publicly dedicated to HDTV. According to numerous sources at the network, its affiliates and elsewhere, ABC may go with 720 P or even 480 P. Fox and Sinclair also are rumored to be going to 480 P. And the computer industry wants 480 P for compatibility.

There is much to debate about 480 P, 720 P and 1080 I. But that's irrelevant right now. Perception is power in Washington. What matters is that Congress took a lot of heat for "rolling over," giving the digital spectrum to broadcasters and not asking for more specifics in return. This public outcry, and a growing backlash among politicians to the broadcast industry's incessant lobbying against almost any suggestion of public interest obligations, has weakened broadcasters' position on Capitol Hill. "The suspicion is that the broadcasters want to cheat the public with 480 P and then run off with the goodies,"

manipulate controls for brightness and clarity so that 1080 doesn't look a hell of a lot different than 480," said an FCC staffer. "And who's going to leap up at one of these demonstrations and say, 'Excuse me. Mind if I adjust your control knobs myself?'"

Meanwhile, some station owners find the struggle between Congress and the networks more than a little ironic. "There's the network telling the politicians that they shouldn't plan to charge us for multicasting when everything is so expensive and uncertain, when they don't even know if the system will work yet, when they don't really know what the revenue, if any, will be. And then the networks turn around and do to us what they say Congress is doing to them," complained a manager of a major ABC affiliate.

Indeed, several sources within the ABC community complained that negotiations with the network over future streams of revenue, the expenses of the DTV conversion, and the network's take from excess spectrum are straining relations with affiliates. "Are we partners or what?" asked the manager of a Midwest affiliate. ABC officials did not return calls seeking comment.

Fritz declined to comment on negotiations with the network, saying only, "We have extraordinarily good relations with ABC." But three other affiliate lawyers

said, "We're really being pushed to commit to revenue divisions for the future, when we know that the future is going to change. A year from now, the DTV transition and what it means for stations and for the networks is going to be different from today, and from our projections. But the network is determined to find a way to make money from it

**FCC chairman Bill Kennard  
is looking at ways to charge  
stations for digital spectrum.**



said a Republican staffer on the Senate Commerce Committee. "We can't have it said that Congress just gave everything away. There's been a real change in the atmosphere here since last year."

In this context, Fox has been working hard at a PR campaign designed to show that 480 P is not significantly worse than 1080 I. "Fox is really providing cover for the others in the industry who want to go with the lower standard," said a Fox official, who for obvious reasons requested anonymity. But Fox's recent demonstrations for the FCC and for Tauzin aren't without their cynics. "You can

before we know what 'it' is."

Local station managers said they are very worried about the fallout from their networks going with 480 when CBS has committed its owned-and-operated stations and affiliates to 1080. "What do we do when the competition delivers a better picture?" asked a lobbyist for a group of stations with affiliations at three networks. "We don't know what the public wants yet, what the market demand will be. But I suspect—and I'm not alone here—that people will choose the better picture, the wider screen, clearer sound. We know that the high-end [NTSC] sets like

Toshiba are jumping off the shelves at \$6,000. What does that tell us? Are we going to lose audience because we don't do 1080 and the guy up the street did?"

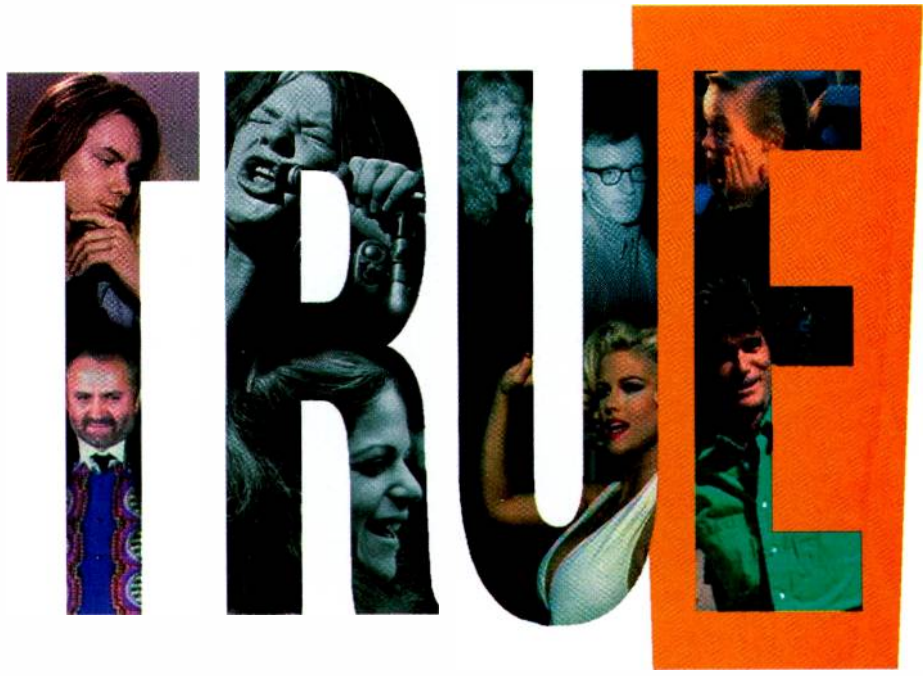
The lobbyist added, "I'm really frustrated, because this isn't something that I've been able to get people at the network level to address when they talk about lower definition and multicasting. Maybe they already have a study showing that the public doesn't care about the picture quality as much as people like Dick Wiley says they do. But I wish they'd share that study with me."

By Nov. 1, stations in the top 10 markets are due to pass through signals for DTV ready for transmission. But even there, stations are encountering obstacles beyond financing and equipment. In Washington, WUSA, the CBS affiliate, and WJLA, an ABC affiliate, share a tower. With all the flight-path restrictions and security issues in Washington, it's not easy getting something technical like permission to extend the tower higher. Fritz said he had applied to

the Federal Aviation Administration after the FCC finalized the channel allocations. "We've been told our application is being "circularized," he said. "We hope to know soon whether we can stack, or whether we have to do a T-Bar." Fox Washington is in the same predicament, watching to see what the FAA does with WJLA's request.

"JLA doesn't even know if it's going to be ready for November 1, but everyone from ABC to the FCC to Capitol Hill wants a piece of it already," said a telecommunications lobbyist whose job is to protect his Hollywood conglomerate's TV assets. "It's crazy. But it's dangerous crazy, if you know what I mean."

An engineer with WJLA has taken a more philosophical approach to all the confusion and contention. "It's like the brave new world," said Mark Olingy. Then he added, "Actually, it's more like what Yogi Berra once said: 'It's an insurmountable opportunity.'" ■



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mediaweek report: **Television Stations**

# WHO'S ON FIRST?

With digital broadcasting little more than a year away, few in the industry seem to know the score.

by **John von Soosten**

**Last Tuesday, broadcast history was made** when Procter & Gamble aired the first-ever HDTV commercial broadcast in a professional sporting event. A wide-screen, high-definition spot for Pampers (of all brands) was broadcast during the first inning of the Texas Rangers/Chicago White Sox opening-day telecast in HDTV by Dallas station KXAS. P&G's associate director of commercial production, Jim Gosney, said the spots were created from existing 35mm-film negatives reedited using HDD-5 technology producing 2,000 lines of resolution. The problem, however, was that nobody saw it.

That didn't bother P&G; it was only looking to maintain its place in TV history. P&G aired the first-ever commercial (for Ivory soap) during a televised baseball game back when the Cincinnati Reds and the Brooklyn Dodgers split a doubleheader 5-2 (Reds) and 6-1 (Dodgers) on Aug. 26, 1939. The company wanted to be the first in digital broadcast as well.

But what's not a problem for P&G may be a problem for the TV industry, most of which has no clue what





HDD-5 technology producing 2,000 lines of resolution means. By May 1, 1999, major-market TV stations are supposed to be broadcasting over their newly acquired digital spectrum in HDTV at least some of the time, according to the Federal Communications Commission. Four years later, 50 percent of the nation's broadcasts are to be transmitted digitally. On April 1, 1998, there aren't many people in the TV business who know what stations are going to air and what viewers are going to want to watch.

"That's a helluva question," said the president of a major program syndicator, who counts several top-rated syndicated shows in his inventory (and who did not want to speak for attribution). Numerous station general managers, program directors, syndication executives and station program reps echoed this same uncertainty. As King World's vice chairman/CEO Michael King put it, "We're all trying to figure it out. There's no question the industry is changing before our eyes, and somebody's going to figure it out." He is sure of one thing, though: "It's all going to start with programming."

Of the program managers, station reps and syndicators surveyed, all reported that the words "digital" or "high definition" have yet to come up. Even the programmers at several stations already experimenting with HDTV admitted that they haven't yet started planning for actual programming. While a brief mention might come up in a staff meeting, the "programming" is today in the hands of the engineers testing the equipment.

To be sure, HDTV has its advocates among station executives, as does digital multicasting. But what these advocates see in the digital future is as different as the people making the observations.

Paul La Camera, general manager of WCVB-TV in Boston, said his station is committed to be an early player in the game of conversion. While he believes the networks will take the first steps toward providing programming, he's anxious to shoot WCVB's long-running and highly successful access program *Chronicle* in HDTV. La Camera thinks HDTV will "reenergize our industry."

In Raleigh, N.C., WRAL-TV has experimented with HDTV production and broadcasting for the past year and a half. John Greene, vp/manager of HDTV and special projects for WRAL parent Capitol Broadcasting, has spoken with at least one Hollywood studio in search of feature films that could be broadcast in high def. Jim Picinich, director of broadcast operations at New York's WCBS, said that although station management "hasn't really discussed it yet," the station's recently introduced virtual-reality news set would make WCBS' local news-

casts a natural for HDTV. Tribune Television's vp/East Coast, Michael Eigner, is concerned with the "must carry" rules and getting cable carriage not only for analog signals but also for HDTV and multichannel digital broadcasts. Blair Television's vp/director of programming Garnett Losak, tongue planted firmly in cheek, points out that weather maps will look spectacular in HDTV.

**"We're all trying to figure it out. There's no question the industry is changing."**

Some initial programming steps are being taken. CBS has put together a demo tape to show upper management what HDTV will look like. (One veteran CBS cameraman reports that the camera was hard to focus and that lighting and makeup are critical.) In Washington, D.C., NBC O&O WRC's on-air HDTV test consists of a camera focused on a tree. (Perhaps Willard Scott will walk past.) Sony and Warner Bros. are transferring their feature films to high-quality digital masters, ready for eventual airing in high def. Next August, WNET New York will conduct HDTV demonstrations and tests at Lincoln Center. And New York's Radio City Music Hall has already demonstrated the famed Rockettes in HDTV in its lobby.

Meanwhile, some broadcasters are taking major hardware steps. New York's PBS station WNET is building a new, all-digital facility. And Cablevision is installing equipment in its Madison Square Garden for HDTV production of sports events within the year.

Dr. William F. Baker, president of WNET, is extremely enthusiastic about the upcoming conversion to digital technology. His station and PBS are "putting real energy" into the transition and will "use technology to its fullest." While he doesn't see an immediate benefit to programs such as *Newshour With Jim Lehrer* being broadcast in HDTV, Baker asserts that *Masterpiece Theater* and *Great Performances* are naturals for the technology. He also sees PBS as having the capability to switch between HDTV and discrete multichannel digital

mediaweek report: **Television Stations**

services on a program-by-program basis. For example, PBS could program one daytime channel with programming exclusively for nursery school children. Other children's programming will have a compressed data stream so that kids can hook into their computers to interact with the television shows. The only potential storm cloud to these plans is funding.

The broadcast networks have been guarded in divulging future programming plans, although NBC is expected to make a major announcement at the National Association of Broadcasters convention in Las Vegas this week regarding specific plans to broadcast at least one entertainment series and two onetime programs in HDTV next season. Among the other nets, only CBS has made a public commitment to broadcasting in HDTV.

P&G notwithstanding, advertisers and their agencies also have yet to develop concrete plans for HDTV and digital. According to Allen Banks, executive vp/media

**"HDTV will alter the supply-demand curve and increase revenue for broadcasters."**

director for Saatchi & Saatchi North America, not much thought is being given to digital right now. He says HDTV "is not on the radar scope" because advertisers don't yet understand its value. In a very informal survey that Banks recently took of industry contacts, he found that HDTV won't be a major factor for five to 10 years. He doesn't see advertisers being willing to pay a premium for high-definition commercial airtime, although he concedes that market pressures may demand it. He thinks that the first commercials aired in HDTV will have impact but that when all are in high def, there will be no greater impact than today's analog spots have.

Television Bureau of Advertising president Ave Butensky disagreed with that assessment. "Baloney!" he said. "Advertisers will pay more money for better value. History shows that advertisers do step up to the line to pay more when they've been shown there is higher value. In the HDTV world, there is technology in place that will give a bigger bang for their buck. Once in place, it will alter the supply-demand curve, which in turn gets increased revenue for the broadcast community."

Butensky has for several months been calling on advertisers to inform them about HDTV. In his demonstration, a BMW commercial is shown in standard NTSC format. Midway through the spot, the video "explodes" into wide-screen high-def and the audio pops into "Surroundsound." Butensky said he is always pleased to hear the wows and gasps from his audiences.

Among the major competitors of broadcast TV, specifically cable systems and networks, there is clearly no rush to match what HDTV and digital broadcasting will offer to viewers. Cable systems are currently introducing their own version of digital, which in effect is a compression to lower-resolution pictures so that space can be opened to add more networks. They are not anxious to surrender up to four of those newly freed-up channels to carry broadcast HDTV signals, which is why Tribune's Michael Eigner is concerned with the "must carry" rules.

Cable networks, which to a large extent rely on the broadcast networks for programming, have a similar reluctance to embrace broadcast digital technology. Kay Koplovitz, founder, chairman and CEO of USA Networks, points out that while highly targeted networks like MTV can develop specialized services, full-service cable networks such as USA face the need for a sizable library of programs at low cost, a tough challenge for conversion to digital. For the near future, she thinks, the relatively low number of homes that will be able to receive digital telecasts is a factor against rushing in. "It is a little bit of chicken and egg," Koplovitz says. "The economics of the [digital] business are not persuasive at this time to invest more in programming." As with current analog programming, Koplovitz thinks there are three basic considerations: the program concept, how many homes will be able to see it, and the economics.

Much of the uncertainty may be cleared up by the time the NAB convention concludes at the end of this week. Much of the reason for the lack of knowledge about HDTV and digital broadcasting is the lack of equipment with which to produce TV shows in this new format. And if there is a theme to this year's NAB show, it is digital broadcasting.

But everyone should bear one thing in mind as the digital evolution begins. There's at least one guy at Procter & Gamble, the largest TV advertiser in the United States, who knows about HDD-5 technology producing 2,000 lines of resolution. And P&G wanted to be the first to do it. ■

*John von Soosten is a former vp/director of programming for Katz, the television rep firm, and a former chairman of the National Association of Television Program Executives. He is now an on-air personality at WQEW-AM in New York.*

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mediaweek report: **Television** Stations

# THE DEFINITION OF TV

At A.H. Belo's WFAA in Dallas, there is only one way to go: the highest definition.

by **John Consoli**

**WFAA anchors Chip Moody and John McCaa go wide in HDTV.**

Dallas-based A.H. Belo Corp. believes it will be a competitive necessity to offer viewers high-definition TV broadcasts via the highest-quality format possible. That's why the company is committed to spending at least \$150 million over the next six to seven years—including \$30 million this year—to convert its 17 sta-

tions to operate in the high-definition 1080 I (interlaced scan lines on the TV screen) format.

Actually, by the time each station is completely converted to producing full-blown HDTV broadcasts, the total investment could be closer to four times that amount.

While the four major TV networks are expected to officially roll out their own plans for HDTV at this week's National Association of Broadcasters annual convention in Las Vegas, Belo decided on its own strategy last year. It includes an eventual upconverting of any network programming not in 1080 I that passes through its stations—as soon as all the equipment is available and affordable.

"The competitive situation is going to demand we broadcast in 1080 I," said Bob Turner, manager of engineering service at Belo. "There is brighter contrast and more color." Turner added that "it makes sense to have our own Belo format," rather than adapting to those of the networks.

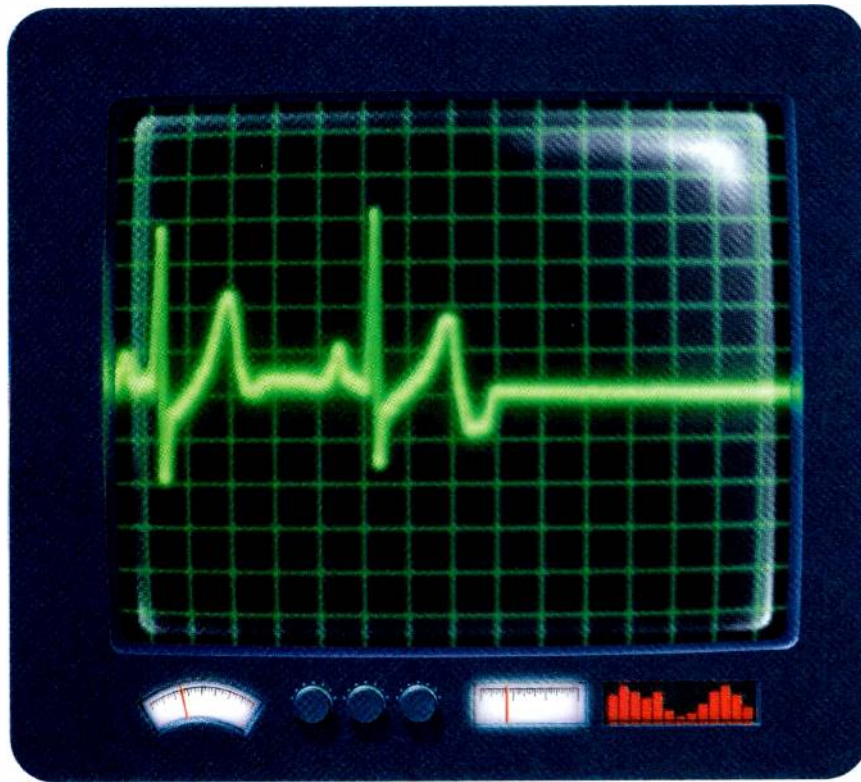
ABC, for example, is expected to announce that it will send its programming out via 720 P (progressive scan lines on the TV screen), a format that will allow it to do multichannel broadcasting. Turner said the initial thought was that the Belo stations, which include its flagship WFAA-TV in Dallas, an ABC affiliate, would do a straight pass-through of network programming, but the company decided against pass-through because each of its stations' local branding (on-screen logos, etc.) could not be added. Now Belo will initially do a pass-through with local branding added and eventually upconvert, if necessary, to 1080 I.

The ability to offer an entire day's broadcast in 1080 I, or in any other high-definition digital format, however, is years away because there are currently more high-definition transmitters in place than there are HDTV sets in homes. And vendors are only beginning to produce first-generation high-definition hardware such as cameras, routers, servers, upconverters, graphics workstations and editing equipment.

Belo's WFAA, for example, had to buy a \$5,000 wide-screen HDTV set in Japan to use during its



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Source: Nielsen NTI, Sept. 1997-Feb. 1998 MRI, Fall 1997

mediaweek report: **Television Stations**

**WFAA anchor Chip Moody needs help to fill the HDTV screen.**

broadcast of the nation's first high-definition programming, which it aired on Feb. 27. The station also needed the help of a local HDTV production company, HD Vision, to put together its 20-minute, pre-recorded package of news, sports, movies and a music video, which it transmitted from its downtown antenna to a receiver set up at a mall 20 miles away. Mall shoppers were able to view the program on the Japanese model TV set up at a kiosk.

"It could be a seven- to ten-year period before there is significant enough penetration of HDTV sets in homes to make it economically feasible" to do the entire conversion to high-definition TV, said Harold Gaar, Belo's vice president for finance and investor relations. "While we want to take advantage of the new technology, we have to decide at what point there would be enough HDTV home sets

must be geared to the same format. its analog and HDTV transmissions from the same location. And Kathy Clements-Hill, WFAA's vp and general manager, said any equipment that needs to be replaced at the station from now on will be purchased with the idea that it will be used to broadcast over the 1080 I format. This is vital, according to Turner, who said that once the antenna and transmitter for high-definition broadcasting are installed, all other equipment is interrelated and

At this point, local station engineers are pretty much at the mercy of the vendors and will be scanning the exhibit floors at NAB this week trying to put together some semblance of an HDTV operation. The problem thus far has been the anticipation by the vendors that the networks will commit to an assortment of broadcast formats. This has slowed equipment development in any single particular format because vendors are developing products for all formats.

"I'm sure somebody will figure out how to put all this together, but not right away," Turner said.

