



## MEDIA WIRE

### Granite's 11 Stations Offer Candidates 2 Free Minutes

In a proactive effort to stem the debate in Washington on whether to mandate free political air time, Granite Broadcasting will be offering two minutes of free air time to electoral candidates in and around its stations' local newscasts. The plan calls for seven of Granite's 11 stations in California, New York and Illinois to provide free time for candidates in senatorial, gubernatorial and congressional races in November's general elections.

"We have decided to do it on a voluntary basis, because we remain unalterably opposed to any mandating of free [commercial] time for candidates," said Don Cornwell, Granite's CEO and principal owner.

It would appear the strategy is also designed to score Granite some goodwill in Washington, particularly with the Federal Communications Commission. Last month, Granite was denied a waiver on the duopoly rule. The ruling came after Granite took ownership of WB affiliate KOFY-TV in San Francisco while maintaining KNTV-TV in nearby San Jose. Granite plans to appeal the decision and Cornwell suggested that a "negative outcome could seriously affect whether KNTV can remain an ABC affiliate [counter to ABC-owned KGO-TV in San Francisco] and provide news service to the San Jose community."

Any setback for Granite, a minority-owned group, could also open FCC Chairman William Kennard to criticism, given the commission's current efforts to promote African-American ownership of TV and radio stations. Cornwell insisted the "minority ownership issue has no bearing on San Jose—but maybe it should." —*Michael Freeman*

### TV Critics Say No to Gifts In Approving Ethics Code

The Television Critics Association last week not only approved a code of standards that members should follow when covering the biannual press tour, but also approved a measure that will ask presenting cable and broadcast networks to refrain from distributing gift items to attendees. By a 90-14 (continued on page 5)

# Fox Wants A Bigger Broom

*Roth will program for longer ratings sweeps*

**NETWORK TV /** By Betsy Sharkey

**P**eter Roth, the president of Fox Entertainment Group, will expand the network's programming for the prime-time sweeps from the traditional four-week blocks in November, February and May to three seven-week blocks, beginning with the November sweeps. Fox will start its sweeps push the last week in October and extend it through mid-December.

"One of the reasons network television is suffering so is the sweeps—an antiquated process and a great disservice to the viewers, when you have four networks spending four weeks to beat each other up by concentrating all their best programming there," Roth said in an interview. "We intend to be as competitive as ever [during the four weeks measured by Nielsen Media Research]. We're simply not going to turn out the lights after sweeps is over."

The network has been talking with SMART, the start-up alternative measurement service that is being supported by all four big networks and several ad agencies. Fox also expects to hold discussions with Nielsen as well about ways in which either or both services could track Fox ratings performance during these expanded sweeps periods.

Despite the current lack of any formalized way to measure the ratings impact of an extended sweeps programming strategy, Roth said Fox management believes that both viewers and advertisers will embrace the idea of more original programming. With some series, such as *Melrose Place*, which premieres today (Monday,

July 27), Fox has increased its original episode order to 34, from the more typical 22.

The new sweeps strategy—which means Fox prime time will nearly double its level of event programming and original series episodes—is yet another aspect of the network's push to shake-up the broadcast process. Fox began to outline the changes last week by announcing a move to a year-round schedule of developing new prime-time shows during the Television Critics Association gathering. Under the Fox plan, the network will launch new series in three waves through the year, rather than throwing the bulk of its new shows into the fall, with a few emerging mid-season.

"When we continued to see audience erosion



TIMOTHY WHITE/FOX

**A midsummer night's episode of *Melrose Place* will air tonight.**

[of network television in general], looked at our own development process, which is less than perfect, and so few shows emerging as break-out hits, we challenged ourselves to take action. And it begins with a new mind-set," said Roth, adding that it's clear the system isn't working for any of the networks. "Last year, only four shows out of 61 series emerged as true hits; that's a remarkably bad system."

The general reaction from a quick canvas of

media buyers was positive, though none were ready to consider, by extension, a revamp of the upfront-buying season each spring, which still rests on the networks introducing a new schedule and new shows in the fall.

"I'm all for the networks debuting more shows at different times of the year," said Tim Spengler, senior vp/national broadcast at Western International Media. As for sweeps, he said, "my first choice would be to do away with them entirely." Peter Chrisanthopoulos, president of broadcast and programming at Ogilvy & Mather USA, supported the notion of developing year-round, but he was less convinced the move to launch shows throughout the year would boost ratings.

"Putting on a little more new programming in mid-season would be good, but I don't think it will pay out during the summer," Chrisanthopoulos said. "People are out during the summer and they're not going to stay home to watch television."

The blueprint for change was hatched during a mini-retreat about a month ago that included Fox TV Group chairman Peter Chernin, Fox Broadcasting CEO David Hill, Roth and all the network's key programming executives.

"What we're proposing is not a new idea; we're just going to do it," Roth said. "Will we accomplish it in a year? No. It will take time."

Fox is not alone in trying to rethink the process. "We had our development retreat a few weeks ago, and it's almost like Peter Roth was part of our meeting," said NBC entertainment president Warren Littlefield. "The networks are united in the feeling that there's got to be a better way to do the development process. "You've got to get away from the insanity of six networks plus cable developing programming in the same window." —with John Consoli ■

# A Cacophony on Cable

Senate hearings promise much bluster, and maybe some direction

WASHINGTON / By Alicia Mundy

In what is expected to be a firestorm, the Senate Commerce Committee will hold hearings on cable rates on July 28. Chairman John McCain (R-Ariz.) has been outspoken about his concerns on cable rate increases, which, according to a recent report by the Bureau of Labor Statistics, have recently posted their largest jump in history. Leadoff witness will be Rep. Billy Tauzin (R-La.), House Subcommittee on Telecommunications chairman, who has excoriated the cable industry during the past six months for rate increases. After the hearing, Tauzin is expected to announce that he and Rep. Ed Markey (D-Mass.) are introducing a bill to give consumers more choices in cable packages, which might lead to "unbundling." Tauzin has also said he wants to "jump-start competition." He said last week, however, that he would not call for an extension of rate regulation when it expires next year.

McCain indicated late last week that the hearings will serve as a venue to "vent frustration" with the cable industry. However, venting may be the extent of Congress' action. In a late-night vote on July 22, an amendment by Sen. Russell Feingold (D-Wis.) to force the Federal Communications Commission to report its actions on cable rates and promoting cable competition within 30 days went down 63-36.

Tauzin's spokesman, Ken Johnson, said Tauzin and Markey were going to send a signal

that the cable rate "crisis" is a bipartisan issue. He declined to provide specifics about the bill, but said, "We have to protect consumers in monopoly markets, or they will be at the mercy of local cable companies. We don't want to regulate prices, but we must put safeguards in place." Markey already has one bill pending that would prevent cable companies from being deregulated next March. Johnson added, "We're told that rate hikes are due to programming costs, but cable operators who own programming are driving up the numbers...[and] when ESPN bid for the NFL, it was playing with funny money, knowing it could just pass on the cost to consumers."



BILL GREENBLATT/PHOTO

**Tauzin backs off rate reregulation.**

Kathleen McShea, a representative for The Consumers' Union, a Washington advocacy group that has filed a petition with the FCC asking for rate caps, said, "The FCC's been asleep at the switch. Rate hikes are clocking in now at five times the rate of inflation." McShea also noted that National Cable Television Association President Decker Anstrom has said he would be amenable to "à la carte" cable pricing when he testified at the FCC last December on a Consumers' Union complaint. Since then, Anstrom and other officials at the NCTA have fought strongly against any suggestion of "à la carte" pricing or unbundling. ■

## Silverman: Nets Need Aunt Nellie

PROGRAMMING / By John Consoli

Red Silverman, the former dean of network television programming, believes the networks have "shot themselves in the head" by abandoning programming for families and the over-55 demo group. In an impromptu session during the Television Critics Association press tour last week in Pasadena, Calif., Silverman said the buying power of the over-55 audience is greater than that of the 18-49 demo to which the networks direct much of their programming.

Silverman, who was president and CEO of NBC before leaving in 1982 to form his own company, is executive producer of *Diagnosis*

*Murder*, the CBS show which draws a large over-55 audience on Thursday night in competition with NBC's younger skewing "Must See" comedies. He also owns a stake in PaxNet, which is to debut Aug. 31 with off-network fare pitched at families and that same over-55 audience. Prior to joining NBC, Silverman was president of ABC Entertainment and vp of programming at CBS. His credits include *All in the Family*, *The Waltons*, *Maude*, *The Jeffersons* at CBS and *Family*, *Three's Company*, *Laverne & Shirley* and *Charley's Angels* at ABC.

"The networks cannot dismiss half their audience," Silverman said. "They must come

up with programming geared to a broader audience, and they need to hire sharper marketing people to sell it." Silverman said the networks must find a way to persuade advertisers of the desirability of the over-55 audience. Most agency buyers believe that since people over 55 watch more TV than younger viewers, they are easier to reach and do not warrant a premium advertising rate.

Silverman praised ensemble shows such as *NYPD Blue*, *Homicide: Life on the Street*, and *ER*. But he said sitcoms "are at an all-time low," partly because there are too many shows and not enough good writers and producers. "Today there is no training ground," he said. "You go from producer's assistant to producer in two years." ■

Laura K. Jones AUG 28 1998

# AT DEADLINE

## Feeling Fit, Capstar Nabs Triathlon

Austin, Texas-based radio conglomerate Capstar Broadcasting, Inc. agreed to buy small-market operator Triathlon Broadcasting late last week for \$190 million. The buy gives Capstar—the country's largest radio owner with some 300 stations in 75 markets—a presence in several Midwest and Northwest markets for the first time. Triathlon, based in San Diego, owns 32 radio stations in small markets in those regions. Both companies' boards have approved the deal.

## Schulman Leaves The Sci-Fi Channel

Barry Schulman resigned late last week as vp of programming for USA Network's The Sci-Fi Channel. Schulman joined USA in 1992 and had headed up The Sci-Fi Channel's programming department since its September 1992 launch. Schulman brought *Mystery Science Theater 3000* to the network and oversaw the acquisition of the largest modern library of science fiction programming for the network from MGM Television that includes *The Outer Limits*, *Stargate: SG-1* and *Poltergeist: The Legacy*.

## Friends Stars Balk at Cross-Promo

NBC execs thought they had hatched the perfect season-launching cross-promotion with Sprint around the returning Thursday night hit *Friends*. The program would have directed viewers to call a toll-free number and guess the outcome of last season's cliff-hanger ending. The choices: Did Ross leave Emily at the altar and marry Rachel instead? Did Chandler and Monica wed? Or did no one end up happily ever after? Winners would have been sent to L.A. for a *Friends* taping. But word has it that an old Diet Coke/*Friends* promotion (*Brandweek*, Sept. 25, 1995) left a saccharin taste in the stars' mouths, something about over-exposure. NBC execs were told they would have to negotiate with each actor's reps in order to go forward. Faced with the prospect of an exhausting round of talks with talent agents, managers and lawyers, the network bailed on the value-added deal that could have made one of NBC's heavy-hitting advertisers very happy.

## Racing Form Exits Primedia Stable

*The Daily Racing Form*, Primedia Inc.'s newspaper of thoroughbred racing, has been sold for cash to a group of investors led by Alpine Capital Group of New York and racing journalist Steven Crist. *Racing Form* was once worth about \$200 million; Primedia is

said to have sold it for less than half that. In the past few years, sports fans have increasingly been losing interest in horse racing. Primedia (formerly known as K-III) bought the 104-year-old daily and eight other publications that included *New York* and *Seventeen* for \$650 million from Rupert Murdoch's News Corp. in June 1991.

**Addenda:** CBS Cable's **Country Music Television** is getting into the series business. On Aug. 8, the cable network will launch *Shania Twain Video Bio*, a two-hour special that features the country singer's entire video catalog as well as interviews. Twain's Bio kicks off CMT's *Video Bio* specials. In November, CMT will introduce a live concert series which will feature

hour-long performances by artists on the verge of launching new albums. The series will feature five artists in 1999...**Michael Parks**, senior vp and editor of the *Los Angeles Times*, has been promoted to executive vp and editor...Madison Square Garden has selected **Kirshenbaum Bond & Partners** in New York to handle creative and media for its two regional sports networks: MSG Network and Fox Sports New York. Billings, estimated at \$3 million to \$5 million, could grow to \$8 million...*Inc.*'s **Gary Mirkin** has been promoted to publisher, succeeding **J. Riley McDonough**, who is leaving to become executive vp and partner at Spinner Networks, a startup Internet company...*US* publisher **Andrew Amill** has been named to the newly created position of associate publisher of *Men's Journal*. **John Boland** joins *MJ* in August as advertising director. He leaves the Condé Nast title *Women's Sports & Fitness*, where he was advertising manager...The first eight issues of *ESPN The Magazine* averaged 405,000 in paid circulation, the biweekly's execs said.

**Correction:** A story in the July 13 *Mediaweek* incorrectly stated that the board of the Audit Bureau of Circulations gave final passage to a rule allowing discounts of more than 50 percent on market segment pricing. The new rule limits discounts to 50 percent. In addition, an ABC task force received a favorable nod to a preliminary proposal that would change the existing newspaper reporting format to allow newspapers to include information on deeply discounted subscriptions on the front of their

publishers' statements.

**Publisher's Note:** With this issue *Mediaweek*, begins its bi-weekly summer publishing schedule. Issues will be published on August 10 and 24. Regular weekly publication resumes with the Sept. 7 issue.

## INSIDE



**Anchor Anastos tries ownership again**  
14

**MAGAZINES**  
16

**MEDIA ELITE**  
18

**IQ NEWS**  
23

**MEDIA NOTES**  
29

# UPN Subscribes to Cable

*Joins WB, Fox and Paxson in seeking MSO and DBS distribution*

**NETWORK TV /** By Michael Freeman

It's suddenly in vogue for the newer broadcast networks to broaden their national coverage through distribution deals with cable operators and direct broadcast satellite providers. While both UPN and PaxNet are using different philosophies, it could take big dollar offerings—similar to what PaxNet is alleged to have recently made to gain carriage on Tele-Communications Inc. and Comcast cable systems—to get multiple system operators and DBS providers to allot channel space in a cluttered universe.

Last week, UPN made known its plans for UPN Plus, a fill-in cable channel that it expects to launch on cable and DBS in late 1999. The entry plan is similar to the late 1980s launch of Fox Net and last year's carriage campaign for WB's WeB fill-in cable channels, which is set to debut Sept. 21.

UPN Plus differs from the WeB plan in one important way. Where WeB didn't seek a license fee but only shared a percentage of local inventory with the cable systems that carry it, UPN Plus is asking operators for as much as 15 cents a sub. Kevin Tannehill, executive vp of distribution for UPN, said the network looked to Fox Net as a model, suggesting that cable system operators "prefer to maintain total control over their [advertising] inventory" rather than "surrendering 90 percent or more of it based on [WeB's] promises of recouping 10 percent from [sales of] local avails." Tannehill said he has pitched a dozen cable and DBS providers but declined to elaborate.

Tannehill said the arrangement would be similar to a typical "50/50 barter [ad] split" where the local operator receives six to seven

minutes of time to sell in UPN's prime-time run of *Star Trek: Voyager*, which has 14 minutes of total running ad time.

The move marks a major philosophical change for UPN, which is jointly owned by Viacom and Chris-Craft/United Television. Only two years ago, Lucie Salhany, the former chairman of UPN, openly criticized the WB for pursuing a hybrid broadcast/cable network distribution strategy by offering itself on WGN-TV's cable superstation.

By Tannehill's estimate, UPN Plus is looking to reach 15 million households in the lower 100 markets. UPN may drop some secondary affiliate deals with non-UPN affiliated stations in some markets.

PaxNet is enticing cable carriage by putting money on the table. According to a PaxNet representative, Steve Friedman, vp of cable relations for Paxson Communications, affirmed that TCI and Comcast were compensated for the carriage. The PaxNet source declined to divulge specific dollar figures, but rivals say it is north of \$3 per sub. "The cable systems that are putting us on earlier in terms of our Aug. 31 launch will be paid more money," the rep said. She also noted that deals with other MSOs are expected, but declined to confirm if Cox Cable, Media One, Jones or Cablevision Systems were among those to come aboard. —with Jim Cooper ■



DANNY FELDPARAMOUNT PICTURES

**UPN's *Voyager* beams up to cable.**

# Goodwill Picks Up Steam

*Corporate support boosts ratings during first week of sports event*

**TV SPORTS/** By Jim Cooper

Time Warner's massive cross-promotional push behind this year's Goodwill Games seems to be paying off so far in the form of a significant ratings boost from the 1994 games in St. Petersburg, Russia.

For the games' first four days last week, TBS' prime-time average rating hit a 1.7, up from a 1.2 for the first four days of the 1994 games in St. Petersburg, Russia. The opening ceremony and events on Sunday, July 19 pulled

## MEDIA WIRE

vote taken in Pasadena, Calif., the code of standards frowns on unethical conduct such as members seeking autographs from show stars and pitching scripts to studio and network executives.

The vote may have been closer if the meeting hadn't been opened to the media for coverage, said TCA board member Diane Werts of *Newsday*. "There are just some members who don't believe they should be told how to act, but we felt it was important for the integrity of the group," Werts said.

While the code was on the official agenda, the proposal on gifts came from the floor; it was approved by acclamation. While the networks cannot be forced to refrain from delivering trinkets to reporters' hotel rooms, the TCA encourages that only programming information pertinent for news coverage be distributed.