At NAB, Turner is expecting to see only first-generation high-definition equipment, which, he said, will take about three years to mature to a price that becomes practical. For example, he recalled, last

year, one vendor showed a high-definition switcher that was priced at more than \$500,000. And HDTV portable news cameras will probably be priced in the \$100,000 range, compared to an analog news camera that sells for about one-third of that. With major-market TV news departments using about 30 to 35 cameras



**"The competitive situation is going to demand we broadcast in 1080 I." —Turner**

turned on before we could justify spending on the equipment," Gaar said.

He was referring to the fact that there is very little high-definition hardware available and it is first-generation and priced extremely high. "It's important to strike the balance between being on the leading edge and the bleeding edge," Gaar said.

WFAA is currently building a new control room that will enable it to monitor the broadcasts of both

each day, the cost of putting together an HD news department can be significant. "The difficulty is getting a small enough high-definition camera that is integrated with a recorder," Turner said. The HD cameras available now are "too heavy and too expensive," he said.

And that's just the cameras. All the news trucks will have to be modified, and virtually the entire process after the news is recorded must also be

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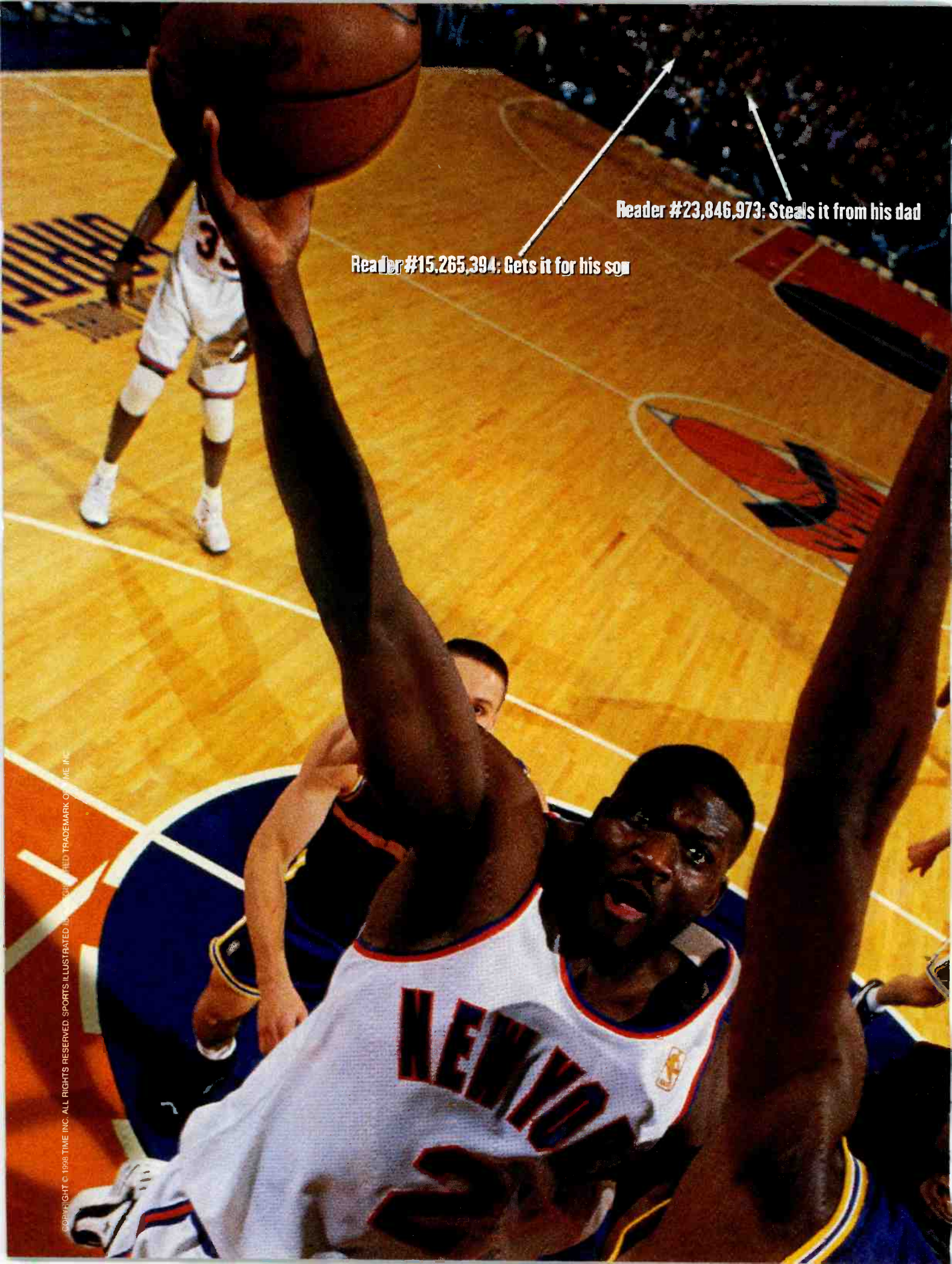
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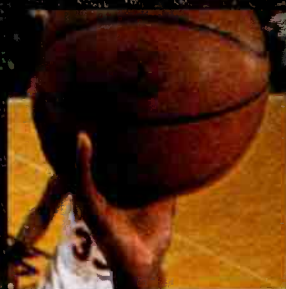
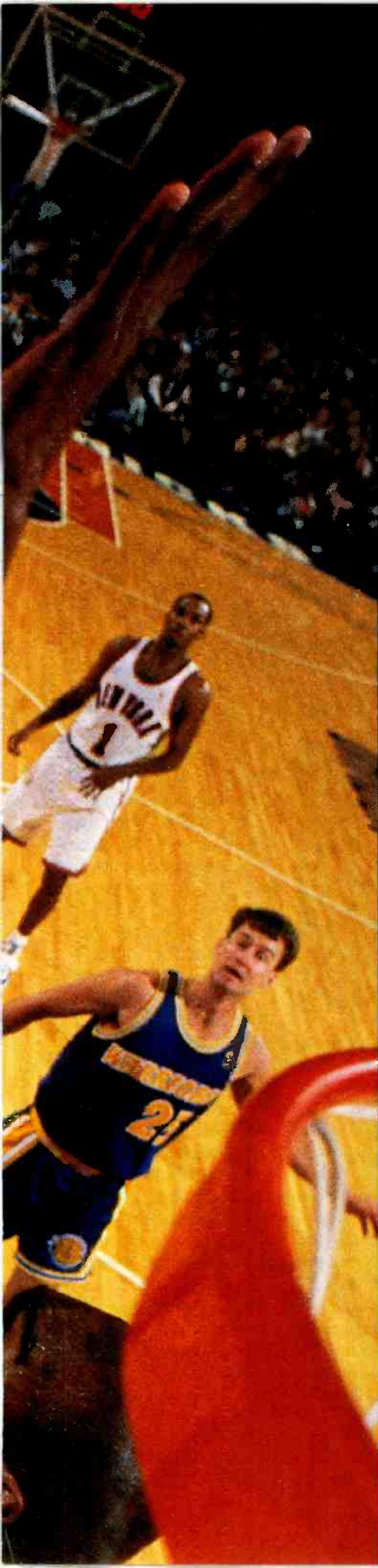
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mediaweek report: **Television Stations**

upgraded. "The conversion of news (from analog to high-definition) will be as expensive or more expensive than financing conversion to simply do network pass-throughs," Turner said.

WFAA has a four-phase conversion plan in place that will take from five to seven years to fully implement. The initial phase will be the passing through of network programming and adding local branding. The next phase will be broadcasting local news and studio-produced shows in a 601 format, which is digital and wide-screen but not high-definition quality. The third phase will be to build a high-definition post-production facility. And the final phase will be to retrofit the studio and totally convert from 601 to a 1080 I news department.

In addition to the massive amount of equipment needed to produce local news and local programming in high-definition, there are other obstacles to overcome. Since high-definition television sets are one-

Conceptually, Miller said, the wide screen will bring reality much closer to the viewer. He wonders what initial viewer reaction might be to a particularly gory news shot. "We're not talking about *Monday Night Football*. This is news, reality. If you're showing something distasteful, I wonder if it will change the viewing habit. I do know our photographers are intrigued by it."

The physical appearance of the news set will also be a concern. "Any chipping or scratches will show up," Turner said, "so there will be a need for more meticulous workmanship in the construction and maintenance of the sets." Those fake TV screens that adorn the backgrounds of many news reports will no longer work, Turner said.

The news set quality might be less of a concern in the major markets, however, where many of the sets are constructed with formica coating, making them chip-resistant and less prone to scratching.

Movies are expected to be one of the first types of high-definition programming that networks feed to their affiliates since the size of the HDTV screen is virtually the same aspect ratio as the 35mm format in which movies are filmed and thus can more easily be converted to high-definition formats.

The big expenditure that Belo and other station owners are committing to HDTV will not be recovered until homes around the country are saturated with high-definition sets. Right now, HDTVs on the market are projection-sized sets that can cost between \$6,000 and \$8,000. Since HDTV is the opposite of analog—the larger the picture gets, the clearer it gets—a 32-inch screen will probably be the smallest set made, with the ideal size being a 40-inch screen, according to industry watchers. Early non-projection models are expected to start at about \$2,000 and drop in price once there's some competition among vendors.

Gaar does not believe it will take as long for the viewing public to embrace HDTV as it did for them to take to color TV. "People today are more tech-oriented and have more disposable income," he said.

Clements-Hill believes it will be possible to sell at least some advertisers time on HDTV broadcasts even if the CPMs are high. "There are some advertisers who will want to reach early HDTV families who will probably be a more upscale audience." ■

**"Early HDTV families will probably be a more upscale audience." —Clements-Hill**



third wider on each side than the current analog TVs, there will be additional space to fill out the sets. The current newscasts are shot with 90 percent closeups. Converting to wide-screen would mean capturing two or more newscasters on the screen at the same time. But what will the other newscasters be doing while one is reading the news?

Another option might be to fill the space with larger graphics. But until a total switch to high-definition is accomplished, the same newscast will be shown on both the analog channel and the digital channel, so the graphics would have to symmetrically fit into both.

News footage would face the same dilemma. News photographers would have to keep in mind when shooting a story that it would air in two widths and be careful that something important would not be cut out of the analog clip.

WFAA executive news director John Miller said the station will begin shooting news with a 16x9 (wide-screen) standard-definition camera this fall.

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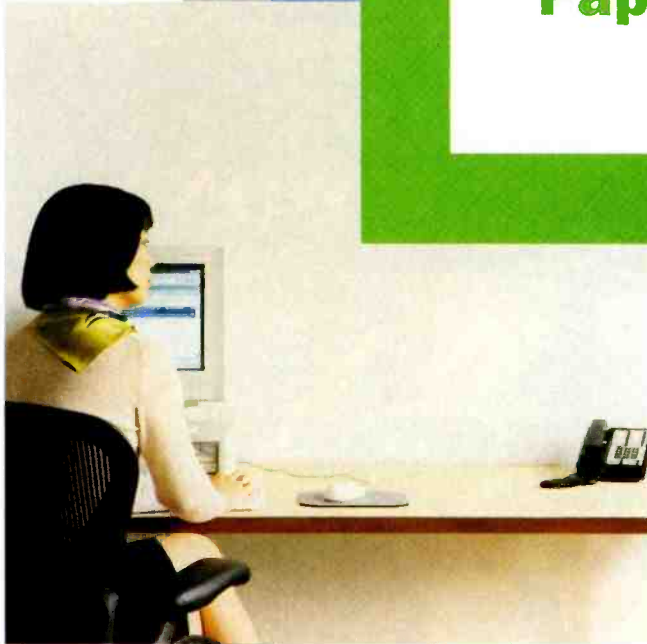
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mediaweek report: **Television Stations**

# STRENGTH IN NUMBERS

In the digital world, it's better to be big.  
So the mind-numbing pace of station  
acquisitions is likely to continue.

by **Michael Freeman**

**If there is a word besides "digital" that grips** both TV station executives and government officials alike, it is "consolidation." In the two years since the passage of the Telecommunications Act of 1996, which relaxed ownership rules, more than \$20 billion has been spent on station acquisitions. The buying frenzy shows no sign of letup, even though such major-market group owners as Fox Television Stations Inc. and CBS Stations Inc. have fattened their station ranks to near the 35 percent national coverage limit set by the telecom act. There are still more than a dozen group owners canvassing the market in search of so-called "short-term players" who might be interested in selling out.

Undoubtedly, it's a seller's market, but the action will shift as the supply of available, quality network-affiliate properties within the top 50 markets dwindles. "There may be one or more large-market groups available and some other pockets of opportunity in the major markets," said Paul Sweeney, a broadcast analyst for Salomon Bros.-Smith Barney in New York. "In terms of the consolidation game, television is in an earlier stage of maturity than radio." But, he added, "As consolidation continues in TV, it will have to gravitate towards the middle- and small-sized markets. That's where the action will be."

That is precisely where long-term players such as Tribune Broadcasting, NBC Television Stations, Gannett Broadcasting, Sinclair Broadcast Group, A.H.

Belo Corp., Cox Broadcasting, Hearst-Argyle Television, Scripps-Howard Broadcasting and Granite Broadcasting will be casting their nets for future growth before reaching the 35 percent limit (see chart, page 44).

"The bottom line is that there is a lot of private and public capital flowing into the market for us and any number of other groups that will sustain the pace of acquisitions into the next year," said Bob Marbut, chairman of recently merged Hearst-Argyle Television. "Right now, we have less than \$500 million in long-term debt, which is at a multiple of three times less than our cash flow, so we're in a better position than some other groups to make aggressive bids. That's why we feel this will be an active year."

Hearst-Argyle is flush with cash for acquisitions thanks to an initial public offering last September. Sweeney noted that Hearst-Argyle has been "among the most vocal in its desire to open its pocketbook" for potential new targets. Although Marbut declined comment, several New York media analysts say Hearst-Argyle is one of a handful of group owners staking out one of the last remaining top-50 market groups—Pulitzer Broadcasting.

Pulitzer Broadcasting, the nation's 24th-largest group owner with a portfolio of 10 Big Three network affiliates, went on the market in February, when parent company Pulitzer Publishing Co. retained New York investment firm Goldman Sachs Co. to seek out "strategic alternatives" in the marketplace. Almost immediately, word on Wall Street and in the station community tagged NBC; Hicks, Muse, Tate & Furst (owners of LIN Television); Gannett; A.H. Belo, Sinclair; Clear Channel Communications; and Hearst-Argyle as potential buyers, at a price estimated at between \$1.4 billion and \$2 billion, about 12 to 16 times its current cash flow.

"The kind of prices being bandied about for Pulitzer are hitting the extravagant range, let's put it that way," said one group executive of a publicly traded broadcast group who requested anonymity. "The

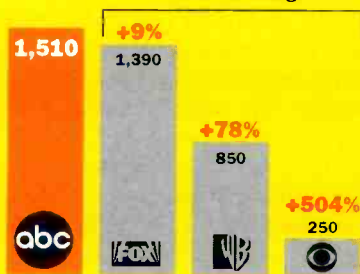
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ABC's kids have raced past Fox into first place on Saturday morning among 2-11 viewers in first quarter. With growth of 32% over last season, ABC has posted the top 3 programs and 7 of the top 10 for the period.

It's no wonder ABC's One Saturday Morning line-up is the coolest address on television.

mediaweek report: **Television Stations****GROUP DYNAMICS: THE TOP 25**

Station Group	1996 rank	Owned stations	% FCC/U.S. coverage
1. Fox Inc./News Corp.	5	23	34.8%
2. CBS Corp.	1	14	30.9%
3. Paxson Communications Corp.	7	59*	29.3%*
4. NBC Inc./GE	3	13	27.0%
5. Tribune Co.	2	18	26.0%
6. ABC Inc./Disney Co.	4	10	24.0%
7. Sinclair Broadcast Group	15	55	23.0%
8. Chris-Craft/United TV	8	9	20.0%
9. Gannett Co.	9	20	16.3%
10. USA Broadcasting	6	13	15.5%
11. Univision Communications	10	21	13.5%
12. Telemundo Group	12	8	10.7%
13. A.H. Belo Corp.	17	16	10.5%
14. Paramount/Viacom	13	17	10.2%
15. Cox Broadcasting	18	12	9.5%
16. Hearst-Argyle Television	19	16	9.2%
17. Young Broadcasting	14	15	9.0%
18. Scripps-Howard Broadcasting	16	10	8.7%
19. Post-Newsweek Stations	20	6	7.1%
20. LIN Television	21	7	6.3%
21. Meredith Corp.	NR	11	6.2%
22. Granite Broadcasting	NR	11	5.9%
22. Raycom Media	24	22	5.6%
24. Pulitzer Broadcasting	23	10	5.2%
25. Media General Inc.	NR	13	4.7%

\* Estimated number of wholly owned Paxson stations. NR: Not ranked

multiples are starting to get insane again, but when you have one of the few pieces of quality real estate left in the top 50 markets, there are enough groups coming out of the woodwork to make a last-gasp bid."

The financials are looking similarly strong for new targets in the middle- to lower-ranked markets. Everyone, it seems, has a price. And even if the price of entry is high, there are still companies looking to get into the TV game. Last week's \$300 million sale of SF Broadcasting, which owns four Fox affiliates in midsized markets, to Emmis Broadcasting, heretofore primarily a radio company, indicates the high level of interest in the station business.

One company with a seemingly insatiable appetite for acquisition is Sinclair. Though it was rumored in station circles late last year that Sullivan Broadcasting would sell out to Sinclair, which both sides denied, Sinclair later ponied up slightly more than \$1 billion for Sullivan's 13 middle- to small-market properties (10 of which are Fox affiliates).

The deal for Sullivan capped a two-year shopping binge by Sinclair in which it gobbled up Heritage

Media Corp., Max Media and River City Broadcasting. Sinclair, which was the 15th-largest station group, is now No. 7 with a portfolio of 55 stations in 37 markets covering 23 percent of the U.S. broadcast audience. Although Sinclair is carrying nearly \$2 billion in long-term debt on its books, David Smith, president and CEO of the Baltimore-based group, said he won't rest until Sinclair owns more than 100 stations.

Both Smith and group president Barry Baker, who was the CEO of River City, were said to be on a "road tour" of their station holdings and unavailable to comment on their future acquisition strategies. However, one analyst whose firm represents Sinclair on acquisition matters stressed that Sinclair is "amply funded" to mount a major acquisition for Pulitzer. Indeed, it was widely expected that Sinclair would bid on the SF stations.

Receiving 50 percent of the proceeds of the Emmis deal is Barry Diller, chairman of USA Networks Inc. and owner of 15 USA Broadcasting stations (formerly known as Silver King Broadcasting). (The other half of SF Broadcasting, which was a nonvoting stake, is held by Fox and News Corp. chairman Rupert Murdoch. The specter of Sinclair expanding its ownership from 24 to 28 Fox affiliates with a potential deal for SF has been disconcerting enough to Murdoch for him to lobby Diller for a sale of his stake to a suitor with a much smaller concentration of Fox affiliates, according to analysts. Emmis, which is reportedly partnering with Fox Television Stations Inc. programming executive Greg Nathanson, was seen as a more favorable suitor in Murdoch's view.

Diller himself has been acquisition-minded, albeit in an unorthodox and somewhat contrarian way. His initial strategy, launched three years ago, was to acquire affiliates of the Home Shopping Network, which were largely small UHF outlets. Diller, the former chairman of Fox Broadcasting Co., set a course of stripping the HSN affiliations to reformat each of the stations under a localized City Vision format as well as possibly rebranding under the USA logo. Last month, Diller went on expanding USA Broadcasting's station holdings by acquiring WNGM-TV in Atlanta (a former InfoMall affiliate of Paxson Communications' home-shopping empire) and buying the remaining equity in Blackstar Communications Inc. and its holdings WBSF-TV in Orlando (an HSN affiliate) and KEVN/KIVV, both of Rapid City, S.D. (split affiliates of Fox).

Adam Ware, executive vp of USA Broadcasting, said that outside of the Fox affiliates in Rapid City, the group "does not intend to be in the business of



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25th Anniversary

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Source: \* Nielsen, Feb. 98 vs Feb. 97 New York, Atlanta, St. Louis, Milwaukee, New Orleans, Miami; (3/18-3/17/98).

\*\* WVE est. NSS Pocketpiece HH RTG GAA % (AA% where applicable) 1986-1997. First complete season vs second. All returning 1996/97 strips through 2/22/98.

mediaweek report: **Television Stations**

acquiring traditional network affiliates. We are into building properties and looking to acquire [pure independent] stations with clean slates. And we won't overpay for stations."

While many industry watchers are predicting that Diller may eventually align the TV stations with USA Network in a "hybrid" cable/broadcast network, Ware suggests that is not the scenario USA is following. "Everyone thinks we have a national distribution plan, but that's not what we're into," said Ware. "The criteria are what are the economics going into the particular marketplace and whether the station has potential for a build-out."

The first step in the build-out is WYHS-TV in Miami, which is set to launch its model City Vision format within the next three to four months.