Both resolutions passed with a week left in the press tour, and Werts said she was concerned that at least one member didn't get the message. Werts was told that a member was offering to send a script to a producer. "If we find out who it is, they're out of here," Werts said. "And now, nobody can say they didn't know any better." —John Consoli

## Gearing Up: Offbeat Pieces Aim for 'Provocative' Talk

Bob Guccione, Jr.'s *Gear* magazine hits the stands on Aug. 4—a year after Guccione sold *Spin*, his alt-music monthly, to Bob Miller. The new young men's pop culture/fashion title joins an increasingly crowded field that now includes *Details*, *Maxim*, *Icon*, *P.O.V.* and *Detour*.

With its eclectic mix of profiles, fashion spreads and offbeat pieces, *Gear* aims to "stimulate provocative discourse," said Guccione. "We're not going to pay homage to the publicity conveyor belt that so many pop culture magazines live on. People want something that is real." Case in point: *Mediaweek* alum Jeff Gremillion revisits a candid interview he had four years ago with the then struggling actor Matt Damon. Guccione also took time out from publishing and editing his new magazine to chat with *Playboy*'s Hugh Hefner, who happens to be the publishing nemesis of his father, *Penthouse* founder Bob Guccione. An *(continued on page 6)*

## MEDIA WIRE

interesting factoid is that the father and son have not spoken to each other in years. "I think he'll find it interesting and that he will realize that it's not disrespectful to him," guessed Guccione, Jr. of his father's reaction "He'll smile to himself and say that it was clever."

*Gear* launches as a bimonthly with a rate base of 200,000. In January-February, the book will run its first annual special issue, a roundup of the 10 most interesting new models. In March, the mag is slated to publish monthly, save for a summer double-issue. Ads for the first issue total 69.5 pages. —*Lisa Granatstein*

### Disney Names ABC's Padden As Top Washington Lobbyist

In a surprise move, Disney/ABC announced last week that Preston Padden, president of ABC Television Network in New York, would return to Washington to take over a combined lobbying shop for Disney and ABC. Industry officials in Washington said that Padden had wanted to put ABC's Washington office under his authority last year, but didn't succeed.

Padden's new job was announced suddenly and came amid speculation that the move may signal Disney Chairman and CEO Michael Eisner's decision that the media/entertainment conglomerate needs closer contacts with the capital. Eisner and Disney have been considered poor Washington players, relative to other studios and networks. Further, Disney has become somewhat of a poster child for problems that politicians associate with network/cable ownership concentration (for example, Disney/ABC owns ESPN, where cable rates are spiraling).

In a news release, Eisner said, "Many of the issues we confront today concern our highly regulated broadcasting business, and there are few people with as much in-depth knowledge and experience in dealing with these issue on a federal level as Preston."

Padden was known to alienate some politicians when he worked for Fox/News Corp., and got in hot water in 1997 when he told Congress he wasn't enamored with HDTV. "However, he has gotten smoother. I think this is a smart move for Disney," said another network's government relations rep. —*Alicia Mundy*

a 1.7 rating, a 70-percent increase from the 1.0 in 1994. Similarly, Monday's 1.4 rating was up 27 percent. The Games on Tuesday pulled a 1.7, up 21 percent, and on Wednesday hit a 1.8, up 50 percent.

The average through July 22 is "up 42 percent from St. Petersburg," said Harvey Schiller, president of Turner Sports. "If you measure it with other broadcasts on our network, it's on par with many NBA games and the Braves." Turner executives expect the ratings gains to continue this week when high-profile events such as figure skating and diving begin. "You can't deny that having the venue here has brought more viewers and interest," added Schiller.

Having Time Warner completely control



**Johnson & co. broke records last week.**

the games is helping with the logistics and overall broadcast quality. "Unlike four years ago when you [reporters] were asking about green water in the pool and no ice on the rinks, those things don't exist anymore...we brought this operation in house to control our own destiny," said Mike Plant, GG president.

World-record-breaking performances such as that of U.S. men's 4x400 relay team, which included gold medalist Michael Johnson, certainly haven't hurt ratings. But Time Warner has made use of its media properties to publicize the Games: New York 1, its wholly-owned local news channel, has reported heavily on the games.

The Games have attracted more viewership and buzz than ever before, but the event will still lose millions for Time Warner, a fact that has led some critics to predict that Time Warner will not continue to support the games. But the next games have already been scheduled to take place in Brisbane, Australia in 2001. ■

## Fox Affils Approve NFL Deal

*Board irons out differences with net over cable promotion*

**TV SPORTS /** By Michael Freeman

**A**fter a month of protracted negotiations, the Fox affiliate board endorsed an overall agreement which calls for Fox affiliates to share in the costs of Fox's eight-year, \$4.5 billion National Football League rights deal. A separate green light was also given on long-term carriage of Fox Kids Network and the \$100 million in profit participation Fox affils will be returning as contribution to NFL costs.

In "hashing out a few minor deal points" late last Friday, Murray Green, chairman of the Fox affiliate board, said stations are expected to contribute \$45-55 million toward Fox's \$562 million annual NFL rights fee. Green and Larry Jacobson, president of the Fox Television Network, stressed that the NFL portion of the negotiations had been well received by affiliates previously.

One of the hangups, however, dealt with what types of on-air promotional spots affiliates would air in promoting the soon-to-be relaunched Fox Family Channel (which makes its debut with a new lineup August 31) and other Fox-owned cable networks. Last February, the affiliate board reached a preliminary agreement to sell the affils' half interest in Fox Kids Network for \$100 million and simply allow Fox to apply that money toward football rights. Last week, however, Fox

affils finally agreed to carve out 15 :30-second units within FKN to promote Fox Family Channel and other cable holdings, including F/X and possibly the Fox regional sports channels.

"It was nothing major, but I don't hesitate to tell you there were some questions in how the 15 spots would be used in promoting Fox Family Channel and the other cable networks," said Green. "A lot of that language was settled and I don't think the affils will have any problem with it."

Some other future issues such as retransmission consent negotiations, digital broadcasting and program exclusivity also apparently surfaced as side issues to the NFL agreement. Jacobson and Lana Corbi, Fox's president of distribution, said the new NFL pact (which is being shipped to affiliates on Monday) calls for the establishment of a "futures" operating committee to eventually hash out some of the remaining issues.

Jacobson reiterated Fox's pledge to guarantee affils program exclusivity for one year, adding that he expects the new committee to revisit that issue. Corbi also stressed that Fox will not ask for a "proxy" and will allow affils to negotiate new retransmission consent money deals with cable operators separately. ■

**A LOT OF FAMOUS AGENCIES  
ARE NAMED AFTER**

**DEAD  
GUYS.**

**WAS IT THE SPRAY MOUNT?  
OR THE ETERNAL PURSUIT OF NEW BUSINESS?**

Bernbach. Burnett. Needham. Ogilvy. (Oops. He's still alive. Sorry.) What did they have in common? They weren't around to take advantage of Yahoo!'s 40 million *unique* users in their pitches. Could it have made a difference? Probably not. But *you're* different.

**YAHOO!**

**The world's largest online audience.**

# Pax Picks Preachy Promos

TV spots depict broadcast nets as purveyors of smut and violence

**NETWORK TV /** By John Consoli

**P**axNet may be fighting with cable networks for ad dollars in the marketplace, but it's picking a fight with the broadcast networks, thanks to its aggressive and controversial television advertising campaign. The effort aims to portray the fledgling network as the place to go for family-type programming, but in the process, it paints the other nets as channels that are loaded with explicit sex, violence and profane language.

Using the slogan "A friend of the family" to describe itself, the network will spend \$25 million from September through December in off-air newspaper, radio, magazine and billboard advertising. But the most hard-hitting ads will appear on its own stations.



**PaxNet's new TV spots trumpet programming free of explicit sex.**

In one TV spot, for example, a young girl is pictured alone in a darkened room. The close-up shows her nervously watching what sounds like an adult lovemaking scene. The voice-over points out that programming on PaxNet, unlike the other nets, will be free of explicit sex, adding the slogan "a change for the better." Another TV spot shows a baby in a high chair being fed while looking at a TV set showing a violent news clip.

The spots will also air on Spanish-language stations. "We're going out and campaigning hard to win the hearts and minds of members of all minority communities," said Steve Sohmer, the former NBC and CBS executive who was brought in recently by Paxson to handle the network's launch (see profile, p. 19). Sohmer presented the ads at the Television Critics Association's annual Press Tour in Pasadena, Calif.

"Aren't you preying on the fears of parents, trying to induce them to watch a network because they might be afraid of the effect the other programming has on their children?" asked one attendee. Sohmer disagreed, stating that the spots merely "identify with the frustrations of America's parents about what their kids see on television."

John Wells, executive producer and director of *ER* and producer of the new NBC show *Trinity*, believes that Paxson's effort may speak to a portion of the country's TV viewers. "I have a very large and diverse family and some of them feel the way PaxNet does," explained Wells. "With today's fragmenting audiences, we shouldn't marginalize them."

But many TV executives and producers think PaxNet's campaign takes too harsh a tack. Peter Roth, president of Fox Entertainment Group, denounced PaxNet's strategy, saying he would "not stoop to those levels to accomplish what they are trying to do." Added Roth: "Clearly, what [PaxNet] is trying to do is make a name for itself in as provocative a way as possible."