Ware said that with the purchase of Blackstar's Orlando station and USA's existing Tampa station (WBHS-TV), USA is considering the creation of a "regional network" that covers 70 percent of the Florida market with Miami serving as the hub.

"To roll out what we are doing in Miami could be a two- to three-year process for the rest of our stations," Ware added. "We already own 14 stations within the top 25 markets, so what we're looking for is unique opportunities to fill out our presence on a regional basis."

In contrast to USA, Paxson Communications Corp. has claimed to amass a portfolio of 77 stations (reaching 72 million U.S. households)—either wholly owned, time-brokered or managed under local marketing agreements—for the launch of its planned seventh broadcast network, PaxNet. How much space is left under the ownership limit is a matter of debate when dealing with the Paxson group. Officials there are particularly cagey in disclosing the amount of national coverage and extent of ownership. The lines of ownership have clearly blurred at Paxson.

In operating stations in 42 of the top 50 markets, Dean Goodman, president of Paxson Communications, said the West Palm Beach, Fla.-based broadcaster is now focusing on acquiring stations in markets 50-125 and intends to have up to 70 percent U.S. coverage with its owned-and-operated group at the time of PaxNet's launch on Aug. 30.

"Whether we end up operating 90 to 100 stations, it [the coverage limit] will depend whether it is on the larger or smaller [market] end of that spectrum," said Goodman, who claimed not to immediately recall the exact number of wholly owned stations Paxson controls. "We are not restricting ourselves on the types of properties we'd look for...they can be religious stations, UPN or WB affiliates."

If there is anything that could push middle- to

small-market station owners to sell out to the bigger guys, it is the increasingly expensive prospect of digital television. The large are saying to the small: "Get out now while the getting is good."

Nick Trigony, president of Cox Broadcasting, the broadcast station division of privately owned cable and news empire Cox Communications, said that "regardless of market size" each conversion of a TV station from an analog to digital signal will take an initial investment of \$2 million to \$5 million for the construction of towers and installation of new transmitters. Stations will also have to upgrade their physical plants, said Trigony, with an investment of another \$6 million to \$10 million for everything digital from cameras, remote news-gathering equipment, switchers, routers, computer servers to digital satellite downlink equipment.

"With the sort of investment that it is going to require for each station—and that doesn't include the potential costs of multicasting [additional channels]—it could be conceivable that some of the smaller market operators will sell instead of converting," said Trigony, whose 12-station group most recently acquired KIRO-TV in Seattle for \$230 million last July. "Certainly, it looks like the small-market stations below the top 100 markets will be stalking horses for the next few years."

Hearst-Argyle's Marbut suggested that the "irony of digital" is that the \$2 million to \$5 million initial conversion could be the same or higher than the original cost of building the station in a small market.

"There is a strategic fork in the road for the small operator, where they're going to have to decide if digital is going to be a core business and if they can afford to take on more of a debt load to get bigger in capacity. Those are tough questions," Marbut added. "If you have a bigger group and size of scale [like a major group owner], the cost of [raising] capital is not as high as it will be to the smaller player."

Even a major-market owner such as Tribune Broadcasting, the fourth-largest group with 17 stations (all within the top 50 markets), is showing signs it may be considering spotting opportunities below that level.

"We have normally said that we are looking at top-50 properties, but depending on what opportunities come up, we will be open to look below that," said Dennis FitzSimons, president of Chicago-based Tribune Broadcasting. "The challenge is finding a multiple within reason, where we can add existing value to the station and place the weight of the Tribune group behind it."

In other words, size matters. More than it ever did. ■



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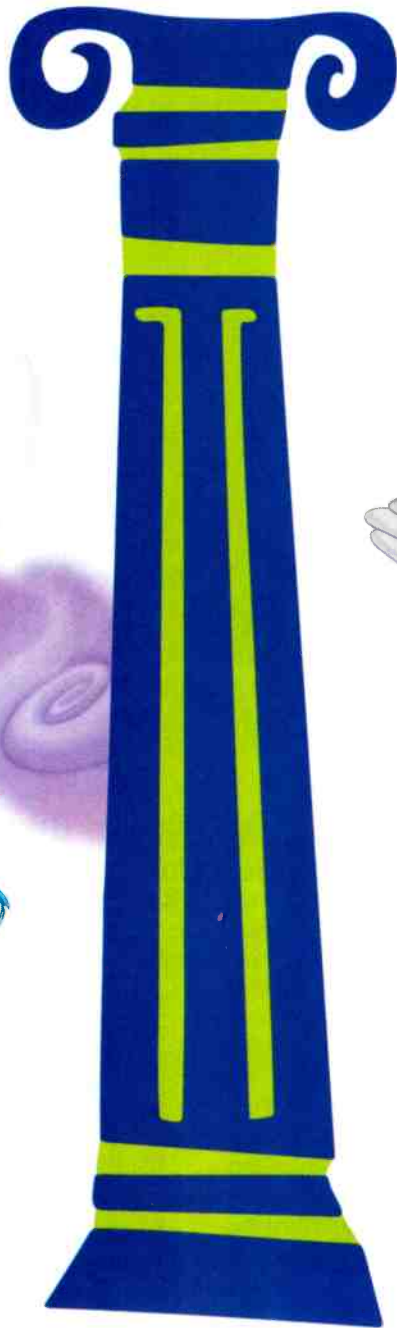
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## MOVERS

### NETWORK TV

**Henry Hoberman** has joined ABC as vp, litigation and employment practices. Hoberman was a partner in the media and communications group in the Washington office of Baker & Hostetler...**Barbara Barry** has been named manager, electronic publicity, NBC Entertainment. She was most recently director of administration and special projects at H. Beale Co., a production company founded by the late NBC Entertainment chairman Brandon Tartikoff.

### CABLE TV

**Ken Benson** has joined MTV as vp, music programming, with responsibilities including supervising weekly video rotation, long-form video shows and genre-specific video programs. Benson had been program director at radio station KKRZ-FM in Portland, Ore...Fox Family Channel has named **Eytan Keller** to the new position of senior vp, reality-based programming and specials. Keller is an Emmy-winning creator/producer whose credits include *World's Funniest Videos* and *America's Funniest People* for ABC and the *Comedy Duos* special for NBC.

### TV STATIONS

**Ronnie Jaffe** and **Peter Daniels** have been named sales account managers at WNBC-TV, New York. Jaffe joins from NBC TV Stations sales & marketing, where she handled advertising sales for five O&O stations, including KNBC-TV in Los Angeles and WMAQ-TV in Chicago. Daniels joins WNBC from WNYW-TV.

# The Media Elite

Edited by Anne Torpey-Kemph

## SPOTLIGHT ON...

### Terry Ewert

Executive producer, CBS Sports

**T**erry Ewert is basking in the afterglow of his two-and-a-half-week production of the NCAA basketball tournament, the first real chance he's had to make his mark since joining CBS Sports last spring.

The "fan-friendly" changes Ewert brought to the college hoops series, including a continuous clock and score icon on-screen, new announcing teams, and the elimination of split-screening other games, not only drew praise from TV media critics but also helped earn the tournament its best household ratings since 1994.

Ewert brings impressive credentials to the CBS Sports production team. During an 18-year stint at NBC, he primarily served as a field producer of American Football Conference game coverage. Ewert was also coordinating producer for *NBC Sports-*

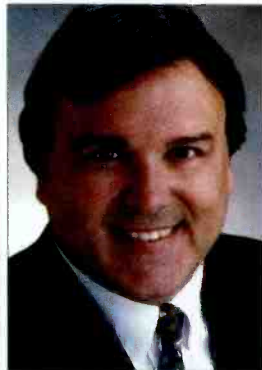
*World*, the Seoul Olympic Games in 1988, and in '92 the Olympic Triplecast in Barcelona. Just prior to joining CBS, he was production head for the world broadcasting feed of the 1996 Atlanta Olympic games.

The next project for Ewert to tackle is NFL coverage. He has begun supervising construction of a new studio set for the network's game-day show and is considering resurrecting the *NFL Today* show name that CBS used for years when it broadcast

National Football Conference games for years. New music and graphics will be added to the telecasts. And Ewert has selected Greg Gumbel, who hosted CBS' recent NCAA studio show, and former New York Giants quarterback Phil Simms as his No. 1 broadcast team.

Ewert's new post pairs him with longtime friend Sean McManus, president of CBS Sports.

—John Consoli



**CBS to Ewert: First and 10, do it again.**

## Celebrating 25 Years of Embarrassing Questions

**A**h, those amusing newlyweds. For 25 years now, they've stepped up to suffer Bob Eubanks' particular brand of humiliation on *The Newlywed Game*, celebrating its silver anniversary with an hour-long special on the Game Show Network on April 18.

Here *Mediaweek* presents some of the probing questions from Eubanks that have kept the show—if not the couples who've appeared on it—going strong through the years. (Note: The concept of political correctness seems to have eluded the show's writers, and the word "whoopie" is timeless.)

**1969:** "Men, at the rate she's going, what will your wife say her

measurements will be in 25 years?" And, "Girls, last evening, in that kissing kennel you call home, will your husband say he sat up and begged or rolled over and played dead?"

**1977:**

"Ladies, the last time you and your husband were making whoopee, were you closer to the ceiling, a door or a table?"

**1985:**

"Men, how will your wife say you will com-

plete this sentence? 'I'll be darned if my wife's blank is a little off-center.'" And, "Ladies, not counting you, what will your

husband say he holds in his hand most often at home?"

**1998:**

"Men, what will your wife say is the one thing she's worn for you that should be on display in the Whoopie section of the Smithsonian?" —Jim Cooper



**Eubanks will honor survivors in a *Newlywed* special.**

## CBS Grabs 'Net Set With Icy Invite

**G**ridlock on the cyber-highway wasn't what CBS expected when it invited fans to a specially erected Internet site to judge the performers in *The Great Skate Debate* special on March 27.

"We hoped this would engage people," said CBS vp/specials Terry Botwick, one of the brains behind the effort. Indeed, it engaged some 1.4 million votes to be cast and another 500,000 attempts (thwarted by heavy traffic), an Internet record, according to Excite Inc., which set up and ran the Web site.

Viewers voted at the site after each skater performed, with scores tabulated in about 50 seconds. Scott Hamilton came in as best male skater, Kristi Yamaguchi, best female.

Botwick calls the preliminary demographic data on the scheme "very encouraging." The Internet invite helped attract far more men (an increase of 125 percent) and younger viewers (with adults 18-34 up 100-plus percent) over a similar skating special that aired a year ago without the online connection.

—Betsy Sharkey

## MOVERS



**MTV taps Benson**



**Keller joins Fox Family Channel**



**NGT draws Drew for pub**

### PRINT

*National Geographic Traveler* has named Dawn Drew its first publisher. She has been ad director at the 14-year-old National Geographic Society title since 1995, guiding it to its best six months (Jan.-June 1997) of advertising revenue ever and helping make the March-April issue the biggest in the mag's history.

### INTERACTIVE

Dallas-based One & Only Network (O&O), developer of subscription-based, entertainment services for the Internet and other digital networks, has appointed Kimberly Gowie media planner/marketing associate. Gowie had been regional manager for a communications firm in Garland, Texas.

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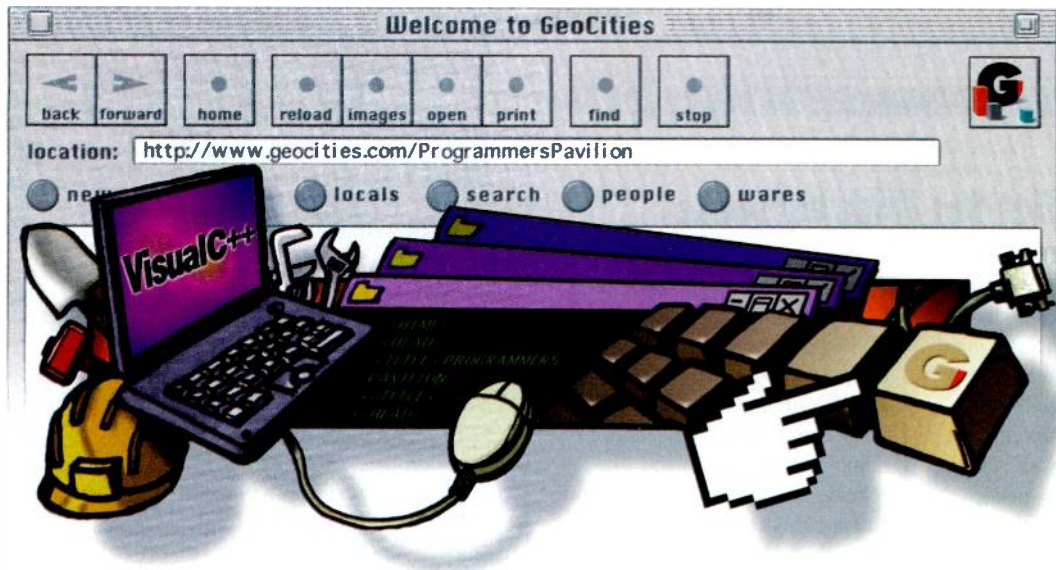
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Our Web Studies series has highlighted some of the creative advertising and marketing solutions we've developed so far. In this installment, you'll learn how GeoCities created Programmers' Pavilion, a Microsoft-enabled resource for cutting-edge GeoCities Homesteaders. Here, feedback from developers represents an ongoing focus group for Microsoft, and a dynamic showcase for Microsoft solutions.

We want to work with you to meet your own Web objectives, whether it means targeting and tracking your banner ads or exploring entirely new models. Give VP Ad Sales Michael Barrett a call at (212) 686-9045, or e-mail him at [mbarrett@geocities.com](mailto:mbarrett@geocities.com).

### Microsoft Customers Showcase Web Solutions

Microsoft and GeoCities joined forces to demonstrate how **Microsoft Visual Tools** could help developers. At GeoCities, Microsoft saw the opportunity to promote products and communicate with developers, web professionals and programmers.

GeoCities took their strategy one step further. We created **Programmers' Pavilion, a "suburb" within Silicon Valley** -- a neighborhood devoted to all things high-tech. There, Homesteaders can find the links to Microsoft products and technologies needed to create highly innovative home pages.

**More than just a resource** for cutting-edge Homesteaders, Programmers' Pavilion is also a forum for them to match wits against each other and win prizes in Best Home Page contests. In turn, their entries act as a **showcase of Microsoft solutions.**

Microsoft promoted Programmers' Pavilion and its Best Home Page contest in each of GeoCities' 40 neighborhoods. The first week alone brought in hundreds of entries. Since then, thousands of GeoCities Homesteaders have applied to have their home pages featured in the Programmers' Pavilion showcase.

As a result, **Microsoft's Programmers' Pavilion** is now a destination of choice among Web developers dedicated to keeping abreast of the latest innovations. In addition, they can take tutorials to learn more and even voice their opinions developer-to-developer via the **Programmers' Pavilion "Redmond Roundtable."** The community activity and good-natured competition foster Microsoft product sales.

Marketing solutions only the Web can deliver -- made possible by GeoCities.



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\*\*Relevant Knowledge 2/98

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**It's so crazy,** it might be brilliant. Netscape's famed browser is now officially a loss-leader for a newly created Web site business. Navigator has already done its job well: Out of laziness, millions of people have Netscape's site as a start page, which makes netscape.com the single most valuable piece of undeveloped real estate on the Web. The CDnows and Amazon.coms will certainly be interested. It's an extraordinary business plan ... now, can they make it look like they did it on purpose? —Kevin Pearce

## @deadline

### BigBook Buyers

Rumors were swirling late last week that **BigBook**, the San Francisco-based online yellow pages directory, was about to be acquired. Sources said the lead candidate was **US West Communications**, Englewood, Colo., which dismissed the claim. As well, **GTE**, Stamford, Conn., was considered a potential buyer. Officials at BigBook did not return calls by deadline.

### Spiking Stocks

**Lycos**, Framingham, Mass., was credited for spurring a late week surge in Internet stocks after cutting \$30 million in commerce deals, which raised the search engine's stock more than \$11, to \$56 a share at deadline. Other gainers included **Yahoo**, Santa Clara, Calif., up \$10 to over \$100 and bookseller **Amazon.com**, Seattle, up over \$3 to near \$95.

### None the Wiser

As an April Fool's Day joke, **Vivid Studios**, San Francisco, played a trick on **CNET**, the online media company across town, by creating VNET: The Vivid Network, a spoof on CNET's tech news site. Faux news headlines included, "Our Leader is Cuter than Louis," a wry reference to CNET chief executive Halsey Minor and *Wired* founder Louis Rossetto. Asked why they did it, Henri Poole, Vivid chairman and CEO, simply said, "the first of April ... of course!"

# Microsoft Finds New Role for Marooned Content Czar

By Laura Rich

Embarking on yet another new era in online media, Microsoft has named a new top executive to head up its advertising division, as Steve Goldberg, group manager of strategy and development for Microsoft's advertising business unit, departs for the company's Dublin, Ireland, office. Goldberg will serve as product unit manager for the desktop applications division.

Bob Bejan, who had been executive producer in charge of all of Microsoft's content endeavors, will take the reins.

The replacement accompanies what appears to be the second restructuring in six months as the software behemoth attempts to solidify its position as a media company.

The advertising business unit, which is responsible for ad sales on all Microsoft properties except for Sidewalk—including MSN, MSNBC, Expedia, Investor, Slate and CarPoint—has been renamed the advertising customer unit. The new setup divides the responsibilities of the old unit, with Bejan heading up ACU and Charlotte Guyman, a longtime Microsoft executive, handling marketing and business development. Both Guyman and Bejan will report directly to Peter Neupert, who is vice president of news and publishing.



Where do you want to go today? Steve Goldberg heads to Ireland.

The move is just the latest sign of Microsoft's apparent decision to move away from the creation and commissioning of new content for its proprietary online service, Microsoft Network, although no formal announcement has said so. The unveiling of Start.com, a portal to the Web which will primarily aggregate content, suggests such a strategy shift, as does the reassignment of Bejan.

Microsoft Multimedia Productions, which had signed most of the developers for MSN, is now leaderless and effectively out of operation. Last month, Lara Stein, another top M3P executive, also left the company (*IQ News*, March 30).

Sources said the collapse of a content strategy made Bejan an obvious candidate to head up ACU, though the software giant is said to have sought an outside candidate for the position. Microsoft executives could not be reached for comment.

Bejan may have a difficult road ahead. His relationship with the agency community has been strained by Microsoft's controversial insistence on retaining electronic rights to content produced by developers. Now, Bejan will be appealing to that same group for ad dollars. —with Anya Sacharow

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[JONAS HELLER: NEW MEDIA'S "PLAYER"](#) p. 58 | [WEB LEAKS INFO TO CONSUMERS](#) p. 59 |

# bits

► **Coldwell Banker Real Estate**, Parsippany, N.J., is teaming with **Ethan Allen**, Danbury, Conn., for a "Spring Into a Beautiful Home" promotion that begins this week. Visitors to [www.coldwellbanker.com](http://www.coldwellbanker.com) can enter to win \$10,000 worth of Ethan Allen furniture.

► **MatchLogic**, Louisville, Colo., this week will unveil **DeliverE**, a new email service for direct marketers. Users who register for the service will receive highly-targeted ads via email. MatchLogic uses "closed loop" campaign reporting to track the responses, and delivers reports within days of a campaign's run.

► **K2 Design**, New York, reported an increase in revenues for the fourth quarter, up 68.4 percent to \$3.7 million. Year-total revenues reached some \$8.4 million. Revenues for 1996 were \$4.1 million.

► **WebRap**, San Francisco, has been signed by **Variety.com**, Los Angeles, to sell ads on the entertainment industry news site. Sales were previously handled in-house.

## Think Adds Seattle Firm to Its Growing Agency Stable

BY ADRIENNE MAND—Think New Ideas, New York, has acquired Seattle-based Herring/Newman, an online and traditional media agency which last year had \$55 million in billings.

Terms of the deal were not disclosed, and details were being solidified at press time. Think president and Chief Operating Officer Ron Bloom confirmed the company will now be known as Think Seattle, adding a Northwest branch to Think's stable of offices in Los Angeles, Atlanta, San Francisco and Boston, where it acquired BBG New Media in November for \$175,000 cash and 300,000 common shares.

"We've been looking at the Pacific Northwest for about a year," Bloom said. "We're trying to grow our presence there by acquiring a company that understands relationship marketing, brand building and interactive, one that we could help by

adding a layer of our technical solutions."