Defending some of his network's programming, Roth said, "I believe the dysfunctional lives of the *Simpsons* and the lifestyles portrayed on *King of the Hill* and *That 70s Show* [a new show beginning this fall that includes a marijuana smoking scene in its pilot] honors the honesty of real Americans and their experiences."

Warren Littlefield, president of NBC Entertainment, called PaxNet a "niche operation" and said "there is probably some audience for them." But Littlefield added, "We [NBC] are an all-inclusive broadcast medium. That's what we'll continue to be."

Three prominent TV producers also weighed in on the PaxNet campaign. Tom Fontana, executive producer of *Homicide: Life on the Street*, said, "I think the great thing about TV is diversity. PaxNet has as much right to be there as we do. There should be a network dedicated to that type of programming. It's just not our cup of tea."

Dick Wolf, executive producer of *Law & Order*, took a slightly more moderate stance. "People can watch whatever they want to; that's the wonderful thing about TV," noted Wolf. "If people want to watch PaxNet, that's their right. Jeff [Sagansky, president/CEO of Paxson Communications, which owns PaxNet] can say whatever he wants, but what will he get, a 1 share?"

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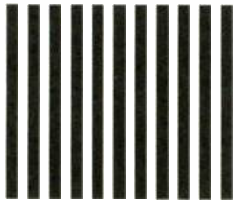
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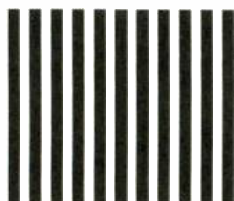


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# Pols Ask: TV Or Not TV?

*Candidates look to radio and cable in a ho-hum election year*

**SPOT TELEVISION** / By Megan Larson

**T**he wheelbarrows full of cash that get delivered to TV stations each political season may be a little less full this year, thanks largely to an apathetic electorate and the need for candidates to zero in on people who are likely to vote. Political experts expect some of the money that is traditionally spent on spot TV will be diverted to radio and spot cable, where demographic and psychographic targeting is more precise than in TV.

These experts also cite the increasing cost of TV advertising as a reason why radio and cable are getting more attention.

"No doubt a great deal of political dollars will go to television," said Cathie Herrick, a media director for Squier Knapp Ochs and Dunn, a political media consultancy in Washington D.C. "But as the media gets more expensive, we are looking for other alternatives like radio or cable."

Political analysts, citing the favorable economy and a dearth of major issues, believe the 1998 Congressional elections will favor incumbents. A low turnout is expected, so candidates will be most concerned with ensuring that their core constituencies get to the polls. Moreover, the pundits expect that only 15 or 20 seats in the House will be tightly contested between the two major political parties, a low number which should make for a less-than-lively election season.

"The objective is to weed out the two-thirds of the population that isn't going to vote and motivate the small percentage that will," noted Larry Sabato, a political consultant and professor of political science at the University of Virginia.

In the 1994 Congressional election, which was marked by sharp differences between the two major political parties, candidates for local office and Congress spent a total of \$277.4 million on campaign advertising in the spot TV market, according to Leading National Advertisers, a unit of Competitive Media Reporting. In 1996, amid the Presidential election but sans the debate over the Republican's Contract with America, candidates for these same offices spent \$260.4 million. This year, spot TV remains the primary choice for political advertisers—spending reached \$43.5 mil-

lion by April compared with some \$6 million in spot radio, according to LNA.

Still, in large markets with heated Congressional races, look to see a lot of advertising on the radio, advised Alex Jatkowitz, vp of Global Strategy, a New York political polling firm. As candidates duke it out district by district this year, radio will prove a more cost-efficient buy, he explained. Why waste the money promoting your candidate to the entire market, asked Herrick, when "the majority can't vote in your race."

According to Katz Media, a leading TV station advertising rep firm, overall spending in spot TV is expected to pace five to six percent ahead of last year, with much of that increase coming from political adver-

tising. Katz, however, has not yet developed an estimate of exactly how much will be spent on political advertising on spot television.

Spending on TV has already begun in states that held primaries in the second and third quarters, but most buys won't be made until September, 60 days before the general elections. (The FCC mandates that TV stations give candidates the lowest unit rate available to advertise within this time period. Otherwise, they are considered commercial advertisers and must pay the going rate.)

Even though radio and cable are expected to make gains this year, all hope is not lost for TV stations. A spokesman for the Republican National Committee said spending will be strong on TV stations in smaller markets as candidates take advantage of the broad reach and relatively low cost of ad time.

In the end, spot TV is still the favorite. "Do you want a media mix? Sure, but those are extras," Sabato said. "There is no substitute for television." ■

**"The objective is to weed out the population that isn't going to vote."**

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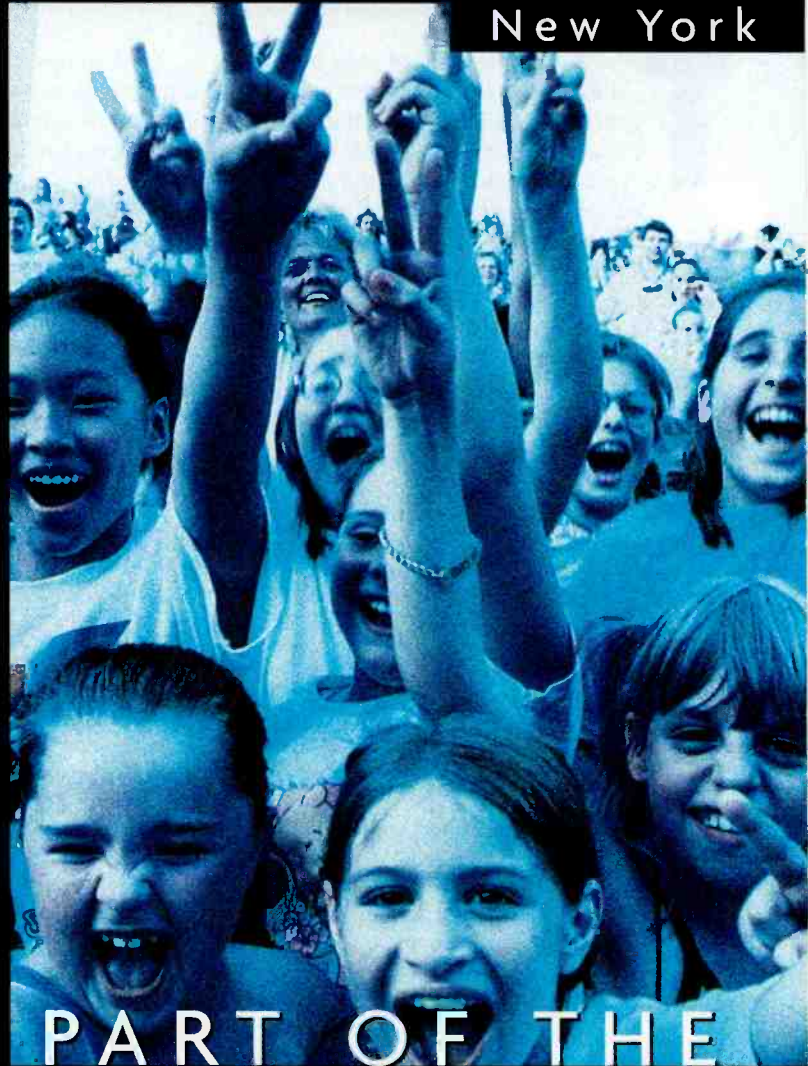
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## BENTONVILLE, ARK./NEWSPAPERS

### Gloves Come Off in 4-Way Fight

•IN WAR, SOMETIMES IT TAKES AN APPEAL TO the heart to win a few battles. Mike Brown knows this all too well. That's why he penned an open letter to readers and advertisers last month on the editorial pages of his tiny *Benton County Daily Record*. "In our name is our commitment to our readers and advertisers," Brown wrote in a neighborly June 28 editorial, which promised to "deliver the daily newspaper of Benton County, Ark., because our owners and employees live and work and raise their families side by side with you."

Uncharacteristic as that battle cry may seem, it could prove fruitful in a region already engulfed in a three-newspaper war and about to get a fourth belligerent—the decidedly powerful *Arkansas Democrat-Gazette*.

Wheco Media Inc.'s *Democrat-Gazette*,

based in Little Rock, wants turf already occupied by the hometown *Daily Record*, *The Northwest Arkansas Times* (owned by Hollinger International Inc.) and *The Morning News* (owned by Donrey Media Group). Such is the case in northwest Arkansas, where round after round of price-cutting and editorial improvement has become commonplace.

From upping the news hole to giving across-the-board staff pay raises to prevent raiding, the region has become a hotbed for economic development and increased advertising dollars.

Northwest Arkansas is a land of mild climate and low living costs. It is also headquarters to three Fortune 500 firms—Wal-Mart, Tyson Foods and trucking giant J.B. Hunt. Since 1990, the area has experienced an influx of new residents, including upscale retirees

from California and Mexican immigrants looking for steady pay.