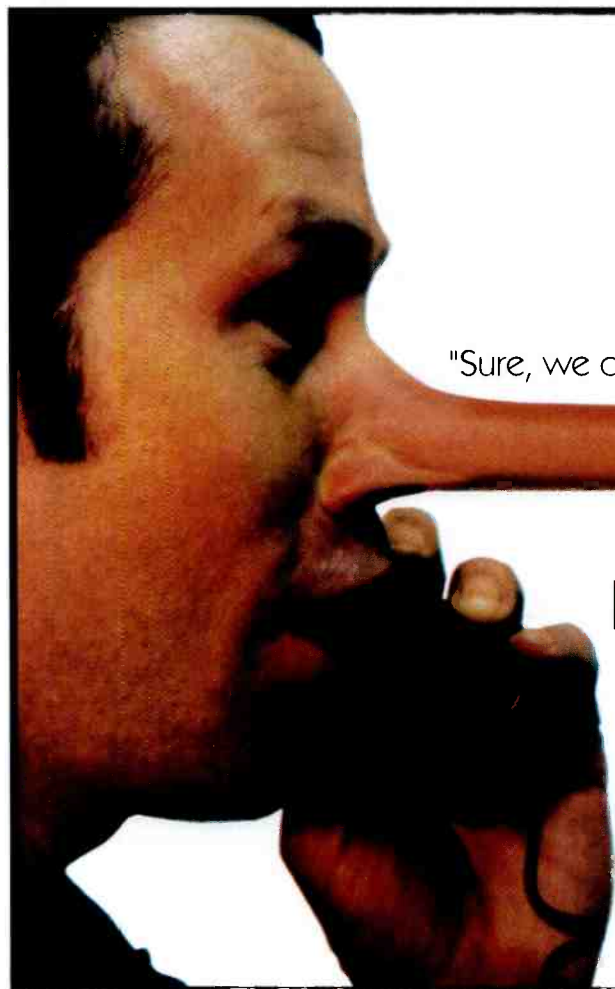
Clients of Herring/Newman, the largest independent agency in Washington, include Hewlett-Packard, Westin Hotels and Resorts and *The Seattle Times*. The firm's current management will remain in place at the regional level and will join Think's management team. Its 60 employees are expected to stay on board as well.

Bloom said Think looked at a variety of firms before finding Herring/Newman, with whom they worked for a few months before making an offer. His company

was the first suitor of many in the past five years that Herring/Newman found appealing. "Think sees the world in a much more holistic fashion than traditional advertising agencies do," Chief Executive Officer Bill Toliver said. "They certainly bring a critical mass, especially in new modes of communication, that we've been craving here." ■



Ron Bloom, president of Think, ends a year-long search for a Northwest acquisition.



"Sure, we can reach 31-year-old male vegetarians from Kokomo who earn

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# AT&T, Lycos Offer 'Lost' Fans A Trip to Cyberspace

**BY BERNHARD WARNER**—Eyeing teenage science fiction buffs, AT&T has partnered with New Line Cinema and Lycos to distribute 720,000 WorldNet start-up disks to *Lost In Space* ticketholders beginning with last weekend's box office debut. The entertainment tie-in is the latest push in an ongoing struggle to get disks into the hands of new recruits—especially those who are most likely to follow through and sign up for Internet access.

Lycos intends to use its position as the movie's exclusive online search and navigation partner to build brand awareness among Web newcomers, said Jim Hoenscheid, director of promotions at the Framingham, Mass.-based company. Lycos had been advertising its service on movie screens and decided to team with AT&T this time for co-branded start-up disks "as a call to action," Hoenscheid said. He

added a Lycos branded Internet access service (similar to the one co-developed by Yahoo and MCI) is under consideration.

As part of the promotion, moviegoers will be offered a WorldNet start-up CD replete with a month's free service, a 30-second *Lost In Space* movie trailer and a Lycos portal page that assembles sites about the flick, plus a free browser, email and homepage builder. AT&T hopes these offerings will help lure fickle teens away from America Online.



Moviegoers will be offered an AT&T startup disk that ties to Lycos's *Lost in Space* site.

"What we know for sure is that if you send out a CD that has some extra value on it, the take rate is higher," said Dean Colantino, sales and marketing director at WorldNet. Colantino added he'd be content with a response rate of between 2 and 5 percent. The giveaway will be offered at more than 100 theaters in 11 cities, including New York, Los Angeles and Chicago. ■

## bits

► **Attitude Network**, New York, has struck a two-year deal with West Chester, Pa.-based computer software retailer **Electronics Boutique** to sell video games on popular gamer sites Happy Puppy and Games Domain. Games will be sold through co-branded online storefronts.

► A few weeks after the demise of online newspaper consortium **New Century Network**, New York, **Click-Through**, San Francisco, another network for national online newspaper advertising, has signed deals to handle ad sales for publishers **Freedom Communications**, **Media News Group** and **Media General**. The new customers add 38 major metropolitan dailies and online media sites to Click-Through's tally.

► **BabyCenter.com**, San Francisco, will provide infancy and pregnancy news to Redwood City, Calif.-based search engine **Excite's** Lifestyle Channel. The site will also directly link to the Excite channel on Web browser Internet Explorer. BabyCenter.com recently signed **General Motors**, **Unilever**, **Pfizer** and **Gymboree** as sponsors for the main site.

over \$150,000 as candle makers and are into Persian cats and hip-hop music. **No problemo, babe.**"

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DELIVERING THE POWER OF VIDEO TO THE INTERNET

# IAB: Internet Ads Head for \$1 Billion Mark

Internet advertising revenues jumped 240 percent in 1997 to \$906.5 million, and if the fourth-quarter rate holds, the industry is on track to generate more than \$1 billion in sales this year, according to a new report by the Internet Advertising Bureau and Coopers & Lybrand's New Media Group.

"Overall, 1997 was a milestone year in terms of the Web being established as an advertising medium," said IAB Chairman Rich LeFurgy. Revenues totaled \$335.5 million for the fourth quarter of 1997, up from \$227.1 million in the third, the study shows. Spending was \$82 million in October; \$108 million in November and \$146 million in December.

"It is, in fact, becoming a real medium as evidenced by the patterns," said Pete Petrinsky, director of the new media group at Coopers & Lybrand.

In addition to the numbers, the Internet ad industry's growing strength can be measured by a seasonality in revenue trends, mirroring traditional media, which was seen for the first time last year. LeFurgy said spending for Net advertising should become a standard part of the media mix.

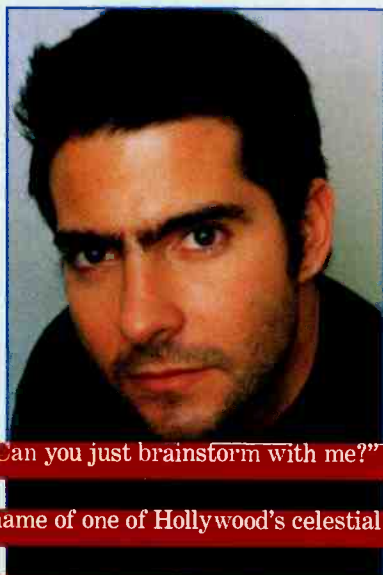
"We don't want this to be thought of as new media," he said. "We want it to be thought of as online media."

Petrinsky said the money is being spread more evenly from the top companies down. "The dollars are going deeper," he said. "It's more in line with traditional media characteristics."

— Adrienne Mand

## IQ movers

The Electronic Newsstand, Washington, D.C., has named **Richard Giacomo** director of marketing. He had been a regional account manager at Softbank Interactive Marketing, New York . . . At Blue Marble, New York, **Lou LaGrange** and **Maureen Breiland** were named media strategists. LaGrange had been senior media planner at D'Arcy Masius Benton & Bowles, New York; Breiland was assistant director at TeleVest, New York . . . Flycast Communications, San Francisco, has named **Marcia Kadanoff** vp of marketing and **Ed Videki** vp of engineering. Kadanoff co-founded Miller/Kadanoff Direct and Interactive, and Videki was director of ecommerce and chief scientist at Virtual Vineyards, Palo Alto, Calif.



INSIDER

# LET'S DO CHAT

By Laura Rich

"Can you just brainstorm with me?" Jonas Heller asks. He's trying to recall the name of one of Hollywood's celestial producers of live events (it was Dick Clark.) "I was up late last night," he implores, still reaching for the name of the man who has

reached the epitome of Heller's chosen field. Those long evenings are not uncommon for the 26-year-old Heller, who heads up BoxTop Live, a unit of new media agency BoxTop/iXL and producer of some of the Internet's biggest live events.

The night before was the 25th anniversary celebration of CBS soap *The Young & The Restless*, and Heller was coordinating camera crews that were feeding video back to Sony, which produces the Y&R Web site. Users typed in questions to be asked of the celebrities on the spot.

More than 1,000 visitors stopped by for the event, a fair number for most Web events, but one that pales in comparison to the 45,000 or so that typically attend a live show on America Online.

"AOL really put me in business," he says, pointing to shows for the online service's Entertainment Asylum and Elektra areas that are produced by BoxTop Live. AOL's ability to direct users to live events as they sign on creates an unparalleled environment, Heller says. "It's really hard to control where people go; one thing is irrefutable: AOL users are going to see the opening screen."

An L.A. player through and through,

Heller joined BoxTop in June 1997, by way of International Creative Management, where he worked in the new media department. Now his charge is to bring celebrity and stardom onto the Net. Kevin Wall, chief executive officer of BoxTop/iXL, says producing live events, or chat, as it's more commonly known, is part of the agency's mandate.

"We're the connection to Hollywood," he says. "Talent agencies are not doing it."

The ever-expanding unit now counts CD chain Wherehouse and search engine Excite among its 12 clients.

One of its biggest

shows is a Julie Brown-hosted celebrity chat on Talk City. And soon, it will launch a weekly show for Playboy.com, featuring video-supported chats with the Playmates.

Describing himself as more agent than producer, Heller regularly cashes in on his born-and-bred-in-Beverly-Hills connections to snare celebrity guests. And it's all because online events are going to be the next big thing to hit Hollywood, Heller foretells.

"People [agents and publicists] used to roll their eyes at me," he says of his early days in new media. "Now, they're calling me for free email accounts." ■



As many as 45,000 visitors attend BoxTop Live events on AOL's Entertainment Asylum.



# A Sticky Web

Companies wonder: Is online information a legal trap? **By Laura Rich**

Advertising is about communicating with the public. Getting across a message that's been well-crafted, molded and reshaped to deliver that just-so message about the merits of a product or service.

This was straightforward enough when the media world offered only a one-way channel, when messages were piped from corporations to the general populace.

But now the Internet has made corporate com-

munication an information Web. And things have become a bit complicated. Forget the attacks that go on in newsgroups such as alt.destroy.microsoft, or spamming episodes that call for widespread, grassroots bashing of a particular company (Boycott McDonalds!). Forget about misreported events "leaked" to so-called cyberjournalists. The real risk to corporate entities on the Web may come from behind the firewalls—from the corporations themselves.

Take the case of a major Asian car maker, whose agency is based in Los Angeles. The automaker launched a splashy Web site that targeted consumers; it featured news and information, along with a members-only area. The site was a qualified success; so based on its experience in the U.S., this same automaker began expanding its Web presence overseas, serving up sites that were locally targeted. It also began including international links on all its sites.

However, as most people by now know, it doesn't matter where a site is physically located: it is still accessible by anyone, anywhere, with a modem and a phone line. Over time, consumers in the U.S. began obtaining information about the product from foreign sites. Fearing lawsuit frenzy from American consumers who might take Web site verbiage permissible in other countries and use it to counter American messages, the Asian car company removed direct links to its international sites from the U.S. site. The problem hasn't been eliminated altogether, but at least the company no longer points surfers right to potential problems.

"If there is no truth-in-advertising [regulation] in XYZ country and you put a message on the Net there, and consumers read it and rely on it—I would be extremely cautious," says Skip McGovern, associate counsel at agency holding company Omnicom and chairman of the legal affairs committee at the American Association of Advertising Agencies. McGovern warns that messages that don't pass so-called "substantiation" scrutiny are susceptible to being taken as a warranty claim on a product.

Levi Strauss & Co., which launched its own site with a global target from the start, sidesteps the issue with a company goal to consolidate all messages to the public.

"In the age we're living in, it's naive to think of putting out a message to one audience without it spilling over into another," notes Brad Williams,



How can a company control its image when surfers have access to different marketing strategies and press information?

Take the case of a major Asian car maker; Levi Strauss & Co., which launched its own site with a global target from the start, sidesteps the issue with a company goal to consolidate all messages to the public.



marketing manager at Levi Strauss. Levi's site opens with an option for users to enter areas with product information and positioning claims based on where users are logged on. The language does vary slightly for local flavor, but Levi's top-line message is consistent in all regions.

Meanwhile, an overabundance of information is still available from many businesses online, particularly now that corporate and business-to-business sites have become the norm. Press release information, which might, for example, discuss how products are being positioned before the public, is being reconsidered by some corporate attorneys who see that as potentially litigatable material.

"We recommend different gateways," says Jonathan Anastas, vice president, account director, at Think New Ideas in Los Angeles.

"The way an agency speaks to the press is not the way an agency speaks to consumers," observes Dean Van Eimeren, creative director, design and interactive media group at Torrance, Calif.-based Saatchi & Saatchi Pacific.

Adds a Toyota spokeswoman, "Press releases are directed to the media, which takes what parts it thinks are appropriate to share. Besides,

[press releases] are set up with names and numbers on them—these are people who should not be getting 1-800 calls from consumers."

Releases are also notorious for qualitative statements, often made in the form of quotes that feature superlatives such as "greatest" and "best ever" that run the risk of being held as a statement of fact, some say.

McGovern argues such comments are considered self-evaluative, have always been a part of press relations, and have passed legal scrutiny on most occasions.

No governing body, including the Federal Trade Commission, has made

any ruling on such a matter yet. For now, most agencies and advertisers are taking a wait-and-see approach.

The FTC, for its part, is awaiting a case before making a public statement on Internet communication that isn't explicitly advertising. But the Commission has instituted "Surf Days," during which staff members and states' attorneys general troll the Web for substantiated messages online.

As for formal policies, truth-in-advertising regulations may be the closest existing guidelines that currently apply, requiring companies to be able to back up claims. Commissioner Roscoe Starek hinted at a policy in a speech last fall called "Regulatory Enforcement of Your

Web site: Who Will Be Watching?"

"You should ask, "Will consumers get it?" to figure out what claims consumers take from your advertising—whether expressly or implicitly made by the ad," Starek said. "Don't make the mistake of confining this inquiry just to the messages that you intend to communicate."

McGovern takes such a blanket warning calmly, noting that he doesn't expect international links or press releases to

bring about any legal troubles for any of Omnicom's clients.

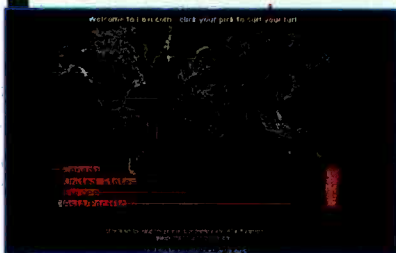
But a number of companies have made it known in the interactive community that they take the threat of litigation—or at least embarrassment—very seriously.

Those most likely to be affected by such a threat are the agencies, whose mandate to focus all outgoing information is greatly complicated by new public access. Some predict the role of the agency may one day be broadened by the demand to control all communication being made available to the public.

As McGovern and others imply, it may take a lawsuit to bring about real changes in the way companies manage the rising tide of public information. "There hasn't been a court ruling," he says, but cautions, "It's wise to be more conservative." ■

"It's naive to think of putting out a message to one audience without it spilling over into another," says Levi's Williams.

Levi Strauss unified its message across target markets; Toyota re-spins press releases into a consumer-friendly "online newspaper."





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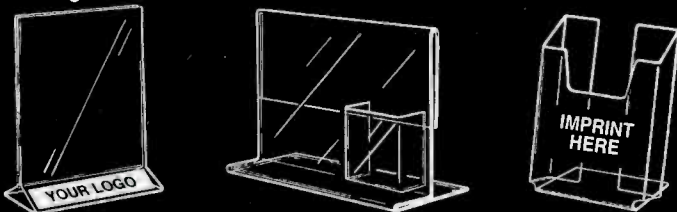
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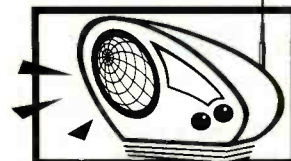
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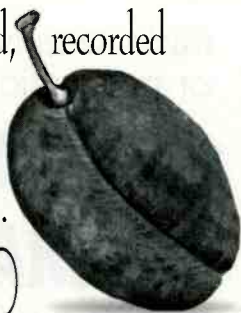


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and produced by yesterday...  
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Press this ad to your ear to hear  
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**Dick Orkin's Radio Ranch**

Phone 213.462.4966 Fax 213.856.4311

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

**TV PRODUCTION**

Phenomenal Film And Video Productions  
For Limited Budgets. Call Joan at Richman  
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The Voice You Wish You Had Can Be Yours!  
Sandra Van Delinder 888-903-0416

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wwwdesign@594.com 212-560-7412

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Reach your ad community in  
**ADWEEK CLASSIFIED**

**OFFERS & OPPORTUNITIES**

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**853 BROADWAY**

2 large, beautiful spaces with views  
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\$800-1,500 a month each. Willing to  
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Fax: 212-614-1255

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Short term lease available. Possible  
trade work for space. Top floor,  
great light, private entrance, fur-  
nished. \$1800.

Call Barbara 212-367-8111

**MERGERS & ACQUISITIONS**

**35 YEAR OLD NO. JERSEY AGENCY**

Full service B-To-B, Consumer Ad Agency with high caliber creative, extensive  
Mac system, 1 million sales, 3 million capitalized, seeks merger with agency  
looking to expand. Will consider AE(s) with billings.

Respond in confidence to:

**ADWEEK Classified, Box 4061**

1515 Broadway, 12th floor, New York, NY 10036

**BUSINESS OPPORTUNITIES**

**PR PERSON/FIRM**

Agency in Flatiron District seeks affiliation  
w/seasoned PR person or small PR firm.  
Also, desirable sublet space available in  
agency. Contacts in travel industry and  
advertising trade a must. Fax background  
to 212-473-3440.

**POSITIONS WANTED**

**HOT BLUE CHIP  
PROMO/AD WRITER/CD**

seeking part time (1-3 days per  
week) and/or freelance position in  
NYC. Can work in your office or  
mine. Interested?

Call (212) 645-0938 today.

**NOTICE**

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

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

# EMPLOYMENT



The Weather Channel is one of the most trusted sources of weather information to consumers in the U.S. and abroad. In addition to being one of the top five U.S. cable networks we have developed an award winning website, and are expanding into other interactive services. Our tremendous growth has created two exciting opportunities in our Trade Marketing group.

## AFFILIATE MARKETING MANAGER

This position, reporting to the Director of Trade Marketing, is responsible for leading the strategic and tactical development of all marketing programs targeted to our affiliate customers. Primary responsibilities include promotion development and execution, budgeting, managing agencies, analyzing results, and developing marketing plans.

## AD SALES MARKETING MANAGER

This position, reporting to the Director of Trade Marketing, is responsible for leading the development and execution of marketing programs to assist our aggressive Advertising Sales team. You will be responsible for developing and executing the annual marketing plan, managing agencies, budgeting, analyzing results, and creating great ideas that win in the marketplace.

The ideal candidate for both positions will possess a BS/BA degree, and 3-5 years' marketing (or related) experience. Strong communication, leadership and follow-through skills are essential. Industry experience is a plus. Located in Atlanta, Georgia, we offer a team based work environment along with a competitive salary and benefits. **Qualified candidates should send their resume to: THE WEATHER CHANNEL, Attn.: Evelyn Newton, P.O. Box 724554, Atlanta, GA 31139. EOE M/F/D/V.**

## ADVERTISING SALES ACCOUNT EXECUTIVE

### THE BOSTON GLOBE NEW YORK OFFICE

New England's largest newspaper, is seeking an Advertising Sales Account Executive for our National Sales office in New York. Responsibilities will include handling existing accounts as well as developing new business in national advertising categories, including travel, financial, corporate, technology and telecommunications.

The successful candidate must have experience in sales and marketing and sound knowledge of advertising sales. A candidate should be articulate, highly motivated, organized and skilled in working with and making sales presentations to individuals and/or groups of customers. Excellent salary, benefits and incentive package.

Please submit resume and salary requirements in writing to:

**Madeline P. Wallis**  
Director of Human Resources

**The Boston Globe**  
P.O. Box 2378, Boston, MA 02107-2378  
FAX#: (617) 929-3376

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## DIRECTOR OF MARKETING - BAN

Chattem, Inc., a progressive, growth oriented midsize OTC/Toiletry consumer products corp. headquartered in Chattanooga, TN is seeking a strong marketing leader with 5 plus years of experience in brand/product management to lead their newly acquired \$100 million plus per year BAN brand. This is an excellent opportunity to plan, develop, and implement comprehensive growth strategies with a well known (#1 with 33% market share) brand. This is a hands on, get involved, leadership by example opportunity requiring the ability to be the strategic and tactical leader in an aggressive, yet congenial, team oriented corp. environment. One must be channel oriented with an emphasis on supermarket, mass merchant, and drug store channels. This is a true growth opportunity where one will work closely with the CEO, the VP of OTC Marketing and the VP of New Business Development.