Enter the *D-G*, which has spent \$12 million on new presses to help its launch of a zoned regional edition three weeks ago. Days later, what had been the area's largest daily—*The Morning News* in Springdale—took a hit when the *D-G* started offering quarter-page ads for \$151, compared to its \$334. Both *The Morning News* and *The Northwest Arkansas Times* shot back by cutting subscription rates in half—to \$42 a year—in a challenge to the *D-G*'s \$79 rate.

The war has gotten advertisers' attention. "The *Democrat-Gazette* offers good rates, reasonable rates. We're excited about them being here," said Don Nelms, owner of several Fayetteville auto dealerships. *The News* charges "extra-high rates and I'm not sure it's worth it," he said. "If they don't lower their rates, they won't be in the war," adding that the *D-G*'s reach into the area's 12 counties is also a plus,

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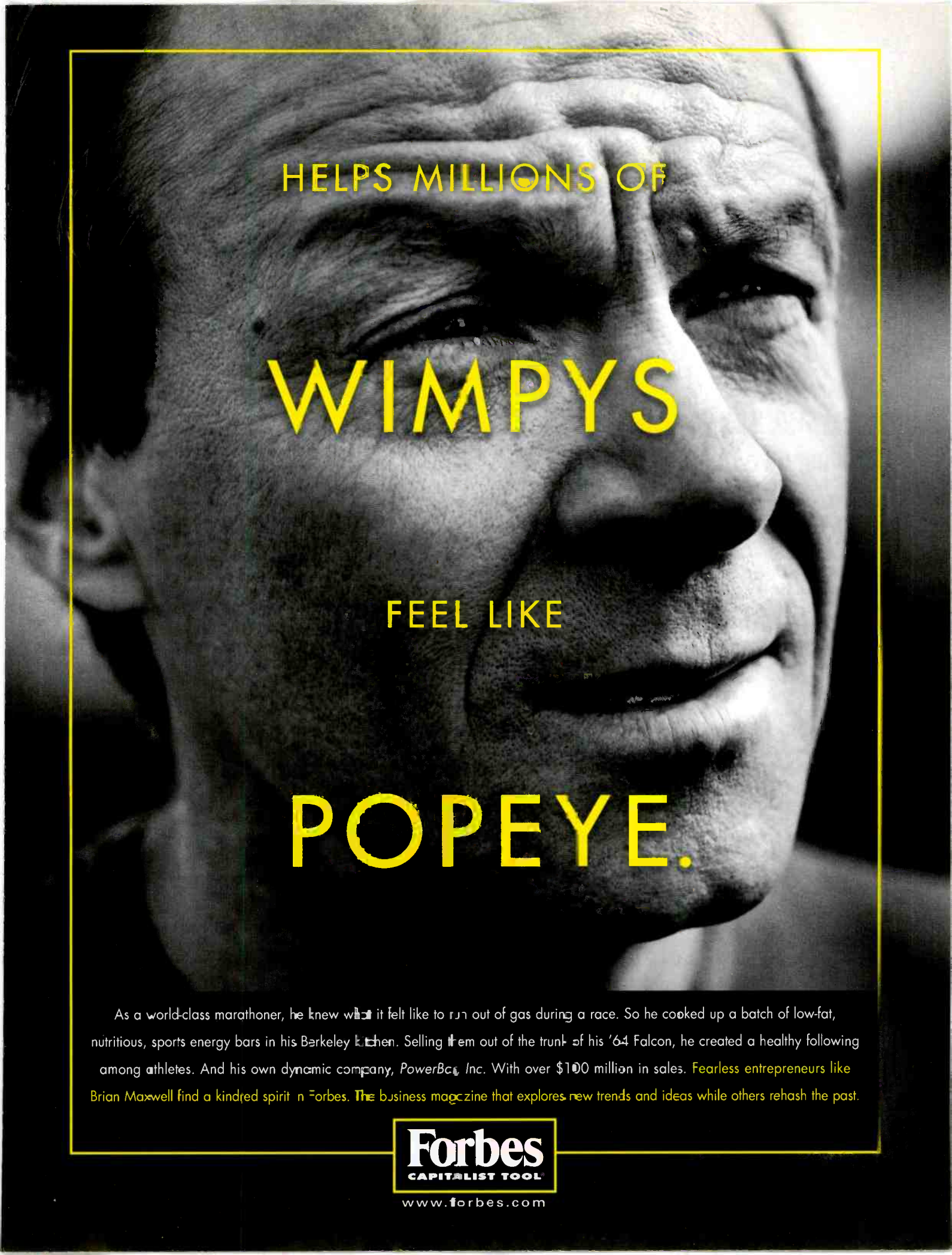
**The Morning News**

**Arkansas Democrat-Gazette**

**Northwest Arkansas TIMES**

<b>CIRCULATION*</b>	7,987	32,738	9,921	13,926
<b>ANNUAL SUBSCRIPTION#</b>	\$89	\$42	\$76	\$42
<b>ADVERTISING RATE**</b>	\$151	\$334	\$224	\$279
<b>STRATEGIC INITIATIVES</b>	<ul style="list-style-type: none"> <li>• New presses</li> <li>• Discounted display ad rates</li> <li>• New editorial, including weekend, auto and society sections</li> <li>• More sales staff</li> </ul>	<ul style="list-style-type: none"> <li>• More local news</li> <li>• More editorial staff and pages for sports and business sections</li> </ul>	<ul style="list-style-type: none"> <li>• Under consideration are larger news holes for sports, national news</li> </ul>	<ul style="list-style-type: none"> <li>• New/expanded sections: entertainment, auto, careers, Sunday, travel and leisure.</li> <li>• Across-the-board pay raises for staff</li> <li>• More editorial, sales and circulation staff</li> <li>• New press unit for color</li> </ul>

\*In Benton and Washington counties combined. From the Audit Bureau of Circulation county penetration report, March 10, 1998. #As of July 7. \*\*Cost of running a quarter-page display ad one time. This amount is based on an annual rate, running the ad once a week for 52 issues in a weekday edition. Source: *Northwest Arkansas County Business Journal*, July 13, 1998.



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compared to the other local dailies' weaker penetration.

For buyers, the competition may mean some duplication of markets, but it also means more options, said Joe Murfin, executive vp at Kirkpatrick Williams Gurley Associates in Rogers, Ark. "It means choices for our clients."

Ultimately, the war "may come down to customer service," predicted Randy Cope, *The Times'* publisher. Toward that end, Cope recently hired eight staffers in the circulation department. A new press unit also went on line this summer to enhance color capability. —DP

## NEW YORK/RADIO

### Rockin' Roil: 'Like 2 People Standing on a Ledge'

• TRYING TO PUT THE SKIDS ON THEIR SLOW slide in the New York radio market, the city's classic FM rock stations, WNEW and WAXQ, are shaking up their formats.

A drastic makeover is in the works at WAXQ, according to reports circulating concerning the Chancellor Media Corp. station. However, program director Bill Weston denies that the outlet's rocker image will be replaced by an urban pop sound, as has been reported by a local business publication. "We plan to hold the course and take the position as the sole classic rock station in New York," Weston said.

For its part, CBS Radio-owned WNEW has added infamous prankster jocks Gregg Hughes and Anthony Cumia, known as "Opie and Anthony," to its afternoon-drive time slot. The station is also experimenting with its format, said gm Scott Herman, mixing current hits with classic standbys. "We noticed that classic rock in New York, as a pure format, isn't going to win in the long run," Herman said.

Meanwhile, WAXQ has also added a new afternoon personality, Mark Parenteau, who joined earlier this year. The station also recruited the raucous Darian O'Toole from San Francisco for its morning show.

Collectively, the changes are geared to shake both stations from perennially poor ratings. While each station is struggling to maintain audience share, both have nevertheless slipped a notch in recent ratings. WNEW fell to 21st and WAXQ fell to 22nd.

"For some reason, they're not clicking," said an industry analyst who would not speak for attribution.

Some buyers and industry analysts say the biggest problem may be that the city isn't big enough for two classic rock stations. "They're

**Ernie Anastos discovered his love for radio as a child when he aired announcements to his family from a homemade transmitter in the basement. Today, an Emmy-winning WWOR-TV anchor in New York, Anastos is returning to his roots. Paying \$900,000, he bought adult contemporary station WJKE-FM in Saratoga Springs, N.Y., from Fairway Communications this**



**month. The buy is Anastos' second media venture. He was part owner of Kingston, N.Y., television outlet WRNN-TV for a short period in 1994, said Dick Sharpe, his long-time broker. Anastos said he plans to buy several metro New York stations for his newly formed Anastos Broadcast Group, adding, "I want the stations to reflect what's going on in the community."**

like two people standing on a ledge," said Tom Taylor, editor of the industry publication *M Street Daily*. "There's not a lot of room between them musically, and neither one wants to raise the white flag."

"At this point it looks like NEW is making a bit of a comeback but AXQ looks like it's still in the doldrums," said Richard Cotter, partner and regional broadcast manager at J. Walter Thompson in New York.

Put some of the blame on Howard Stern, Taylor said. Listeners' are loyal to the shock jock in the mornings at New York's WXRK-FM (also a CBS property)—thereby cutting off a chunk of audience share and revenue.

One strategy to garner more listeners in the afternoons has stations going for DJ flair and bypassing the straight-music format they've locked onto for years. For example, Opie and Anthony grabbed headlines last April while hosts for Boston's WAAF-FM when they reported the hoax death of Boston mayor Thomas M. Menino. They were fired after Menino sent a letter of complaint to the FCC.

For WNEW program director Garry Wall, the pair's notorious credentials hopefully will translate into more audience. "The station has been declining in ratings for the last six years," Wall said. "So there's a trend that we intend to reverse." —MS

## JACKSONVILLE, FLA./TV STATIONS Nielsen Data Expensive, But Not Expansive—GM

• A JACKSONVILLE, FLA., GENERAL MANAGER is shunning the use of meters at his station. His rationale: The high cost of Nielsen Media Research data and knowledge that the market's ratings for programming haven't changed much since meters were introduced two months ago.

Josh McGraw, gm for both Fox affiliate

WAW-TV and UPN affiliate WEVS-TV (LMA), said the cost of being a Nielsen subscriber is too much, an estimated \$4,500 monthly, according to market insiders. "It is really a matter of cost," McGraw said, adding somewhat facetiously, "My calculator can't even handle the [Nielsen] figure."

Jacksonville switched from the diary method of recording ratings to the more-expensive metering method on June 1. Four of the six network affiliates have chosen to pay the fee. McGraw has opted out—a perilous strategy, some buyers said.

Armed with overnight Nielsen data, ad buyers can effectively analyze a station's performance and accordingly purchase spot advertising. Station officials, in turn, use the Nielsen numbers as leverage to extract higher rates for good programming. But not having such data is "a precarious situation" for the stations, said Carol Zingone, media supervisor for Dalton Rosberg in Jacksonville. "It puts me in the driver's seat."

It's a pointless scenario, McGraw contended. And even with the numbers, "it doesn't mean buyers will change their behavior toward the station." McGraw's point may be well founded. Jacksonville's ratings landscape apparently hasn't changed much other than increased levels of households using television (HUT) in what were previously lackluster dayparts. CBS affiliate WJXT-TV, the perennial news leader, continues to reign. WTLV-TV, the NBC affiliate, trails closely behind, giving WJXT a run in the 11 p.m. newscast. WAW-TV and ABC affiliate, WJXX-TV received a minor bump, but still remain No. 3 and No. 4, respectively.

Despite the acknowledged inconvenience of not having the Nielsen data, McGraw said the third quarter appears healthy, with both stations pacing 25 percent ahead of last year in revenue. He said he is considering using less-expensive Scarborough Research or Media Audit reports as an alternative. —ML ■





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## Magazines

By Alicia Mundy

'National Journal,'  
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on government  
minutia, is now  
must-read for  
politicos of all types

# Where Wonks Get Wired

A couple of years ago, *National Journal* was Washington wonk food—a must-read for policy types who actually gave a damn about changes at the OMB. It was a musty, dusty weekly in a faded maroon jacket that came with pre-punched holes for filing in black vinyl binders on library shelves. Like peas and carrots, you knew *NJ* must be good for you because it didn't have any flavor. ¶ Now with a makeover that makes *Vanity Fair's* tarding up of Monica Lewinsky look positively demure, and an infusion of \$1 million to buy high-priced talent for the masthead, *National Journal* is

certainly the hottest Washington-oriented publication. And with three additional outlets that are attracting attention as well as advertising, the *NJ* empire is growing at such a pace

that its publisher, John Fox Sullivan, could make Bill Gates seem like an underachiever.

That might seem a tad hyperbolic, but if you compare Microsoft to *NJ* for total saturation of its target market, the percentages would be fairly close. "I think *National Journal* is going to become for politics what Bloomberg is to the financial community," Sullivan, a natty

dresser with a clipped accent, said recently in his glass-walled office near McPherson Square. "We're going to give the information to people any way they want it, all day."

In the past five years, there's been a surge in placing issue-oriented ads in the Washington market. Alex Castellanos, a prominent Republican political consultant,

says it's part of "the public opinion pyramid—the pyramid of power. There's a few targeted ways to reach the key audience: The Sunday talk shows, Imus, (radio station) WTOP, *The Hill*, *Roll Call* and the prestige publications like *National Journal*. We tell our clients, 'In the old days, lobbying was enough—now you need lobbying, PR, and paid communications.' It's the air cover."

Few pubs have profited from this surge like *National Journal*, whose advertising revenue has jumped 42 percent just during the past year, according to Sullivan. *NJ* is a weekly. But it's added to its clout with *CongressDaily*, a comprehensive take on the nitty-gritty details in the House and Senate that since 1994 has been coming twice a day. Some 6,000 copies are delivered every morning. At 3:30, the late news fax arrives. How carefully do lobbyists and members of Congress follow it? Rep. Robert Matsui (D-Calif.) told Sullivan, "It comes out at 3 o'clock, we start getting calls complaining about what we've done, and by 5 o'clock, we've changed our minds."

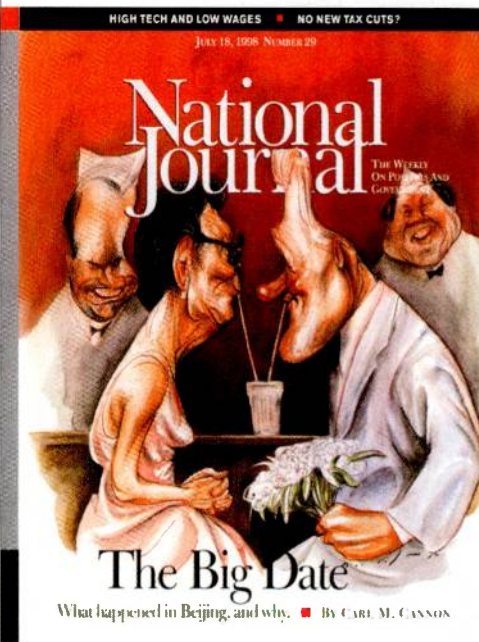
A third publication is *Government Executive*, a primer for federal employee management that goes to 60,000 each month, chock full of airline and health insurance ads.

In 1997, *NJ* put up a subscribers-only Web site, *Cloakroom*—one of the best designed and most useful political addresses on the Internet. If there's a poll involving some aspect of American life that politicians care about—health care, environment, energy—it will show up on *Cloakroom* quickly, and will be presented in a usable format.

But the polls and newflashes and factoids aren't the only attractions. *Cloakroom* subscribers have access to the most interesting and most closely watched political info sheet in town: *The Hotline*, a compendium of national and state political tidbits, quotes, blunders, unusual polling data, strange stats and, when applicable, Letterman's List and Leno's jokes about the White House. It is common to read *The Hotline* in the early morning, and hear select bits from it cited (or simply swiped) in speeches on the House and Senate floors later that day.

*The Hotline* is the brainchild of Doug Bailey, a former political consultant. *Bailey's Hotline* was on the market several years ago, when, Sullivan says, "Everyone wanted to buy it. But we got there first."

Until last year, the Times Mirror Company was the principal owner of *National Journal*. Sullivan found an investor, David Bradley, founder and owner of The Advisory Group, a



**National Journal** has gone from hole-punched worksheet to full-color cover.



John Fox Sullivan (l) is adding high profile staffers like Michael Kelley (r).

low-profile research organization with high-profile clients.

With Bradley's bucks and some of his own, Sullivan bought the magazine and began hiring new talent. "He asked me, 'Who's the best? Well, go get him,'" said Sullivan.

His first target last fall was Stuart Taylor of *The American Lawyer* and *Legal Times*—not an obvious choice for a publication that eschews opinion in its analyses. Next he wooed and won Michael Kelly, a former writer for *The New Yorker* who had just been fired as editor of *The New Republic* for taking shots at the owner's friend, Al Gore. The cash also enabled Sullivan to bring in a senior editor from *Life* to do the makeover. Now there are color cover photos with headlines like "The Color of Poison"—a solid analysis of problems putting polluting, but job-heavy, factories in minority neighborhoods.

In April, Sullivan pulled off another coup, hiring Charlie Cook, the capital's most respected handicapper of national and statewide electoral races. For more than a decade, Cook had been ensconced at *Roll Call*, Capitol Hill's paper of record. Sullivan says, "Charlie was underpaid—he's very valuable." *Roll Call*'s folks didn't take highly of Sullivan's ploy.

*NJ* is running radio ads three times a week touting its new hires, and its stories. The ads, by the way, are done in-house by Bailey, who, after all, used to create commercials for politicians.