Please call, fax or mail resume and present compensation to our Executive Search firm: Grantham & Company, 136 Erwin Rd., Chapel Hill, NC 27514.  
Ph 919-932-5650.....Fax 919-932-5568



Market  
the brands  
that fill  
America's  
day.

From breakfast to lunch, right through to dessert, Dunkin' Donuts/Baskin Robbins/Togo's (California's most loved sandwich chain) satisfy America's appetite for great food. It is part of our secret of success and the reason why we are among the fastest growing companies in the food service industry.

And with this success comes unlimited opportunities for people with an entrepreneurial, team-oriented attitude — people who want to work at the cutting edge of marketing in an atmosphere that is enthusiastic and results-oriented.

## Manager Sales Promotions

Develop, implement, and monitor results of Sales Promotion programs in support of coffee, bagel, donut, and muffin brands. Supervise execution of national promotion programs. Manage vendor relationships with advertising, promotional, and production houses on project and ongoing basis. Manage and report on promotional budgets. Must have 7-10 years' related sales promotion and supervisory experience and a Bachelor's degree or equivalent work experience. Ability to travel 15-20% also required. An MBA and consumer marketing or franchised company experience preferred.

Please fax your resume and salary history to: **Employment Services, (781) 963-2268, or (781) 961-7738, Dept. PM0198.** An Equal Opportunity Employer.

**Baskin 31 Robbins**  
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Wholly owned subsidiary of Allied Domecq, PLC.

**GRAPHIC DESIGNER** needed for Baltimore Advertising & PR Firm. Must have 2 years experience in job offered. Bachelor's of Arts in Design. Respond to: HR Dept, Waldinger / Birch Inc, 575 South Charles Street, Baltimore, MD 21201.

## FILM & TV JOBS

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

## HELP WANTED

# CALLING ALL MEDIA PROS

Growing media buying service,  
billing over \$200MM,  
seeks agency professionals to service  
new and existing business.

## Senior Account Executive

Provide A+ service to clients. Turn marketing objective into media objective & strategies. Develop innovative media plans, evaluate media buys, maintain budgets. 10+ years media experience with strong writing and presentation skills required. Direct response, trade/barter exp. a plus. This is a real hands-on position - get ready to roll up those sleeves and dig in.

## Sr. Media/Research Director

Media professional to develop innovative plans for all media; present plans in exciting ways. Solid research background (retrieval & interpretation) a must. 10+ years media exp. required, DR a +. Not for the faint-hearted.

## Media Planning

Media professional to develop creative media plans in all media, negotiate print and out-of-home media, meet with reps; issue I/O's, pull research. 3-5 years media planning experience required. Great growth opportunity.

All positions require comprehensive knowledge of Excel, Word & Powerpoint on IBM.

All interviews require that you bring writing samples and five references.

Fax resume and salary history in confidence, noting position, to Greg @ 212-977-7049.

## SALES ASSISTANT

NY production company. Liaison with ad agencies, assist directors, supervise edits, etc. Must be quick and personable, and able to juggle time and tasks. Fax resumes to:

Ann @ 212-431-0199

CALL 1-800-7-ADWEEK

VOICETRAK

Media Research

## VP Market Development

VoiceTrak, a national competitive research firm needs a regional sales/service VP. Approximately 25% travel - based in Tucson. 5-10 years experience in account service, research or media. Fax or e-mail resume and salary history to:

FAX (520) 886-4997 or rick.denos@voicetrak.com

We're looking  
for everybody.

Art Directors  
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Every year, we fill thousands of interim assignments for companies and agencies nationwide. And some of the jobs do turn permanent. If you're available to work now and live in the tri-state area, send your resume today. We'll take it from there.

  
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EOE/M/F/D/V

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VERMONT'S FINEST • ICE CREAM & FROZEN YOGURT™

### Regional Marketing Coordinator

- Grass roots marketing/retail promotions
- Full time/May 18 - Sept. 18
- ONE opening in each of the following markets: Boston • Chicago • L.A. • N.Y.C.

Interested candidates should fax or email a resume and letter indicating why you would be the perfect person for the job to:

Steve McCall  
c/o Triple Dot Communications  
617-723-8929/fax: 617-723-2188  
smcca@triple-dot.com

## WE ARE HOT...

One of Chicago's fastest growing agencies is looking for several hot marketing people:

### ACCOUNT SUPERVISOR

Strategic marketing pro who loves helping clients grow and leading top quality teams in providing ingenious, creative, IMC solutions.

### ART DIRECTOR

Needs to do it all - from conceiving the big picture idea to finishing a logo design. Must know the right tools and programs.

### COPYWRITER

Someone who can go deep into a subject, synthesize information from various sources and write strategic copy for print, video and electronic communications.

### PRODUCTION ARTIST

We're looking for a detail-oriented, self-starter able to handle several projects at once who is well-versed in Quark, Photoshop and Illustrator.

We offer a passionate, team-focused environment, excellent benefits, competitive salaries and a chance to do great work for Fortune 500 clients. Visit our web site at [TuckerKnapp.com](http://TuckerKnapp.com)

Send resume and non-returnable samples to:

Tucker Knapp IMC  
1301 Basswood Road  
Schaumburg, IL 60173  
Attn: Linda Tillson

## ADVERTISING MARKET MAPPING SPECIALIST

Marketing firm seeks experienced professional to prepare trade area/demographic maps for internal analysis and client presentations. Must have GIS experience and familiarity with Market Quest or Atlas. Position requires strong analytical skills and the ability to handle multiple projects in a deadline-focused environment. Creativity in vibrant presentation design is necessary to make this person an asset to the sales arm of the organization. We offer an excellent salary and benefits package.

Please fax cover letter with salary requirement and resume to:

(201) 587-8308

or mail to:

CBA Industries, Inc.  
50 Eisenhower Drive  
Paramus, NJ 07652

Publishing

## GENERAL MANAGER

Meredith Corporation's American Park Network seeks professional to manage general operations. Successful candidate will have minimum 10 years experience in related positions with demonstrated progressive growth and responsibilities including 5 years' management. MBA a plus. Must be knowledgeable in marketing, advertising, promotion and PR strategies, personnel, business/fiscal planning and administrative management.

Location: San Francisco

  
CORPORATION

Send resume and cover letter with salary history in confidence to:

Ms. Rock

Corporate Manager

Staffing Services/Dept. 366

## Meredith Corporation

1716 Locust Street  
Des Moines, IA 50309-3023  
FAX: 515/284-2958

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## ADVERTISING SALES EXECUTIVE

New York advertising office for major newspaper representative firm seeks creative, dynamic goal-oriented salesperson with successful sales history. Individual must have experience in business development and promotional advertising, possess excellent written and verbal communication skills and have the ability to handle numerous projects at once. Excellent salary, benefits and incentive potential. EEOC.

Fax resume in confidence to:

212-286-9004

or send to:

ADWEEK Classified, Box 4044  
1515 Broadway, 12th fl.  
New York, NY 10036

CALL 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

## 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:

**Lissette Vilato @ (914) 735-0505**

## MARKET RESEARCH DIRECTOR CONSUMER MARKETING

International company seeks a take-charge, results oriented Market Research Director. Must possess the ability to reduce the marketing risk by asking the right questions the right way, while managing and prioritizing a multitude of projects (currently 50 projects a month). We are looking for new approaches and suppliers to establish and measure brand loyalty and consumer satisfaction. Must have 7-10 years of experience and a proven track record of success, as well as excellent presentation skills. Salary to \$120+.

Please forward resume & salary history to:

**NPM Box MH 316  
300 East 42 Street, NYC 10017  
Equal Opportunity Employer M/F**

## OUR TERRIFIC SALES ASSISTANT JUST GOT PROMOTED.

### NOW, WE NEED SOMEONE JUST AS GOOD.

Publisher at top NY-based magazine company needs an efficient, highly organized, and articulate assistant to help manage workload for multiple salespeople in a fast-paced environment. You must be professional in demeanor, intelligent, service-oriented on the telephone, and skilled in the usual computer software. At least 3-5 years experience required. Generous salary and benefits.

Fax resume to:

**212-536-5353 Attn: Sonia**

We're an Equal Opportunity Employer.

## AD DIRECTOR

Leading Retail magazine seeks a seasoned professional with 5+ yrs ad sales exp & 2+ yrs managing a sales team. You will be in charge of all ad revenue with a small territory. Must possess excellent written & verbal communication skills. Knowledge of ACT, Word and Excel a plus.

We offer a competitive salary. Mail/fax resume with salary history & requirements with cover letter to:

**Miller Freeman**

**One Penn Plaza, Dept AG, NY, NY 10119-1198  
Fax: 212-643-4807 EOE**

## Director, CNN Audience Research

Supervises the acquisition and analysis of audience measurement, programming, and marketing-related consumer research information for the CNN networks and businesses. Projects include scheduling and programming recommendations, concept testing, promotion campaign evaluation, media planning and new business development assessment.

BA in related field required, advanced degree strongly preferred. Requires 8+ years experience in television, marketing, or media research. Strong analytic and problem solving ability, good strategic planning, presentation and management experience, and excellent verbal and written communication skills a must. Knowledge of Nielsen data systems, custom research (focus group and survey design), and/or experience in media buying/planning required. News background or knowledge of new media/internet industry a plus.

Send or fax resume and salary requirements to: Research Position, CNN Audience Research, PO Box 105366, Atlanta, GA 30348-5366. Fax 404-827-3169. CNN/Turner Broadcasting is a division of Time Warner, Inc.

An Equal Opportunity Employer.



## ADVERTISING SALES ACCOUNT MANAGER TIME INC. NEW MEDIA

Time Inc. New Media seeks an experienced salesperson to sell space on its new media products. Qualifications include four plus years of print ad sales, preferably at a major consumer magazine, familiarity with primary and syndicated research, new business development, experience with conceiving, creating and executing custom sales programs for clients, negotiating positioning, and a successful history of closing business. Category expertise should include any of the following: packaged goods, automotive, retail/apparel, and personal care products. On-line sales experience is preferred but not necessary. However, individual should have a demonstrated knowledge and passion for new media.

If interested, please send your resume to:

**Recruiter CS  
Time-Life Building  
Rockefeller Center, Room 40-06, New York, New York 10020-1393  
or FAX to 212-522-4510**

Time Inc is an equal employment opportunity employer.

## SALES PROFESSIONAL NEEDED

Leading magazine company has a top sales position open for a dynamic, energetic self-starter. 2-4 years selling experience; an understanding of consumer magazines and marketing services companies a plus. Creative thinker, great presenter, hard worker and proven go-getter all required. Travel required. Generous pkg. of salary & comm & benefits.

Fax resume & sal. history to:

**Craig at (212) 536-5353**

## DIRECT BUYING HEAVYWEIGHT

National buying service opening office in Washington/Baltimore region and is looking to hire the best DRTV buyer in the country. Candidates should have a minimum of 7 years DRTV buying experience, including national and spot. Great support staff and a commitment to excellence are in place--now we need you to complete the picture. EOE.

Please send resume with salary history to:

**ADWEEK Classified, Box 4059  
1515 Broadway, 12th fl., New York, NY 10036**

**CATCH A CREATIVE GENIUS USING ADWEEK CLASSIFIEDS**

## HELP WANTED

FIELD MARKETING  
MANAGER

Einstein Bros. Bagels, the largest, most successful bagel chain in the country, has two positions open for Field Marketing Managers based in the Mid-Atlantic and Philadelphia areas.

Responsibilities include all aspects of sales building, planning and implementation, including new store openings, local store marketing, public relations and retail merchandising. Must be an expert in local marketplace trends and business drivers with 3-5 years related experience.

We offer a competitive salary and a great benefits package.

Please fax your resume with salary history to:

Einstein Bros. Bagels  
Director of Marketing  
Fax: 203-840-0185 EOE

## SALES

Were looking for, self starting individuals to fill entry-level positions in New York City. If you're looking for a unique opportunity to work in a high energy environment fax your resume to Mark Preskenis at 617-542-2277

CIDER JACK HARD CIDER

## ARTIST REP

National agency for top commercial artists and photographers seeks sales rep. Advertising, publishing, art background a plus. Significant growth potential. Send resume to:

Mendola Artists  
420 Lexington, NY, NY 10170  
Attn: Tim Mendola

## AD SALES

17 year Established trade publisher needs PROVEN rep for marketing publication. 401K, oceanside office, etc.

Call Joe D.:  
(904) 285-6020 x200

CORPORATE MANAGER  
Wireless Advertising

Southwestern Bell Communications, Inc. is seeking a qualified Wireless Advertising Manager for the Baltimore, MD area.

Must have proven skills in advertising, and knowledge of production processes, marketing, long & short-range planning, project management, Word, Excel, and PowerPoint.

Will oversee advertising agency in its preparation of pre-and post-buy analysis; manage "on-strategy and budget" development/implementation of creative concepts; track all media expenditures; and ensure that agency meets production schedules and promotion dates.

Please submit your resume and cover letter with salary background c/o Cellular One, Attn: James Watkins, 7855 Walker Dr., Greenbelt, MD 20770. eoe.

Southwestern Bell Communications

MEDIA  
PLANNER

Award winning Media Buying Service seeks Media Planner with college degree and 2+ years of planning experience. Computer proficiency and good communication skills required. Salary commensurate with experience.

Fax resume to:

Diane at 212-779-4496  
or mail to:

Media First International  
205 Lexington Ave.  
NY, NY 10016

ENTRY LEVEL  
AD SALES

(2) Classified adv. reps needed for top financial trade magazines. Ideal person is creative, organized, team player able to maintain current accounts & build new business. Minimum 1 yr. sales/adv./agency, financial exp. a plus. Great work atmosphere w/young co.

Send resume w/salary req. to:

Dept. JSR  
Securities Data Publishing  
1290 Ave. of the Americas, 36th fl.  
NY, NY 10104  
Fax: 212-956-9632

## JR. AE

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

Send/fax resume to:

P.O. Box 1216  
Stamford, CT 06904  
FAX: (203) 977-2117

SALES/MARKETING  
COORDINATOR

Major magazine company needs a highly motivated & well-organized assistant to work with our publisher. You should have a college degree, a great phone manner, and proficiency with Windows 95 and ACT! Software. You must be attentive to detail and at ease in a fast-paced office. And you should have at least one year experience.

Fax your resume &  
salary history to:

(212) 536-5353, Attn: Sonia

We're an equal opportunity employer.

GREAT OPPORTUNITY  
ADVERTISING SALES

New York based start-up focusing on fashion, interiors, beauty and entertainment seeks experienced professional to manage advertising sales effort. Must be highly motivated, self starter with excellent communications skills and proven track record handling high-end retail and consumer goods accounts. Entrepreneurial spirit is a must.

Fax resume to:

Pam at 957-0380

PROJECT  
COORDINATOR

needed for small, dynamic NY agency. Immediate opening: looking for a professionally-minded, highly organized project coordinator to assist account manager in creative environment. Responsibilities include coordinating, trafficking and managing projects. Freelance to start--potential for staff position. Basic Macintosh skills needed. Compensation negotiable.

Fax resumes to: 212-673-7240

## Graphic Designers

We are currently seeking graphic designers and production artists for both freelance and full time opportunities. You must have at least two years of professional experience and be available to interview during business hours. Please fax your resume to Artisan, Your Creative Staffing Solution 212.448.0408. Check out our jobs online at:

www.artisan-inc.com.

Mgr Promo Planning  
Turner Broadcasting

Develop strategic plans for TBS, TNT & Cartoon networks in Atlanta; 5 years media experience; senior management contact; computer savvy. FAX Reply: 404-885-4933.

ADVERTISING  
MEDIA BUYER  
/PLANNER

Busy Print Media Dept. seeks applicant possessing strong negotiation/communication skills and the proven ability to autonomously manage high profile accounts and excellent relationships within the media community. Active International, the country's premiere barter company and one of the top placers of print media, is located just 20 miles from NYC. We offer an excellent salary/benefits package in a more relaxed setting than Madison Ave.

Please fax resume to:

Attn: JC/SD at (914) 735-0749

No Print Production Please!

GRAPHIC DESIGNER/  
ART DIRECTOR

If you know Quark, Photoshop and Illustrator and are looking to flex a little more creative muscle here's your chance! We're a growing Gramercy Park agency looking for that creative person with 2-5 years experience in consumer advertising and direct response who'd rather have a voice in a small group than be drowned out in a large crowd.

Fax cover letter and resume to:

"I Wanna Work Here"  
212-460-9475

ASSISTANT MEDIA  
PLANNER/BUYER

Growing downtown N.Y. independent media/marketing agency seeks a developing media professional to support and grow within a media planning and buying team. Requires some working knowledge of traditional, non-traditional and new media and a drive to learn more. Salary dependent upon experience...great ground floor opportunity.

Fax resume and cover letter to:

AMP/B Position 212.533.7015

## MEDIA PLANNER

Newspaper trade assoc has opening for acct mgr/print planner to develop buys for a growing newspaper network. 3 yrs exp (agy preferred) in print w/PC spreadsheet and word proc. Low 30's+. Fax res w/cover letter to: MDDC Press Assoc, 301-352-0606. EOE

## SUBSCRIPTION QUESTIONS?

Need Information about a subscription to ADWEEK, BRANDWEEK, or MEDIWEEK? For fast service, call our subscriber hotline TOLL FREE:

1-800-722-6658.



**HELP WANTED**

**FCB/SF and FCB/Dallas  
are looking for Media  
Professionals who love tacos**

Footo, Cone & Belding needs three media stars to work on its exciting, high-profile Taco Bell account.

**San Francisco**

**Media Supervisor (Local Media):** The ideal candidate will have 5+ years experience, with an emphasis on Spot TV and Spot Radio planning, excellent presentation skills, and the proven ability to thrive in a fast-paced environment. Prior experience handling local media planning for a fast food client is a real plus. The Supervisor will be responsible for all media activity for 10+ markets in Northern California, Nevada & Washington. Some travel required.

**Media Planner (National Media):** The ideal candidate will have 2+ years experience, with an emphasis on National TV planning, and a solid knowledge of MRI, StrADegy, and Ad\*Views.

**Dallas**

**Media Planner (Local Media):** The ideal candidate will have 2+ years experience, with an emphasis on Spot TV and Spot Radio planning. Responsibilities include planning local media for 20+ major markets in Texas and surrounding states.

If you're committed to smart, creative media plans, please rush your persuasive letter and resumé to Taco Bell Recruitment, Footo, Cone & Belding, 733 Front St., San Francisco, CA 94111 or fax (415) 820-8087. No phone calls please.



EOE

*McCollum Spielman Worldwide is looking for two individuals to join its client service team. We're looking for high energy level people who get excited by the process of discovery, are innovative, and proactive.*

**Client Service**

The ideal candidate understands what great client service is all about and makes it happen. This individual will have worked with "Copy Test" data at a supplier, agency or manufacturer and be a superb analyst and presenter. Strong computer/Microsoft Office skills are desirable.

**Statistician**

A unique opportunity to join the front line client service team. The ideal candidate will have an advanced degree in statistics and a few years experience working with marketing research data. You will be able to use SPSS and translate complex research stats into easily understandable, actionable findings.

**We offer an excellent compensation plan and benefits package.  
Please forward your cover letter and resume by fax or mail to:**

F. Poling

**McCollum Spielman Worldwide**  
235 Great Neck Road, Great Neck, NY 11021  
Fax: 516-482-5180

**REACH YOUR AD COMMUNITY  
ADWEEK MAGAZINES**



**I N T E G R A T E D**

COMMUNICATIONS CORP.