One longtime *National Journal* advertiser is Aetna Insurance, whose senior vp for governmental relations, Van McMurtry, says, "It's an efficient way to reach the policy makers in the executive branch and Congress, a low cost way to have impact. I'd be hard pressed to come up with a publication that's more a part of policy making in Washington. It's crucial to us, with managed care in the crosshairs. We have with some frequency gotten comments from members or staff on the ads we have done. I use the Web site. The polling data right now, we're tracking it by the hour. It enables me to get a lot done here in Hartford; it's almost as good as being in Washington. Aside from my contacts, it's my prime link to Washington."

Sullivan clearly loves his publication's influence. "Lobbying is what the game's all about—everyone here is interested in selling you something." Paid circulation of *National Journal* is about 6,500; it delivers 8,500, with a claim of about seven readers per copy. A subscription costs \$1,600 per year. *CongressDaily* has become so visible that it now boasts twice the amount of ad sales as last year. But the biggest surprise is the financial success at *Cloakroom*. Some corporations buy a \$7,000 spot per month. "We were part of a Web site in 1996," says Sullivan, referring to *Politics USA*, a joint venture with ABC and *The Washington Post*. "It was good looking, but it didn't make any money." It was also free. But this year, *National Journal's Cloakroom* will do at least \$500,000 in Web ads. "In *Cloakroom*, we give advertisers pure gold—an undiluted audience."

All this growth means that *National Journal* has added editorial pages, and 10 more people. There's a separate staff for *CongressDaily*, *Hotline* and *Cloakroom*, making a total of about 150. This year's revenue will come close to \$20 million. (The older competitor, *Congressional Quarterly*, which has a conference center and book publishing division, turns about \$33 million. *Roll Call*, owned by *The Economist*, does about \$11 million.)

In July, *National Journal* editor Steve Smith was snatched up by *U.S. News and World Report*. He'll be replaced by the likeable Kelly, who may have to curtail his column writing. Kelly's syndicated in the *Post*, among other places, where he recently referred to White House aide Sidney Blumenthal, his former *New Yorker* colleague, as "Sid—the human ferret." The most recent hire is Clive Crook, deputy editor of *The Economist*, who will write a column on economics.

Sullivan says his expansion dreams aren't complete yet—there's talk of radio or TV. He adds, "We want to do 'branding,' we want to be the first name people turn to here."

## On The Newsstands...

### Reopening the 'File'

A magazine for upscale socialites is reborn under its former editor

After a four-month hiatus, the New York social-scene register *Manhattan File* has reemerged under new ownership. This time around, says owner and editor Cristina Greeven, *File* will not be



the changing it was—rooted in Manhattan money, but with an oxymoronic grunge style. The magazine hitting newsstands this week is cleaner and sleeker, its celebrity photos subdued, and its point of view decidedly more feminine. "We're a cross between *Jane* and *New York*, with a *Vanity Fair* twist," Greeven said. The book will be positioned somewhere among *Time Out New*

*York, Paper* and *New York*, with a controlled circulation of 50,000 to apartment buildings, restaurants and salons on New York's Upper East Side, West Side and Soho neighborhoods. Another 10,000 will be available for sale on newsstands elsewhere in the city. Advertisers in the premiere issue include Lucky Strike, Bulgari, Ralph Lauren and Coach.

*File* is the product Greeven said she originally wanted to create nearly four years ago when she founded the book with her former *Hampions* magazine colleague, Evan Schindler and New York-based News Communications, owner of several community newspapers in and around the city. Last year, the magazine shifted away from pop culture and toward gossipy glossy. But it has lost money from the beginning, and News Communications, desperate to bow out, invited Greeven to bid on it in February. She formed a company with her father, New York lawyer Reiner Greeven, and became 90-percent owner. There are two other investors, whom Greeven will not name.

Greeven said she intends to make the magazine more mainstream, with articles on celebrities, trends and fashion, and a more sophisticated, pared-down listing of city hot spots. It will be a reflection of her tastes and background, which include being a native New Yorker who attended the elite, private Chapin school and then Cornell University. Her target audience is the young professional with disposable income. "When you have different visions, you don't have a cohesive whole," Greeven said. "Every magazine should reflect one person."

At the launch party last week, David Lauren, son of the designer Ralph Lauren and publisher of *Swing*, said, "Cristina, being very social, very connected, reflects the inside stuff that interests her readers," Lauren said. Articles in the first issue of the monthly include a cover story on Bronx-born actress Jennifer Lopez, an piece on celebrity single moms, and a pictorial of the newly opened Mercer Hotel. —Mira Schwitz

## MOVERS

### MAGAZINES

**Michael Wolff**, author of *Burn Rate*, has joined *New York* magazine as a contributing editor, writing a biweekly media column. ...Universal Pictures' **Stuart Zakim** has been named vice president of promotions, a newly created position at Playboy Enterprises. Zakim will oversee projects such as *Playboy* magazine's 45th anniversary and the opening of the Playboy Casino and Beach Hotel in Rhodes, Greece.

### TV STATIONS

**Steve Sando** was promoted to director, bureau operations, CBS News, New York, and **Robert McKinley** was named to replace Sando as director of bureau operations in Washington. Before coming to CBS News, McKinley served as director, technical operations at CBS Newspath, a satellite news gathering system....**Laverne McKinnon** was promoted to director, current programs, CBS Entertainment. McKinnon previously served as director of children's programming...Effective Aug. 5, **Robert G. Allen** will step in as president/general manager of WHO-TV, the NBC affiliate in Des Moines, Iowa. Previously, Allen was the vp/gm of KCRG-TV, the ABC affiliate in Cedar Rapids, Iowa.

### NEWSPAPERS

*The New York Post* has named **Michael Shain** as its TV/Radio Editor. Shain, who started his career at *The Post* in 1978, was a columnist for *New York Newsday* and a news editor at *Mediaweek*. He returned to the *Post* two years ago to write the "Media Ink" column.

# The Media Elite

Edited by Greg Farrell

## An Infernal Tower

**N**ew Yorkers didn't need to travel to their local cineplex to catch the type of action usually found in summer blockbusters. Times Square had the real deal last week, complete with raining bolts, planks and twisted steel that crashed to the ground from atop the future site of Condé Nast headquarters, publisher of *Vanity Fair*, *GQ* and *Vogue*.

Last Tuesday, at 8:25 a.m., 20 floors of the shaft for the construction elevator and the attached scaffolding plunged to the street below, killing an elderly woman when a piece of the tower smashed through the roof of her hotel apartment. The surrounding area was closed to pedestrians and cars, businesses were shuttered and three Broadway shows were cancelled. Staffers of *The New Yorker*, owned by Condé Nast parent Advance Publications, were required to show passes to get into their building, located nearby.

"We're very distressed about

the accident, particularly since it involves a loss of life," said Andrea Kaplan, vice president



The wounded Condé Nast building.

of corporate communications at Condé Nast. This is the third construction accident to occur at the Times Square site. Last month, a carpenter was crushed to death by an elevator cab, and

in January, a crane arm buckled, fell six stories and shattered a building's windows.

Condé Nast staffers are slated to move into the office tower next spring. "It will be delayed a little bit, but not overwhelmingly," said Kaplan. "The focus is to repair all the loose scaffolding and to get traffic moving and all the loss of business returned."

The New York City Buildings Department is due to release a report next month.

—L. Granatstein

## Have You Noticed? God Pervades All Media

**T** rue believers say that God is evident everywhere, and that you only have to look to find Him. Lately the Omnipotent One has been making the job a little easier, popping up in all sorts of media, giving even Howard Stern, self-proclaimed King of All Media, a run for his money in that department. In what media makers say is a celestial spin job, God is popping up all over in magazines, on television, and radio.

Last week, God was the sub-

ject of a *Newsweek* magazine cover story titled "Science Finds God." The week before, *The Economist* paid tribute to God (no, not Alan Greenspan) with an imaginative cover showing Russian President Boris Yeltsin with a gold halo in the style of a Byzantine icon.

Going back to the Bible, God has been big in book publishing, but now he's hot on television and radio. Although ABC didn't find success with *Nothing Sacred*, which has been cancelled, CBS has a big hit in *Touched by an*

*Angel*. This fall, Fox will air a different kind of religious offering, *Fire and Brimstone*.

Finally, tackling Howard Stern on his home turf, God has to be happy with the start of the Catholic Radio Network scheduled to launch this fall. —Mira Schwirtz



**SPOTLIGHT ON...**

**Steve Sohmer**  
Promotion Consultant PaxNet

**V**eteran television promo guru Steve Sohmer was very happy with the latest phase in his latest career—writing and producing films—when an old friend and colleague, PaxNet president Jeff Sagansky, recently called him. Then came the offer of a new challenge.

With PaxNet readying for launch on Aug. 31, Sagansky was looking for a seasoned pro who could quickly create the fledgling network's premiere audience promotion campaign to begin airing in late July and eventually put together an in-house network promotion department. Sagansky and Sohmer had worked together promoting programming at NBC in the early 1980s and developed a mutual respect.