Integrated Communications Corporation, a dynamic, award-winning medical communications and advertising agency with major pharmaceutical clients, is experiencing rapid growth. We currently have the following employment opportunities available in our Lawrenceville, New Jersey office:

**ACCOUNT SUPERVISORS  
GROUP ACCOUNT SUPERVISORS**

Looking for strategic pharmaceutical marketers with at least 5+ years of product management and/or agency account management experience. Outstanding interpersonal and selling skills required, plus demonstrated ability to lead teams and implement tactical plans for our prestigious domestic and international clients. JOB Code: AS

The following positions are available in both our Lawrenceville and Parsippany, New Jersey offices:

**SENIOR ACCOUNT COORDINATORS  
ACCOUNT COORDINATORS**

Provide administrative support in overseeing day-to-day activities for assigned accounts and projects and ensure timely, accurate, cost-effective implementation. Additionally, routing of documents, preparing and maintaining reports and records; developing timing and estimates for jobs; and participation in meetings. Must have 3-5 years of agency traffic or production experience, preferably in a pharmaceutical environment. Excellent communication, organizational and follow through skills required. JOB Code: SAC

**STUDIO TECHNICIAN**

Seeking a technician with a minimum of 2 years MAC experience in preparing digital files for print, along with traditional studio skills. Requirements include: Experience in Quark and Illustrator (Photoshop and Design experience a plus), detail oriented, strong organizational and communication skills. Must have problem solving ability. Work well within team environment. JOB Code: ST

**COPYWRITERS**

Both senior and junior positions available. Heavy emphasis placed on creative, strategic, and conceptual skills. Must possess a desire to approach the craft of pharmaceutical advertising in ways that are fresh and compelling. Pharmaceutical and/or agency experience a plus. Bachelor's degree required. JOB Code: CW

Integrated Communications Corporation offers an excellent salary with a great benefit program, including profit sharing, 401(K) savings and company match. Some positions have telecommuting option available. For prompt consideration, send resumes, along with salary history to:

**INTEGRATED COMMUNICATIONS CORPORATION**

Attn: Human Resources Manager

Lawrenceville:  
989 Lenox Drive, Suite 300  
Lawrenceville, NJ 08648

Parsippany:  
5 Sylvan Way, Suite 110  
Parsippany, New Jersey 07054

*Small, highly creative New York agency is growing and needs to find the right people for three terrific career opportunities!*

**QUARK WIZ WANTED**

If you're a Quark expert, know something about layout and design, and are an ace at getting materials ready for the production process, we've got a pretty fast Mac waiting for you.

**TRAFFIC COP WHO KNOWS PRODUCTION**

If you know traffic (the agency kind) and have production management experience, stop right here. We need someone who can get us organized, oversee the production process and get the traffic moving on time!

**COMPTRROLLER**

We are looking for someone to manage the books. Agency experience ESSENTIAL. You must be able to manage A/R, A/P and General Ledger. Must understand the balance sheet and handle everything from paying the bills to generating the P&L's. If you are ready to run the whole show, this is the job for you. Experience with AdMan or other agency-oriented software a plus.

All salaries commensurate with experience.  
**Please fax resume and a cover letter with salary history and requirements to:**  
Muriel at (212) 227-9819.

**HELP WANTED**

**NATIONAL SALES DIRECTOR  
ACCOUNT EXECUTIVES**

The Regional News Network (WRNN-TV) with 2,225,000 homes in the New York Tri-State area is seeking Account Executives and a National Sales Director to head its New York Office. Excellent compensation and incentives.

**The Regional News Network**  
62 Southfield Ave, Stamford, CT 06902  
Christian French  
Fax: (203) 967-9442

**SENIOR PLANNER  
TIME FLIES WHEN YOU'RE PLANNING!**

Looking for an exp. Senior Planner w/min 5 yrs. exp. Must be able to develop thorough, thoughtful creative media recommendations; lots of client contact so must be a confident and effective presenter. A solid media background w/ flexibility to think outside the box - a strategic thinker w/strong written/verbal communication skills. Competitive salary and good benefits.

Fax resume w/salary requirements to:

**Adworks, Inc.**  
2401 Pennsylvania Ave, N.W., #200 Washington, D.C. 20037  
Attn: Joan Edelin or fax 202-739-8204

**National Director  
of Sales**

Searching for a well-established, exceptional individual with extensive sales experience to direct our expanding sales efforts in the areas of Corporate Film/Video Production, Corporate & Educational Multimedia Television and Home Video Program Funding. Attractive salary, commission, benefits and expenses. For consideration, mail resume and cover letter to: Luminair Film Productions, Inc., 495 Central Ave, Northfield, IL 60093.

Fax or email to:  
847-446-3480 or  
luminair@AOL.com  
No telephone calls please

**ASSISTANT  
PROFESSOR**

Tenure-track to teach graduate and undergraduate classes in Advertising Design, beginning August, 1998. A BFA and not less than 5 years of professional advertising experience in print and video required. Must know Quark XPress, Adobe Photoshop, and Adobe Illustrator. HTML, MFA and teaching experience pluses. Send resume, 3 references and tapes or proof of 5 best campaigns, by April 17, 1998, to:

John Sellers, Chair  
Advertising Search Committee  
102 Shaffer, Syracuse University  
Syracuse, NY 13244 AA/EOE

**ACCOUNT  
COORDINATOR MEDIA**

Small, profitable Ad Agency looking for an Account Coordinator/Media. Strong quantitative skills and understanding of advertising media. Good marketing intuition and knowledge. Entrepreneurial spirit. Extremely good compensation, benefits. Tremendous potential. Mac Word and Excel. College or career adv background a must.

Send resume & letter to:  
Advertising  
34 West 94, NY, NY 10025

**CLIENT SERVICE  
MANAGERS**

@plan. is rapidly becoming a WWW standard in market research. We need hard working self-starters for our winning team. 1-3 years experience in adv., mktg. or media with great problem-solving and interpersonal skills. Passion for interactive essential. @plan. is a VC internet start-up based in Stamford, Ct. Salary, bonus incentives and stock options.

Send resume to:  
Susan Russo  
srusso@webplan.net  
or fax (203) 964-0136

**ACCOUNT  
SUPERVISOR**

Fabulous opportunity to supervise and lead regional multi-market Quick Service Restaurant account for major Philadelphia agency. Must have strong writing ability, category experience, sharp strategic thinker, and a track record of innovation. Pioneer the development of multi-branding initiatives for one of the country's leading restaurant companies.

Fax resume to: 610-667-3176

**ACCOUNT  
EXECUTIVE**

Excellent opportunity for New Cable Service serving New York Tri-State Area. Experience in NYDMA buying and media planning community a requirement.

P.O. Box 999-KE  
Woodbury, NY 11797

**Sunny Jax agency needs:**

ST. JOHN & PARTNERS, a \$40+ million (and rapidly growing) agency in sunny Jax FL seeks cand. for the following positions:

Award winning Creative Grouphead/ Sr. Writer with a KILLER book.

Sr. Public Relations A.E. w/5-7 yrs. P.R. exp. in travel and tourism, sports marketing and media relations.

Sr. A.E. w/5-7 yrs in the agency business. Exp. in travel and tourism or sports marketing is a must.

Qual. cand. mail res. to Celia Weeks, Dir. of Admin., St. John & Partners, 6650 Southpoint Parkway, Jax FL 32216, Fax 904/281-0030.

**ACCT SUPERVISOR  
INTERACTIVE**

CKS-Washington DC, a leading interactive marketing agency, is seeking an AS with 5+ years of account service and 2+ years of interactive experience to manage a key automotive account. Need strong research, analysis, strategy, communication and project management skills, dedication to client service, and deep knowledge of Internet environment.

Fax resume to Pat Fitzgerald or e-mail: fitzgerald@cks.com.

**ACCT ENTREPRENEUR**

Looking for a smart, somewhat experienced, account person who would be interested in joining a new, aggressive, small but entrepreneurial, creative shop with the philosophy of doing business in a new way.

Please submit resumes to:

Artistry Partnership  
270 Lafayette St., Ste. 205  
New York, NY 10012

**STRATEGIC PLANNERS WANTED**

Creative ad agencies seek account/brand planners to provide strategic leadership. Opptys include: 3 Heads of Planning--implement/build planning dept. Multiple opptys for Senior Planners on car, financial, hi-tech, telecom, acc'ts. 5-10 yrs. exp: \$70-175K. NYC, SF, LA, Chicago. Must have ad agency planning exp.

Alpert Executive Search, Inc.  
212-297-9009 Fax 212-297-0818  
alpertssearch@worldnet.att.net

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**Healthcare Only**

All agency positions.

Recruiter seeks top healthcare advertising professionals.

Account Creative Administrative

The York Group

Fax 310-317-8570

**Sales Planning Coordinator**

Works in dynamic sales environment with USA TODAY sales force, assisting in the completion of advertisers' requests for proposals, developing sales packages and marketing collateral. Requires 1-2 years of agency experience.

Contact: Allegra Young, Online Marketing Manager, 703.907.4449 or young@usatoday.com

USA TODAY Online

**MEDIA PLANNER**

Agency "all-media" experience Creativity with hands-on attitude. Strong planning, writing and presentation skills.

Send resume with salary requirements:

Neil Faber Media, Inc.  
NexGen Media Worldwide  
157 west 57th street  
new york, ny 10019  
email: jobs@drmedia.com

**ADVERTISING SALES**

Our staffs at Working Woman and Working Mother are expanding. Opportunities exist for successful account managers with 3-5 years experience in business to business or consumer accounts.

Please fax your resume to:

Barbara Litrell, Group Publisher  
(212) 586-7419

**SALES REP**

Expanding music production company seeking additional sales rep to handle advertising clients. Experience and established contacts a plus. Call or fax resume to:

Smythe & Company Ltd.  
16 West 19th Street  
New York, New York 10011  
(212) 645-1166  
Fax: (212) 727-8282

**USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE**

## HELP WANTED

sixdegrees®, the premiere personal community builder on the Web is looking to add two new hires to join its growing team.

### Business Development Manager

Individual will manage the development and maintenance of syndication partnerships with other Web properties. Responsibilities include acting as liaison between partner site and technology, marketing, customer service and accounting, generating new business from existing partners as well as prospecting for new partnerships. Candidate must have at least 3 years account management experience and excellent knowledge of the Web/interactive ad industry.

Fax resumes to SZ at 212-583-0248.

### Creative Director

A hands-on creative talent will manage a team of designers and copywriters in the development of new areas/applications of the Web-site as well as updating sections of the current site. Candidate should have a minimum of 5 years total creative experience with 2-3 years of Web, software, or other interactive design. A concentration in user-interface and strong writing skills are a plus. Fluency in HTML, Photoshop and other basic design tools is a must.

E-mail resumes and/or URLs of existing work to: adam@sixdegrees.com.

Full Time Package includes salary commensurate with experience, benefits and stock option package. No calls please. EOE.

### Assistant Manager of Public Relations

Mecklermedia Corporation, a leading provider of Internet information through its trade shows, Web site and print publication, is seeking an Asst. Mgr. of PR in our Westport, CT location (convenient to train). You will provide support to the Director of PR, in corporate communications and investor relations. In addition, you will assist top management in creating and implementing presentations.

Successful candidates will have a minimum of 5+ years PR experience, strong written, word processing, database and organizational skills. Knowledge of Internet terminology and investor relations essential. Trade show and Web site promotion a plus. 10% travel required to domestic trade shows.

For immediate consideration, please send resume and salary history to:

Mecklermedia Corporation  
Attn: HR/PR  
20 Ketchum Street  
Westport, CT 06880  
Fax (203)454-5840  
e-mail: hrdept@iw.com  
EOE

### ACCT COORD CREATIVE

Small, successful Ad Agency looking for Acct Coord/Creative. Do you write great ads? Are you organized? Have an entrepreneurial spirit? A passion for advertising? Work on all aspects of advt'g. Great compensation and benefits. Tremendous potential. Mac Photoshop, Quark, Word and Excel. College or career advertising background. Portfolio. Send letter & resume to:

Advertising  
34 West 94, NY, NY 10025

CALL 1-800-7-ADWEEK

### MARKETING MANAGER

Meredith Corporation's Traditional Home magazine seeks a creative thinker who can interface effectively with the Publisher, Ad Director, Marketing Director, and sales personnel to develop strategies, creative direction, and budgets for sales and promotion programs that will assure the continuation of its impressive revenue and ad page growth. The successful candidate will manage and coordinate all promotion production schedule and communications.

A bachelor's degree or equivalent and at least 5 years experience in a magazine promotion marketing department or related activity, strong organizational and scheduling abilities and excellent written/oral communication skills are all requisite. Your background should ideally demonstrate an understanding of research procurement, analysis and packaging, presentation building, and copywriting and design.

Location: New York City



Please send resume and cover letter with salary history to:

Ms. D. Neumann  
Supervisor, Corporate  
Staffing Services/Dept. 371

Meredith Corporation  
1716 Locust Street  
Des Moines, IA 50309-3023  
Fax: 515/284-2958  
An Equal Opportunity Employer

# Director of International Marketing Research

**DOW JONES** is the world's premier publisher of business news and information in every form of media. Our International Marketing Services Division, a sales organization responsible for selling advertising for DOW JONES' print, television and Internet products around the world, is seeking a professional experienced in Media Marketing Research.

The successful candidate will be responsible for all primary research activities including development of innovative research studies to assist in the sale of advertising, conduct studies from concept to printed book working with outside vendors, and produce large research studies in a timely and efficient manner. Will also serve as representative for DOW JONES International Marketing Services with outside syndicated research organizations.

Qualifications include a college degree (preferably in statistics or marketing research), solid experience with subscriber studies, value added research at a client level, and keen attention to detail. Strong planning, organizational and computer skills essential. We prefer a highly creative media specialist.

We offer competitive compensation and benefits plus advancement opportunities. Please mail/fax resume including salary history and requirements to:

**DOW JONES & COMPANY**  
Staffing JD76755  
200 Liberty Street  
New York, NY 10281  
FAX: 212-416-4290  
joan.daviau@cor.dowjones.com  
Visit our website at:  
www.dowjones.com

**DOWJONES**

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## Big ideas. Little egos.

We're the D.C. arm of Arnold Communications. In the past five years we've grown 676%. Today we have 185 employees working with clients who like us just as much as we like them. Now we need more account, creative, finance, media and interactive people. If you want to work in one of the most exciting advertising towns in the country, send us your resumé. And be sure to include samples or descriptions of projects you're proud to have been a part of.

**Arnold Communications**  
Human Resources  
8300 Greensboro Drive  
Suite 1200  
McLean, VA 22102  
bwingate@arnoldcom.com



EEOC

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TO GET NATIONAL EXPOSURE.**

**HELP WANTED**

**WANTED:**

**CREATIVE DIRECTOR/  
BRANDING EXPERT**

Creative Director sought for 40-person Northwest agency that specializes in developing strong, distinctive brands. Person must show expertise in defining and expressing brand character through ads, collateral, and other marketing elements. Creative excellence required.

Clients are well-known, quality Northwest firms, 2/3 consumer and 1/3 business-to-business. Team is high-caliber, and agency is a fun, energetic place to work. Please send samples of your work that best reflect strong brand building, to:

Box #00799

ADWEEK

5055 Wilshire Blvd.  
Los Angeles, CA 90036

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ANALYSTS, SUPERVISORS, AMDS

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CONSUMER & BRAND STRATEGIES  
MARKET RESEARCH

**CABLE 30-75K**

DIRECTOR/MANAGER/ANALYSTS  
Affiliate/Program/Ad Sales/Research  
**RIBOLOW ASSOCIATES**  
Ph: 212-808-0580 Fx: 212-573-6050

**MEDIA BUYER**

**\$20 MIL SHOP - D.C. AREA**

National Automotive client. Seeking strong media negotiator & planner. Knowledge of MRP or similar media software a plus. Excellent package including paid medical + profit sharing. Send resume and salary requirements to:

**ADWEEK Classified, Box 4062**  
1515 Broadway, 12th fl.  
New York, NY 10036

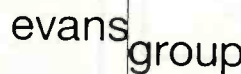
**Seattle Media Opportunities**

Here's an opportunity to work in one of the hottest markets in the country, combining the Pacific Northwest lifestyle with an energetic work environment. EvansGroup Seattle, the city's largest ad agency, seeks media professionals to join our growing team. We're looking for the following:

- **Senior Media Planner:** an individual with at least 4 years in media who has retail experience, strong planning background, and presentation skills that have been developed through a healthy amount of direct client contact.
- **Senior Broadcast Buyer:** an individual with at least 4 years broadcast buying experience. Excellent negotiation skills a must, along with a familiarity with both Top 10 as well as smaller markets.

Each position offers a high degree of independence as well as the opportunity to have input regarding the future growth of the media department. Send resume and cover letter to:

**Media Director**  
**EvansGroup Seattle**  
190 Queen Anne North, Seattle, WA 98109  
fax: 206-283-2018  
NO PHONE CALLS PLEASE



Strategic | Creative Solutions

**Sales/Regional  
Sales Manager**

Business Media Group, publisher of two cutting edge magazines, seeks an aggressive, seasoned sales professional to join our Fairfield, CT sales office. Must have 5 years' experience in advertising sales, developing new business and initiating and closing special projects. Knowledge of high-tech, financial, and consumer advertising is a plus.

We offer excellent compensation, health, dental, and 401(k) programs. Please forward resume and salary requirements to: **Business Media Group, Attn: Human Resources, 462 Boston Street, Topsfield, MA 01983-1232; Fax: (978) 887-3177. EOE.**

**Business Media Group, LLC**

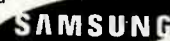
**Market Research Manager**

Samsung Electronics America, a dynamic subsidiary of one of the world's largest technology companies, is a visionary in consumer electronics, telecommunications, and information systems products. We currently have an excellent opportunity at our Ridgfield Park, NJ headquarters.

The experienced professional we seek will design and execute qualitative and quantitative research projects, analyze results, prepare presentations, maintain marketing databases, analyze customer profiles, oversee call center activities, and ensure training for operators. Providing key industry information to executives and marketing managers, managing our in-house research library, and serving as trade association representative will also be involved.

To qualify, you must have 5-8 years of high-tech market research and database marketing experience. An MBA is preferred.

For prompt consideration, please send your confidential resume, which must include salary requirements and indicate the position of interest, to: Human Resources Department, Samsung Electronics America, 105 Challenger Road, Ridgfield Park, NJ 07660. FAX: (201) 229-4079.



We offer competitive salaries, comprehensive benefits, a smoke-free environment, an on-site fitness center, and a subsidized cafeteria.

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

**BUSINESS DEVELOPMENT  
SALES MANAGER**

Bring your strategic marketing skills, sales ability, creativity and desire to build developmental advertising concepts for a host of newspapers nationwide.

Advertising or promotion agency experience, and solid exposure to media planning major pluses. You'll determine the creative solution to marketers problems, through the newspaper medium, and sell the concepts and our markets to major advertisers. *Your understanding of the sales process* and the follow-through to "make it happen" are critical.

Use all your communication skills in a high income potential position for a company that's been in the newspaper business since 1929. With salary and incentives, the sky's the limit.

Sell me on your sales and marketing talents in a cover letter and fax it with your resume:

212-218-1159, attention Sr. VP/Marketing

**PART TIME /  
ADMINISTRATIVE  
ASSISTANT**

National Ad Sales Firm seeking part time Admin. Asst. If you're a self-starter, organized, Microsoft Office required, general office, answer phones, presentations, assist with other duties. M-F 5 hrs. per day.

Fax resume to: (212) 588-9201

**ADVERTISING MANAGER**

needed to cover east coast territories for new LA-based teen/young women's magazine. Subscription base approximately 500,000. Must be energetic, aggressive, entrepreneurial. 2 years minimum experience required. Rep firms okay.

Please fax resume and compensation history to:  
310-379-5197

**NEW BUSINESS  
"RAINMAKER"**

Aggressive young agency seeks equally aggressive new biz person to generate solid leads. Our track record: once we're in, we're IN! Focus will be on hospitality, publishing and retail. Call 212-598-9338.

Classified Advertising  
1-800-7-ADWEEK

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WITH ADWEEK MAGAZINES**

**HELP WANTED**

**ATTENTION SPORTS FANS**

**Account Supervisor and Vice President**

Clarion Marketing and Communications, a leading CT based full service marketing and communications agency is looking for top performers. **Account Supervisor and Vice President-Account Supervisor.** We seek individuals with appropriate years of marketing/promotion experience, preferably with consumer packaged goods and/or sports related businesses. Qualified candidates must have strong strategic planning, concept development and program implementation experience, excellent presentation, communication and managerial skills.

Send resume and salary history to:

**Clarion Marketing and Communications**

Greenwich Office Park 5, Greenwich, CT 06831

or fax to: 203-862-6001

Attention: MM



*Masterful*  
**marketing**  
means strategic  
*success.*

**Marketing Manager**

At Doubleday, we like to think of ourselves as masters of marketing. While some other companies are still mere apprentices, we're enjoying the strategic success that comes with the mastery of our trade—the direct marketing of books, music and merchandise. If you've been looking for a company that practices marketing as an art form—and you think you're ready to become a master—we have an exciting marketing opportunity for a dynamic and talented professional.

The highly motivated pro-active candidate we seek has a Bachelor's degree in Business/Marketing (MBA a plus), 4-5 years related experience in Direct Response, Book Club (negative option club), and publishing experience preferred. Must be detail-oriented and have strong communication, analytical & PC skills (MS Excel and have exposure to the use of both traditional and non-traditional media).

Responsibilities include developing marketing strategies, development of budgets, planning and analyzing promotional campaigns for traditional and alternative media, as well as, managing relationships with internal support areas and external agencies and alternative marketing partners.

We offer a competitive salary, excellent employee benefits, including comprehensive medical/dental and 401(k) plans and reward and recognition for achievement, in a professional marketing environment. Qualified candidate should send resume with salary history/requirements, indicating department code, in confidence to:



Robert A. DiPietro, Department P  
**DOUBLEDAY DIRECT, INC.**  
401 Franklin Avenue  
Garden City, NY 11530  
FAX: 516-873-4856  
e-mail: rdipiet@bmgmusic.com  
An Equal Opportunity Employer M/F/D/V

**MEDIA PROFESSIONALS**

**LOVE YOUR JOB, BUT WANT TO ENJOY MORE OF YOUR LIFE?**

If you are a well-versed media planning professional interested in working a 3 day week, we want to talk to you. We are a full service ad agency located in lower Westchester. We seek planning professionals who can help pioneer a job share program that will augment our full-time staff of media supervisors.

Ideal candidates should have 5+ years of media planning experience in TV and Print and must be able to access and evaluate all major syndicated research. Working knowledge of Microsoft Office/Lotus a must.

Send resume or Fax to:

Media Director, CDA  
90 North Broadway, Irvington, NY 10533  
FAX # (914) 674-3989

(EEO M/F/D/V)

**HAL RINEY & PARTNERS INCORPORATED**

**CALLING ALL ACCOUNT SUPERVISORS**

Our NY office is looking for an experienced Account Supervisor to work on a major telecom. account. Telecom. and retail experience a plus.

Please send resume to:

Mary Kelly: SN  
Hal Riney & Partners, Inc.  
735 Battery Street, San Francisco, CA 94111

**Sr. Account Executive**

Fast growing, creative Miami Ad agency seeking Sr. AE. High levels of energy, enthusiasm and creative thinking along with 5+ years major agency experience are the criteria. Please send resume to: ADWEEK Classified-Box SE00790, 1515 Broadway, 12th fl., NY, NY 10036.

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1-800-7-ADWEEK

**1 OF EACH:  
AE & AD**

Direct Response agency needs ADs/Account People. 3-5 years DMail/Catalog, Mac skills, talented, detailed, personable. Good benefits, sense of humor.

Josh Moritz  
DMTG  
350 7th Ave. Room 702  
New York, New York, 10001  
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Call M. Morris at 1-800-7-ADWEEK  
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Call M. Morris at 212-536-6493  
or 1-800-7-ADWEEK

**CATCH A CREATIVE GENIUS  
WITH ADWEEK CLASSIFIED**

# 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 3/30/98

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

© 1998 MTV

## The Hollywood Reporter's Box Office

For 3-Day Weekend ending March 30, 1998

This Week	Last Week	Days in Rel.	Picture	3-Day Weekend Gross	Total Gross Sale
1	1	101	Titanic	15,213,500	515,262,530
2	New	3	Grease (reissue)	12,705,463	12,705,463
3	2	10	Primary Colors	7,005,780	22,244,315
4	3	17	The Man in the Iron Mask	6,334,914	43,653,200
5	4	10	Wild Things	5,668,105	18,212,599
6	8	97	As Good As It Gets	4,302,498	131,786,180
7	7	115	Good Will Hunting	4,117,121	121,566,085
8	5	24	U.S. Marshals	4,116,646	49,513,730
9	New	3	The Newton Boys	4,010,245	4,010,245
10	6	10	Mr. Nice Guy	2,585,530	9,303,966
11	New	3	Ride	2,513,334	2,513,334
12	New	3	Meet the Deedles	2,006,751	2,006,751
13	19	45	The Wedding Singer	1,821,287	71,164,169
14	12	192	L.A. Confidential	1,477,015	59,657,107
15	10	24	The Big Lebowski	833,871	15,213,448
16	14	103	The Apostle	822,509	17,853,785
17	16	24	Everest	714,821	3,562,210
18	11	24	Twilight	602,314	14,254,331
19	48	101	Mouse Hunt	443,515	60,331,323
20	15	45	The Borrowers	411,259	21,231,001
21	19	229	The Full Monty	357,296	44,830,457
22	13	24	Hush	270,411	13,210,509
23	26	38	Mrs. Dalloway	255,019	1,581,850
24	20	38	Dangerous Beauty	224,870	3,330,460
25	27	24	Love & Death on Long Island	211,186	1,148,432
26	29	101	Tomorrow Never Dies	173,458	122,899,035
27	18	31	Caught Up	158,921	6,279,177
28	24	124	Flubber	157,366	92,522,304
29	23	95	Mr. Magoo	155,357	21,157,550
30	17	31	Dark City	142,257	13,868,907
31	21	143	The Wings of the Dove	141,490	13,525,460
32	31	169	Boogie Nights	122,285	26,198,795
33	34	262	Thrill Ride	121,945	4,660,090
34	22	38	Senseless	102,364	12,679,298
35	36	164	I Know What You Did Last Summer	100,161	72,014,190

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# CULTURE TRENDS

## MTV Around the World

Week of 3/30/98

### MTV Europe

Artist	Title
1. Will Smith	Get Jiggy Wit It
2. Madonna	Frozen
3. Natalie Umbruglia	Torn
4. All Saints	Never Ever New
5. Celine Dion	My Heart Will Go On

### MTV Latin America (North Feed)

Artist	Title
1. Alana Davis	32 Flavors
2. Eric Clapton	My Father's Eyes
3. Madonna	Frozen
4. Plastilina	Mr. P Mosh
5. Natalie Imbruglia	Torn

### MTV Brasil

Artist	Title
1. Backstreet Boys	Everybody
2. Charlie Brown Jr.	Probidá
3. Green Day	Time Of Your Life
4. Spice Girls	Too Much
5. Gabriel	Cachimbo Da Paz

### MTV Japan

Artist	Title
1. Madonna	Frozen
2. Ian Brown	My Star
3. Foo Fighters	My Hero
4. Jamiroquai	High Times
5. The Rolling Stones	Saint Of Me

## Billboard's Top 15 Singles

Compiled from a national sample of retail, store and rack sales reports.

April 4, 1998 Provided by *Sound Scan*.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	15	1	2	All My Life	K-CI & JoJo
2	5	2	3	Frozen	Madonna
3	2	1	11	Nice & Slow	Usher
4	4	1	6	My Heart Will Go On	Celine Dion
5	3	3	19	No, No, No	Destiny's Child
6	7	6	5	Let's Ride	Montell Jordan Feat...
7	6	1	18	Truly Madly Deeply	Savage Garden
8	1	1	6	Get Jiggy Wit It	Will Smith
9	8	7	9	Gone Till November	Wyclef Jean
10	11	10	8	Too Close	Next
11	9	9	17	Deja Vu	Lord Tariq & Peter Gunz
12	13	12	2	Bitter Sweet Symphony	The Verve
13	12	12	7	Body Bumpin' Yippe-Yi-Yo	Public Announcement
14	10	6	10	What You Want	Mase
15	22	15	8	Romeo And Juliet	Slk-E. Fyne

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## Billboard's Heatseekers Albums

Best selling titles by new artists who have not appeared on the top of Billboard's album charts.

April 4, 1998 Provided by *Sound Scan*.

This Week	Last Week	Wks. on Chart	Artist	Title
1	2	64	Barenaked Ladies	Rock Spectacle
2	5	2	Jimmy Ray	Jimmy Ray
3	4	8	Dixie Chicks	Wide Open Spaces
4	3	2	Fastball	All The Pain Money Can Buy
5	New	New	Mancow	The One Eyed Man Is King
6	7	5	Jagged Edge	A Jagged Era
7	6	6	Mono	Formica Blues
8	9	12	Sevendust	Sevendust
9	12	6	Beenie Man	Many Moods Of Moses
10	22	38	Limp Bizkit	Three Dollar Bill, Y'all
11	10	5	David Kersh	If I Never Stop Loving You
12	16	2	All Saints	All Saints
13	13	30	Diana Krall	Love Scenes
14	17	26	The Kinleys	Just Between You And Me
15	15	26	Alejandro Fernandez	Me Estoy Enamorando

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# CULTURE TRENDS

## MTV Around the World

Week of 3/30/98

### MTV Asia

Artist	Title
1. Celine Dion	My Heart Will Go On
2. Peter Andre/ Warren G	All Night All Right
3. 98 Degrees	Invisible Man
4. Aaron Center	Crazy Little Party Girl
5. Madonna	Frozen

### MTV Latin America (South Feed)

Artist	Title
1. Eric Clapton	My Father's Eyes
2. Oasis	Don't Go Away
3. Natalie Imbruglia	Torn
4. Smash Mouth	Walkin' On The Sun
5. Madonna	Frozen

### MTV India

Artist	Title
1. Daler Menhndi	Ho Jayegi Balle Balle
2. Celine Dion	My Heart Will Go On
3. Nusrat Fateh Ali	Piya re Oiya re
4. Junoon	Sayonee
5. Ram Shanker	Yaron Sab Duan Karo

### MTV Mandarin

Artist	Title
1. CoCo Lee	Stupid Beauty
2. Daniel Chen	Want To Know How You Feel
3. A-Mei Chang	Don't Say Goodbye
4. Juan Dan Ching	The 99th Night
5. Wu Bai & China Blue	Crush On You

## Billboard's Top 15 Country Singles

Compiled from a national sample of airplay.

April 4, 1998 Provided by Broadcast Data Systems.

This Week	Last Week	Peak Pos.	Wks. on Chart	Title	Artist
1	2	1	12	Perfect Love	Trisha Yearwood
2	1	1	21	Nothin' But The Taillights	Clint Black
3	4	3	18	If I Never Stop Loving You	David Kersh
4	3	3	17	Little Red Rodeo	Collin Raye
5	7	5	16	Then What?	Clay Walker
6	9	6	12	Bye Bye	Jo Dee Messina
7	8	7	24	I Can Love You Better	Dixie Chicks
8	5	5	23	The Day That She Left Tulsa	Wade Hayes
9	10	9	6	The Kiss	Faith Hill
10	14	10	11	You're Still The One	Shaina Twain
11	13	11	14	Valentine	Martina McBride
12	12	12	16	Just Between You and Me	The Kinleys
13	24	13	16	Two Pina Coladas	Garth Brooks
14	6	1	15	Round About Way	George Strait
15	20	15	5	Out Of My Bones	Randy Travis

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## Billboard's Top 15 Albums

Compiled from a national sample of retail store and rack sales reports.

April 4, 1998 Provided by Sound Scan.

This Week	Last Week	Wks. on Chart	Artist	Title
1	1	15	Soundtrack	Titanic
2	3	18	Celine Dion	Let's Talk About Love
3	New	1	C-Murder	Life Or Death
4	New	1	Van Halen	Van Halen 3
5	2	3	Madonna	Ray Of Light
6	5	49	Savage Garden	Savage Garden
7	4	2	Eric Clapton	Pilgrim
8	8	32	Backstreet Boys	Backstreet Boys
9	6	40	K-CI & JoJo	Love Always
10	New	1	Soundtrack	The Players Club
11	7	7	Soundtrack	The Wedding Singer
12	11	27	Usher	My Way
13	10	2	Natalie Imbruglia	Left Of The Middle
14	13	55	Matchbox 20	Yourself Or Someone Like You
15	12	5	Silkk The Shocker	Charge It 2 Da Game

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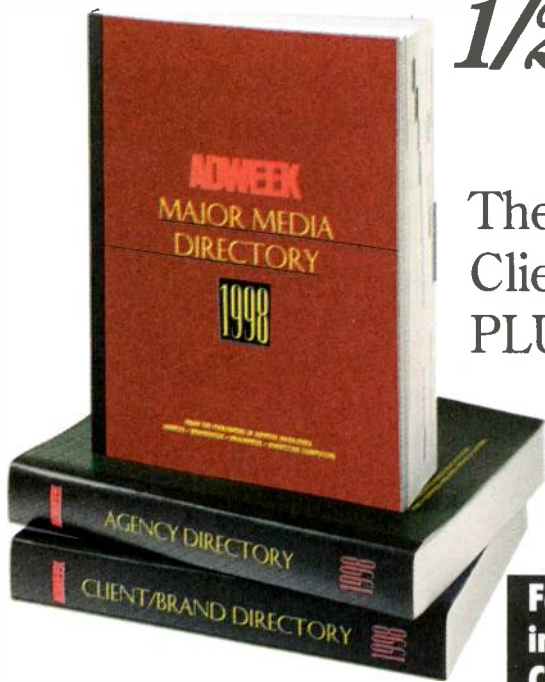
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## CALENDAR

The Newspaper Association of America will hold its annual convention April 19-22 at the Wyndham Anatole Hotel in Dallas. Featured speakers will include NAA chairman David Cox, president/CEO of Cowles Media Co., and Mark Willes, president, Times Mirror Co. Contact: 703-902-1697.

New York Women in Communications will present the 1998 Matrix Awards at a luncheon on April 20 at the Waldorf-Astoria Hotel in New York. This year's recipients include Rochelle Udell, editor-in-chief, *Self* magazine; Phyllis McGrady, executive producer, ABC's *PrimeTime Live*; and Janet Robinson, president and general manager, *The New York Times*. Contact: 212-880-8286.

The IRTS Foundation will present a newsmaker luncheon focusing on "The Art of Branding in Changing Times," April 28 in the Grand Ballroom of the Waldorf-Astoria Hotel in New York. Contact Marilyn Ellis at 212-867-6650.

The American Business Press will hold its spring meeting May 3-6 at the La Quinta Resort in La Quinta, Calif. Contact the ABP at 212-661-6360.

IDG will present an all-day "Global High-Tech Marketing Briefing" for marketers and ad agencies May 12 at the Marriott Marquis Hotel in New York. The agenda includes sessions on Internet messaging, international marketing strategies and emerging markets. Contact Volker Heistermann at 888-755-5283.

# Media Notes

## NEWS OF THE MARKET

Edited by Anne Torpey-Kemp

### Outside to Do Women's Book

*Outside* plans a September launch of *Women Outside*, which, like its sibling, will provide lifestyle features and coverage of places, sports and gear. *Outside* publisher Scott Parmelee will also oversee the new book, and *Outside* creative director Susan Casey and senior editor Laura Hohnhold will be its co-editors. The book will have initial newsstand distribution of 225,000, and its frequency rate will be determined on the success of the first issue. *Outside* and *Women Outside* are published by Mariah Media Inc.

### P.O.V. Gets Spy Subs

*P.O.V.* magazine has acquired the readership of the recently shuttered *Spy*. Current *Spy* subscribers will receive *P.O.V.* beginning with the May issue and will continue to receive the young men's book for the balance of their paid subscriptions to *Spy*. They will also receive the May *Egg*, the first issue of the new national nightlife magazine, polybagged with *P.O.V.* Both titles are published by B.Y.O.B./Freedom. The *Spy* subs should help *P.O.V.* boost paid circ to 275,000 in the first half of this year, from its rate base guarantee of 220,000. Also, *P.O.V.*'s editorial staff will move in mid-April from Boston to New York to join the *Egg* editorial staff.

### Platzner Upped at Petersen

Linda Platzner has been named group publisher of Petersen Youth Group. Platzner will oversee sales and marketing efforts for *Teen* magazine and special-interest title *All About You*. Before joining Petersen last July as *Teen* publisher, Platzner was associate publisher at Primedia's *Modern Bride*. Petersen publish-

es more than 80 special-interest titles, including *Motor Trend*, *Hot Rod* and *Sport*.

### Cosmo Exec Ed. Turns Again

Stephen Perrine has been named executive editor of Hearst's *Cosmopolitan*. Perrine, 33, had been deputy editor at Rodale Press' *Men's Health*. He replaces James Mauro, who was hired just one month ago as Numbr 2 to editor-in-chief Bonnie Fuller. Mauro will stay on in a freelance capacity. This is the third time in four months that the exec editor post at *Cosmo* has changed hands.

### Clear Channel Buys in Fla., S.C.

San Antonio-based Clear Channel Communications last week

announced plans to purchase five radio stations from Hicks, Muse, Tate & Furst's Capstar Broadcasting for \$46.5 million. The purchase of WGNE-FM of Daytona Beach, Fla., and WESC-AM/FM, WTPT-FM and WJMZ-FM, all of Greenville, S.C., are subject to regulatory approval.

### GH Report Hits Papers

The *Good Housekeeping* Institute Report will be syndicated in King Features' 1,500 weekly subscriber newspapers nationwide beginning April 13. The Report, a product-evaluation guide on beauty, fitness and home care, will be assembled by the chemists, engineers,



Rush job: St. Pete Times' opening-day special

## Papers Push for Pitches

As part of their series of special sections covering new hometown expansion baseball teams, the *St. Petersburg Times* and *The Arizona Republic* last Wednesday rushed to produce "first-pitch" editions on opening day. The *Times*' "Extra," covering the Tampa Bay Devil Rays' first game, was off the presses within two hours of the start of the game and sold 21,000 copies. By game day, the independently owned *Times* reports, it had earned back half of the \$2 million it spent on producing and promoting the special sections. The Central Newspapers-owned *Republic* similarly rushed to print 50,000 copies of a "first-pitch" edition by the end of the Arizona Diamondbacks' opening-day game. Figures on *The Republic's* investment in its special editions were not available, but the paper will keep up the coverage with 26 weekly "Baseball Extra" editions and seven monthly "Extra Innings" during the 1998-99 season.

# Media Notes

CONTINUED

nutritionists and technicians of the GH Institute. King Features is a unit of the Hearst Entertainment and Syndication Group, a major distributor of comics and text features. *Good Housekeeping* is published by Hearst Magazines.

## Paxson Sells WOAC

Paxson Communications has completed the sale of WOAC TV-67, a full-power television station serving the Cleveland market, to Shop At Home for \$23 million. Paxson also owns WVPX TV-23, its primary full-power station in Cleveland. Paxson, which is expected to launch its PaxNet TV network in August, broadcasts via 77 stations around the country, including stations in each of the top 20 markets.

## NBC Expands Teen Block

NBC will this fall add a new series to its Saturday-morning Teen NBC lineup, a block of teen-targeted shows. *One World*, which will premiere Sept. 12, is a half-hour comedy about six racially diverse teens living with their adoptive parents and helps the network fulfill the FCC mandate for educational and informational programs. *One World* joins ongoing NBC series *Saved by the Bell: The New Class*, *Hang Time* and *City Guys*. Like the other TNBC shows, *One World* will be produced by Peter Engel Productions with Robert Tarlow, who created the new show, serving as executive producer.

## Magic Adds Production Staff

Twentieth Television has firmed up the production ranks for its syndicated late-night show *The Magic Hour*, a June 8 launch to be hosted by former basketball

star Earvin "Magic" Johnson. Named to director is Michael Diminich, who most recently helmed the late-night ABC strip *Politically Incorrect*. Coming aboard as producer is Jim Sharp, a former executive producer of Comedy Central's *Viva Variety* series and vp of development and original programming for the cable network. Dave Rygalski, a staff writer for NBC's *The Tonight Show With Jay Leno* for seven years, has been appointed head writer. And Marilyn Gill, who was executive producer for the syndicated *Rolonda* and *The Montel Williams Show*, has been named a segment producer.

## Mudd to Media Gen'l. Board

Richmond, Va.-based Media General will nominate veteran network news anchor Roger H. Mudd to its board at its annual meeting in May. Mudd, now host of several shows on The History Channel, worked early in his career as a reporter at the former *Richmond News-Leader* and at Richmond radio station WRNL, both owned by Media General. He will serve on a nine-member board, succeeding James S. Evans, a former CEO of the company.

## Dacascos Named as Crow Lead

Film actor and international martial arts star Mark Dacascos, who costarred in *The Island of Dr. Moreau* with Marlon Brando and Val Kilmer, has been cast as the lead in PolyGram Television's upcoming syndicated series *The Crow: Stairway to Heaven*. Dacascos' film credits include the Wayne Wong-directed *Dim Sum* and Steve Wang's *Drive*. *The Crow* will be directed by legendary filmmaker Ed Pressman, who marks his entry into series TV with this project.



**Time founder Henry Luce is honored on a new stamp.**

100th anniversary of his birth and coincides with *Time* magazine's 75th anniversary. The hand-engraved image on the stamp, based on a 1962 photo taken by renowned *Life* photojournalist Alfred Eisenstadt, was reproduced as a drawing on *Time*'s cover when Luce died in 1967. The Time Inc. founder becomes the 57th image in the Postal Service's Great Americans stamp series.

## Luce Goes Postal

Henry Luce, the founder of *Time*, *Life*, *Fortune* and *Sports Illustrated*, has been honored by the U.S. Postal Service with a postage stamp issued last Friday. The Luce stamp celebrates the

(*Mediaweek*, March 30). The action-drama hour, which premieres in the fall, has also wooed veteran producer Bryce Zabel to oversee day-to-day production. Zabel's primarily prime-time credits include the ABC series *Lois & Clark: Adventures of Superman*; NBC's *Dark Skies*, which he co-created; and *M.A.N.T.I.S.* for Fox.

## Paramount TV Signs Petrie

Paramount Network Television has signed writer Daniel Petrie Jr. to develop drama series, telefilms and miniseries. An accomplished theatrical screenwriter, Petrie received an Academy Award nomination in 1984 for best screenplay on Paramount Pictures' *Beverly Hills Cop*. Petrie also penned the screenplays for *The Big Easy* and *Shoot to Kill* and cowrote *Turner & Hooch*. He is the current president of the Writers Guild of America West. Representing Petrie in the deal was Los Angeles-based agency Hohman, Maybank & Lieb.

## Match Made in Major Markets

Pearson All American Television has sold *Match Game* to WCBS-TV in New York, KCBS-TV in Los Angeles and WPWR-TV in

Chicago. *Match Game*, set to launch in syndication this September with host Michael Burger (former co-host of ABC's *Mike & Maty* talk show), has been cleared with TV stations representing 76 percent U.S. coverage.

## CASIE Covers Online Marketing

The Coalition for Advertiser-Supported Information and Entertainment last week released a new publication aimed at helping marketers target online efforts more effectively. *The Compendium of Interactive Media Research Studies—Volume V* presents summaries of about 100 interactive media research studies on a variety of topics related to online marketing. The compendium, priced at \$20, is available from the Association of National Advertisers, (212) 697-5950.

## On Sight Media Opens in NYC

On Sight Media, an interactive agency offering information and advertising terminals and systems for point-of-sale, marketing and advertising applications in places such as shopping malls, has opened offices and a showroom at 50 W. 23rd St. in New York City. The company remains based in Peekskill, N.Y.

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## BIG DEAL

### SAMUEL ADAMS

**Advertiser:** Boston Beer  
**Agency:** Carmichael Lynch, Minneapolis  
**Begins:** April 9  
**Budget:** \$10-15 million (est.)  
**Media:** TV

**B**oston Beer takes an explicitly aspirational tack in new ads behind its flagship Samuel Adams craft-beer brand, linking consumers' personal goals to the quality of the beer with the new tagline: "All in due time."

The campaign comes at a time when growth of domestic specialty beers is subsiding and increasing numbers of affluent consumers are flocking to high-end European brands.

The new ads abandon the humorous tone of prior efforts in favor of a more thoughtful picture of the core drinker, portraying him as ambitious and confident. Bottle shots flag a new label in which brand icon and "brewer-patriot" Samuel Adams has likewise been given a more energetic, confident look and is seen hoisting his flagon higher in a more exuberant pose.

John Chappell, vp for brand development, confirmed the gist of the spots, saying, "Sam stands for quality, and our drinkers aspire to that quality as they aspire to many things in their lives." The spots will air on ESPN, VH1 and other network cable, major spot and in Northeast regional buys.

Last year, Boston Beer spent \$6.1 million on TV, per Competitive Media Reporting, including TV spots in which a man uses a Sam Adams bottle cap to mow down a mugger. While Sam Adams execs have said those ads often stimulated strong sales gains, the current thoughtful tone apparently is considered more in keeping with the brand persona. As reported, over the past year, Boston Beer has tilted almost all ad and promotional efforts back to its core Samuel Adams Boston Lager brand, while embarking on a yearlong project to establish the essence of the brand, as reflected in the new campaign (*Brandweek*, Sept. 22 and Nov. 24, 1997). Last year, while Boston Beer's overall volume slipped 4 percent, per Impact Databank, Boston Lager managed to grow 5 percent to about 700,000 barrels. —*Gery Khemouch*

# Real Money

## ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

### VIRELLA BRAND HOUSEWARES

**Advertiser:** Tactica  
**Agency:** In-house  
**Begins:** April 9  
**Budget:** \$700,000/week  
**Media:** TV, print

Tactica, which has built a \$100 million business in two years on the strength of its Igia beauty products, this spring moves into housewares and hardware. The L.A. company launches the Virella brand through direct response and the Sharper Image retail chain, backing a set of unique products with upwards of \$700,000 a week in media, said Tactica founder/CEO Avi Sivan.

The new line will include such items as the Microjet Steam Iron and a computer with 9,999 games built into a unit less than half the size of a laptop. The Microjet will roll out next month on the QVC cable shopping channel and at Sharper Image. The gaming unit launches on Home Shopping Network exclusively for 30 days before hitting mass merchants. Both will sell for \$29.95.

The Igia brand gets two new products this summer to add to its current dozen. The "aromizer," a combination of aroma therapy unit, vaporizer and ionizer, and the first home cellulite-removal machine will be supported by infomercials and print ads.

—*T.L. Stanley*

### SPRITE

**Advertiser:** Coca-Cola  
**Agency:** Lowe & Partners/SMS, N.Y.  
**Begins:** April 15  
**Budget:** \$8 million  
**Media:** Radio

Coca-Cola Co. is linking with BMG Music and Foot Locker for an extensive promotion behind its Sprite brand, offering compilation CDs of mostly hip-hop artists and merchandise discounts, as the brand bids to stay relevant among young, urban audiences.

Sprite's impressive gains—the brand saw a double-digit volume increase in 1997, per the newsletter *Beverage Digest*—have stemmed from its ability to strike a chord with teens via edgy advertising, its pact with the National Basketball Association and popular spokesman Grant Hill.

The under-the-cap promotion, which gets

under way next week, will run through early September and offer a chance of winning a limited-edition CD featuring such artists as R. Kelly, KRS 1 and Toni Braxton. Support will include some \$8 million in media, including radio and POP. —*Karen Benezra*

### TOTAL HAIR FITNESS FOR MEN

**Advertiser:** J.B. Williams  
**Agency:** Avrett, Free & Ginsberg, N.Y.  
**Begins:** Mid-April  
**Budget:** \$5-7 million  
**Media:** TV, print

J.B. Williams, Glen Rock, N.J., will support its new Total Hair Fitness for Men line via an introductory campaign that plays on men's vanity about their hair.

A TV spot and a print ad breaking mid-month on network cable and in *People* magazine employ a hygienic rather than a beauty pitch in trying to reach the male, 25-50 target.

The "male pampering" product aims to woo men into buying the full line instead of "using what their wives or girlfriends bring home," said Tom James, Avrett's head of account services.

—*Sloane Lucas*

### DSS PLATFORM PROGRAMMING

**Advertiser:** DirecTV and U.S. Satellite Broadcasting  
**Agency:** Campbell Ewald, L.A.  
**Begins:** Late April  
**Budget:** \$6 million (est.)  
**Media:** TV, print

In another engagement of the cable-versus-satellite television wars, digital satellite system (DSS) platform providers DirecTV and U.S. Satellite Broadcasting team later this month to launch an ad effort behind a national promotion to lure subscribers.

The promotion, to run from April 23 to May 31, marks the first time the two providers are jointly funding media purchases to support a consumer offer on the DSS platform. The promo offers DSS purchasers \$100 worth of free DirecTV and USSB satellite programming via credits

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# CMR Top 50

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

Week of March 16-22, 1998

Rank	Brand	Class	Spots
1	BURGER KING	G320	42
2	ALAMO RENT-A-CAR	T151	24
3	SEARS--WOMEN'S APPAREL	V410	23
4	COLGATE--TOTAL TOOTHPASTE	D211	21
5	TACO BELL	G320	20
	WENDY'S	G320	20
7	REVLON--COLORSTAY OIL-FREE FOUNDATION	D140	19
8	PAYLESS SHOE SOURCE--FAMILY	V313	18
9	M&MS	F510	16
	MCDONALD'S	G320	16
	PRIMESTAR--SATELLITE SYSTEM	H514	16
12	ALLEGRA--ALLERGY RX	D560	15
	HOT POCKET MEALS	F260	15
	NEW LINE--LOST IN SPACE MOVIE	B660	15
	RADIO SHACK	V372	15
	SEARS--SALES ANNOUNCEMENT	V450	15
	TARGET--WOMEN'S APPAREL	V510	15
18	JC PENNEY--SALES ANNOUNCEMENT	V450	14
19	ALMAY--ONE-COAT MASCARA	D130	13
	DR PEPPER	F441	13
	MAZDA AUTOS--MIATA	T112	13
	MGM/UA--MAN IN THE IRON MASK MOVIE	B660	13
	NESTLE--FLIPZ CANDY	F510	13
	OLIVE GARDEN	G320	13
	UNIVERSAL--PRIMARY COLORS MOVIE	B660	13
26	APPLE--MACINTOSH POWER G3 COMPUTER	B511	12
	GTE CORP--CP	B226	12
	JELL-O--PUDDING SNACKS	F142	12
	SCHICK--MEN'S PROTECTOR RAZOR	D430	12
	THERMASILK SHAMPOO & CONDITIONER	D320	12
31	AQUAFRESH WHITENING TOOTHPASTE	D211	11
	DURACELL--ALKALINE BATTERIES	H310	11
	ECCO DOMANI--WINE	F620	11
	PLAYSTATION--VARIOUS GAME SOFTWARE & SYS	G511	11
	VOLKSWAGEN AUTOS--JETTA LEASING	T113	11
35	ALMAY--STAY SMOOTH ANTI-CHAP LIP COLOR	D120	10
	DIRECTV--SATELLITE SYSTEM	H514	10
	KEDS--WOMEN'S SNEAKERS	A321	10
	WALT DISNEY WORLD	T440	10
40	1-800-COLLECT	V156	9
	BUDWEISER--BUD LIGHT BEER	F612	9
	BUENA VISTA--MEET THE DEEDLES MOVIE	B660	9
	CENTRUM--VITAMINS	D541	9
	CHEF BOYARDEE--RAVIOLI	F250	9
	TYLENOL--CHILDREN'S ALRG-D ALLERGY LIQUID	D521	9
	ENTERPRISE RENT-A-CAR	T151	9
	L'OREAL--FEEL PERFECTE LIQUID FOUNDATION	D140	9
	PEROXICARE TOOTHPASTE	D211	9
	REVLON--COLORSTAY HAIR COLOR	D310	9
	TIDE--ULTRA POWDER LAUNDRY DETERGENT	H422	9

they can apply toward additional programming such as pay-per-view movies, events and upgrades.

Targeting adults 25-54, cable TV buys include TBS, A&E, USA and a dozen other networks. Print breaks in *USA Today* and dailies in 15 top markets. —*Tobi Elkin*

## TECATE BEER

**Advertiser:** Labatt USA

**Agency:** Cartel Creativo, San Antonio

**Begins:** Mid-April

**Budget:** \$3 million (est.)

**Media:** TV, outdoor, radio

Labatt USA invokes salt-and-lime and other cues to Mexican heritage in its biggest campaign to date behind Tecate beer.

The flourishing of Mexican and Hispanic culture and the negative stimu-

### New ads ride the rising wave of Mexican pride.

lus of anti-immigrant legislation in California "all are elevating Mexicans' self-esteem, and Tecate's strategy is to ride that wave," said brand manager Omar Garcia. Media moves beyond Tecate's California and Texas strongholds to Chicago, Atlanta and other markets with a growing Mexican presence.

Five outdoor ads breaking this month in 12 markets play on Mexicans' awareness that Tecate, not rival Corona, brought the salt-and-lime tradition to the States. Three radio spots breaking now employ an older woman as the voice of Mexico in an emotional plea to her sons and daughters to maintain Tecate as part of their heritage.

A TV spot airing on Galavision, Telemundo and Spanish-language sports programming depicts an Americanized jeans-and-T-shirt-clad guy running up the stairs of the what turns out to be the Statue of Liberty, so he can wave a flag sporting the brand logo and tagline from the statue's torch. "Now it's our turn," says one Mexican observer. —*Gerry Khermouch*



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



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# SEND MEDIAWEEK YOUR PLAN. We'll MAKE YOU FAMOUS.

MEDIAWEEK will honor media plans for their creativity and effectiveness in achieving client's marketing goals. Enter your best plan in MEDIAWEEK's Plan of the Year by April 13th and your group could win the grand prize. Winners will be featured in a special section in MEDIAWEEK's June 15th issue and will be honored at an awards luncheon.

## GRAND PRIZE FOR EXCELLENCE

\$10,000 will be awarded to the judges choice for the best overall plan.

## OUR DISTINGUISHED PANEL OF JUDGES WILL SELECT PLANS OF THE YEAR IN THE FOLLOWING CATEGORIES

- 1- Best plan for a campaign spending more than \$25 Million
- 2- Best plan for a campaign spending between \$10 Million and \$25 Million
- 3- Best plan for a campaign spending between \$1 Million and \$10 Million
- 4- Best plan for a campaign spending \$1 Million or less
- 5- Best use of National Television and Cable
- 6- Best use of Local Television
- 7- Best use of Magazines
- 8- Best use of Radio
- 9- Best use of Newspapers
- 10- Best use of Out-of Home
- 11- Best use of New Media

## JUDGING CRITERIA

- innovative nature of the concept
- tactical approach
- creative and or innovative use of media
- effectiveness relative to the objective

## YOUR SECRETS ARE SAFE WITH US

Media plans often contain sensitive, competitive information but don't let that keep you from entering this competition. Our judges all sign confidentiality agreements and they are never assigned to product categories in which they compete professionally.

## WHO IS ELIGIBLE?

Any US advertising agency media department, media buying service or in-house advertising agency or media department may enter. To be eligible, your plan must be under execution between May 1, 1997 and April 30, 1998.

## ENTRY FEES

\$110 per entry. Checks or money orders should be made payable to MEDIAWEEK's Media Plan of the Year.

## HOW TO ENTER

Complete the official entry form below and attach it as a cover to your statement. Your statement should describe the nature of the plan, why you consider it creative, and how it achieved your clients' objectives. **Statements should not exceed 750 words in total and must be typed on a single page.** Feel free to discuss any background information/situation analysis relevant to set the stage for the program description.

## DOCUMENTATION

Please include documentation such as a copy of the media plan, examples of the execution and any client testimonials demonstrating the successful results of your plan. In order to properly categorize your entry, be sure to indicate the level of media spending on your entry. Confidential, proprietary information in the supporting documentation may be censored.

## QUESTIONS?

Please call Alexandra Scott-Hansen at MEDIAWEEK at (212) 536-6588 or email Alexandra at [ascott-hansen@adweek.com](mailto:ascott-hansen@adweek.com)

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## MEDIA PLAN OF THE YEAR OFFICIAL ENTRY FORM

CATEGORY NUMBER (1 THROUGH 11): \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

STATE: \_\_\_\_\_ CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

YOUR CLIENT: \_\_\_\_\_

BRAND: \_\_\_\_\_

BUDGET: \_\_\_\_\_

MEDIA USED WHEN WAS THE PLAN WAS IMPLEMENTED: \_\_\_\_\_

NAMES AND TITLES OF THOSE INVOLVED IN DEVELOPING THE PLAN:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_

PLEASE PHOTOCOPY ENTRY FORM AND INCREASE SIZE TO YOUR CONVENIENCE.

**SEND ENTRIES TO:** Alexandra Scott-Hansen, MEDIAWEEK, 1515 Broadway, 12th Floor, New York, New York 10036

# Media Person

BY LEWIS GROSSBERGER



## Asked & Answered

OK, WAKE UP, PEOPLE, BECAUSE ONCE AGAIN, IT'S time for Ask Media Person, the exclusive interactive feature that lets you, the reader, instantaneously transmit any question on your mind to—who else?—Media Person, one of America's leading QARC (quick, accurate-response content) providers. Utilizing brand-new question-imaging software currently in beta (high-tech jargon for "It doesn't really work yet but we're marketing it tomorrow anyway") at Microsoft, MP will be able to read your questions on his computer screen if you simply say them out loud while touching any electrical appliance with one hand and placing the other in a sink filled with water.

*President Clinton has proven to be a very good continent visitor. Which continent will he visit next?*

Presidential aides are seeking another continent with adoring crowds and major historic atrocities that can be apologized for. North America was temporarily ruled out due to a perceived lack of the former but is now back in contention following the Paula Jones decision.

Also, it's close. Asia appears to be having some sort of economic difficulty but Federal Reserve chairman Alan Greenspan fears apologizing for that might adversely affect the U.S. stock market. And South America, believed to harbor a high percentage of women under 60, was vetoed by the First Lady. Though Media Person is not certain what it means, the president was recently spotted studying a briefing book containing numerous photos of penguins.

*Does Howard Stern spell doom for Saturday Night Live?*

Though Howard is unusually skilled at spelling four-letter words, his new TV show, tentatively titled *Howard Stern's New TV Show*, faces a grave handicap. Unlike his radio performance, on television you would actually have to look at Howard, laborious duty at best. Howev-

er, Howard has proven time and again that you can never underestimate his ability to overestimate his ability and his legion of dedicated fans will follow him anywhere, so there is little hope for failure.

*Find any good jokes in your e-mail lately?*

A man and a woman are driving toward each other on a winding mountain road. As their cars pass, the woman opens her window and shouts, "Pig!" Hearing this, the man

### Presidential aides are seeking another continent with adoring crowds and major historic atrocities that can be apologized for.

screams, "Bitch!" Seconds later, he crashes into a large pig standing in the middle of the road.

*According to The New York Times, a 9-year-old girl devised an experiment casting doubt on the efficacy of therapeutic touch. What the hell is therapeutic touch?*

Developers of therapeutic touch (usually abbreviated as "therapeutic touch") have discovered that a "human energy field" radiates from the body of every person on earth, with the possible exception of Al Gore. After extensive training, lasting in some cases up to 15 minutes, practitioners moving their hand over the patient's body can detect the presence of "tingly spots" that indicate either the presence of disease or the practitioner getting overly friendly. Once diagnosed, the patient's

illness can be easily removed by "rebalancing" a person's energy field, a process involving the use of heavy construction equipment, spatulas and a cappuccino maker. The controversial method has grown in popularity in recent years and is currently used in many nursing homes, Third World clinics and other institutions where life is cheap.

*How come Media Person was the only columnist in America who failed to weigh in on the causes of that school shooting in Arkansas? Couldn't you decide between blaming the easy availability of guns or violence in the media?*

Media Person apologizes for this failure. He was burned out after the creative pressure of six grueling years of constant punditry on the great issues facing society. Also, his wishy-washy editor feared that coming out in favor of such incidents, as MP had originally proposed, might bring torch-carrying mobs into the streets bent on burning down Media Person as well as his wishy-washy editor.

*I see where Mike Tyson recently got paid several million bucks for being the "enforcer" in a pro wrestling match. What's an enforcer?*

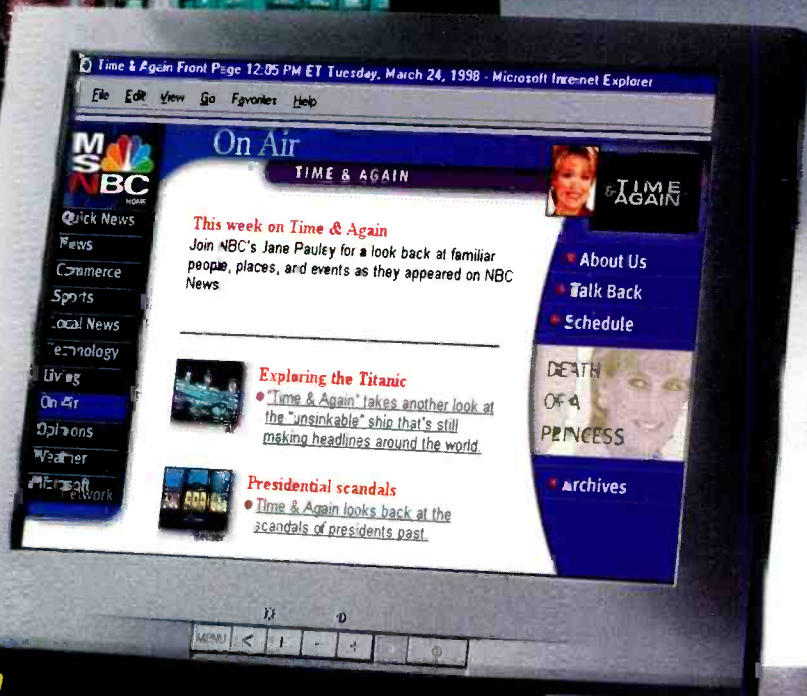
The enforcer has one of the most difficult jobs in sports. After the referee has been beaten unconscious, it is the enforcer who must make sure the wrestlers follow the rules. And

of course in pro wrestling there are no rules. So you need someone with an exquisite sense of irony. Also, the enforcer must walk a thin line. On the one hand, he cannot be too lenient or the wrestlers will take advantage of him. On the other hand, he cannot kill and eat them. Tyson, known for his wisdom and patience, made a fine enforcer, which was a good thing because Gennifer Flowers was also present (in the capacity of assistant timekeeper—another difficult post, since in pro wrestling there are no time limits) and no one wants to look bad in front of a classy lady like her.

Speaking of classy ladies, what will Paula Jones do now that her legal career has suffered a setback? I miss her already.

Don't worry. You'll soon be able to see Paula, along with Monica Lewinsky and Kathleen Willey, in their new Fox sitcom *Starr Search*. ■

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