Sohmer sat down with his wife, actress Deidre Hall, who stars in the NBC soap *Days of Our Lives*, and the consensus was to do it. "Jeff was a big lure," Sohmer said. "He has a remarkable track record for developing family programming. I have a 3-year old and a 5-year-old and I've had my consciousness raised about how hard it is to find programming suitable for them."

As vp of advertising and promotion at CBS (1977-82) and as executive vp at

NBC (1982-85), Sohmer was the architect of many successful promotion campaigns: "Looking Good," "Reach for the Stars" and "Great Moments" at CBS and "Just Watch Us Now," "Be There" and "Come Home to NBC" at NBC. His "Who Shot J.R.?" promotion at CBS in 1980 produced the all-time highest-rated non-finale episode of any television series. And he helped launch such diverse shows on those networks as *Dukes of Hazzard*, *Knots Landing*, *Magnum P.I.*,

*Knight Rider*, *Remington Steele*, *Miami Vice*, *The A-Team* and *The Cosby Show*.

At PaxNet, at least initially, he'll be trying to persuade viewers to watch reruns of off-network programming including *Touched by an Angel* and *Dr. Quinn, Medicine Woman*.


Sohmer said he is working as a consultant until the end of September, at which time he'll decide if he wants to stay on permanently. "I think it [PaxNet's programming] will work. It will find its niche."—*John Consoli*



Interns play 'Jeopardy' at the offices of Neil Faber Media.

**A Child Shall Lead Them**

**I**t wasn't Alex Trebek, but it sure sounded like him, as cries like "GRPs for \$200" boomed through the offices of Neil Faber Media, a planning and buying agency that placed 20 interns at New York ad agencies this summer. Faber hosted the annual Ad Club of New York Intern Program's luncheon and mock *Jeopardy* contest on July 21. Why does Faber do this every year? The media maven says creativity in media is important these days. "We feel that interns are the lifeblood in this business, and their creative input is very important." —*Corina Cristea*



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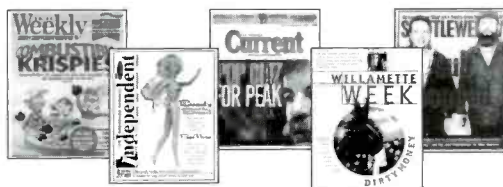
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# MEDIA DISH



Left: From *Discover*'s technology awards show at Epcot: from left, Lee Rosenbaum, publisher; actress Natalie Portman; and Steve Murphy, senior vp of Buena Vista Publishing.



Left, Caroline Naggiar, senior vp at Tiffany, with David Kahn, *Saveur*, at a movie premiere.

Women's Ad Golf League outing in L.A.: Amy Plummer of Western International Media, Thalia Doherty of Turner, Lynn Canning of Buena Vista, Turner's Meredith Zellweger.



*Men's Journal* hosted a party at the Grand Hotel in Milan to welcome John Mather as fashion director. Enjoying the bash, from left: Terry McDonell, editor; Mather; and Tom Ford, designer, Gucci.

The ABP Littleford Awards for Corporate Community Service: Suzanne Shelley of *Chemical Engineering*, William Littleford, chairman emeritus of BPI, Mack Hogas of Weyerhaeuser, the Grand Littleford winner.



VIVIAN ROMAY



Primedia hosted family night at the Detroit Zoo. L to R: Lisa Ulrich, Philip Ulrich and Keith Ulrich (of DMB&B), Christina Shell (*Modern Bride*, *Soap Opera Digest*), Sue Weber (Primedia). In the wagon, Kirsten Ulrich.

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KINGSWOOD ADVERTISING



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JEROME FITZGIBBONS, ADVERTISING SALES MANAGER  
REUTERS

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| <input type="checkbox"/> CHARLOTTE, JULY 30, 31               | <input type="checkbox"/> NEW YORK, OCTOBER 14, 15, 16*    |
| <input type="checkbox"/> MINNEAPOLIS, AUGUST 6, 7             | <input type="checkbox"/> DALLAS, OCTOBER 21, 22, 23*      |
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**Leave it to** David Bowie to be the first rock icon to start his own ISP. Bowie last week announced that in September he would unveil BowieNet, offering Internet access, email and special content for \$19.95 per month. At this point, it's hard to determine the commercial viability of such a venture, but it's amusing to fantasize about what this could portend for the ISP industry. Will pre-teens soon face the heart-wrenching decision of whether to join a SpiceGirls ISP over one sponsored by Hanson? —*Catharine P. Taylor*

## @deadline

### On Board at PointCast

Two new directors were named to the board last week of **PointCast**, Sunnyvale, Calif.: Jeffrey Cunningham, former group publisher of *Forbes*, and Dawn Gould Lepore, executive vice president and chief information officer of **The Charles Schwab Corp.** The two were named to the board to augment PointCast's position in the media and technology industries. Steve Heyer, president and COO of **Turner Broadcast Systems**, joined the company's board last February. PointCast, which distributes a push service, two weeks ago withdrew a plan for a public offering.

### Earnings Info

The earnings report card for a variety of online companies came out last week. Those who beat analysts' expectations include: **Amazon.com**, Seattle, **SportsLine USA**, Fort Lauderdale, Fla., **Ameritrade**, Omaha, Neb., **US Web**, San Jose, Calif., and **RealNetworks**, Seattle. **ETrade**, Palo Alto, Calif., met earnings projections but reported, despite a recent investment, that it anticipates losses in upcoming quarters to finance expansion and marketing efforts. **CNET**, San Francisco, posted its first Net profit of \$254,000.

### New AT&T Business

**InterActive8**, New York, has redesigned the **AT&T Business Traveller** site. It has also created a new service site for AT&T to support its merger with local phone service **TCC**.

# ETrade Has Plans for \$100 Million Ad Budget

By Bernhard Warner

**A**rmmed with a \$400 million investment three weeks ago from Softbank, ETrade next year is plotting a major branding push across all media totaling \$100 million, a budget traditionally reserved for mega-categories such as automotive.

In addition, the Palo Alto, Calif.-based online brokerage will launch Destination ETrade this fall, an investment site designed to attract loyal investors. Earlier this month ETrade entered into a \$25 million distribution and marketing deal with America Online in which it became one of four firms featured in AOL's Brokerage and Mutual Funds area.

Also, the company plans to choose its first interactive agency of record this week from among two West Coast shops, said Jerry Gramaglia, ETrade's senior vice president of marketing, sales and communications. Gramaglia, a former Sprint marketing vp, wouldn't name which shops were competing.

Fueled by a growing \$1.5 billion market in online securities trading, industry watchers predict that competition for wired investors will become a fierce battleground, especially among online brokers Charles Schwab & Co., ETrade, Ameritrade and Fidelity

Investments. Schwab, ETrade and Ameritrade alone could spend as much as \$300 million in off- and online marketing next year, said analyst Scott Appleby, of the New York division of investment bank ABN Amro.

Gramaglia said that while ETrade's marketing plans haven't been finalized, "a significant portion" of next year's budget will be spent in online media. However, he warned "more banner ads aren't going to do it." Instead, he foresees ETrade entering into partnerships similar to its deal

with AOL.

The company's offline media, handled by New York-based Gotham, will be more image-focused, Gramaglia said, but he declined to be more specific about the campaign.

Destination ETrade is being positioned as a financial portal of sorts with more research data, portfolio management tools and news updates that will be free to non-members; members pay for more elaborate features. The company's 500,000 members have already been converted over to the service, Gramaglia said.

The new service looks to be part of a larger repositioning plan to make ETrade more than just a place to make transactions. Appleby said Ameritrade is planning a similar service, due out early in 1999. ■



ETrade's Gramaglia says "a significant portion" of the ad budget will be spent online.

Search

News

Features

Reviews

People

Events

[RAZORFISH SNAPS UP TAG MEDIA p. 24](#) | [NICKELODEON CONVERGING ON KIDS p. 24](#)

[HOENSCHIED: DRIVING WITH LYCOS p. 25](#) | [ONLINE TOOLS MAKE BEAUTIFUL MUSIC p. 26](#)

# bits

• **BPI Communications**, New York, launched an omnibus online information service called BPIQ at [www.bpiq.com](http://www.bpiq.com). BPIQ includes daily updated information from *Adweek* Magazines, *The Hollywood Reporter* and *Billboard*, among other BPI titles. The site is targeted to the entertainment, media and marketing industries.

• **TCI Music**, New York, will relaunch Web sites for its cable network *The Box* and its satellite-delivered audio service DMX. TCI is looking to leverage potential synergy with those sites and **SonicNet**, another TCI-owned online property. With online integration among *The Box*, DMX and SonicNet, TCI plans to build an electronic commerce area to sell CD's, concert tickets and artist-related merchandise.

• Interactive agency, **Beyond Interactive**, Ann Arbor, Mich., will launch a banner campaign in the next few weeks for its client, **Ford Rent-A-Car**, which will run for three months on **Yahoo**. In addition, the company has been named agency of record for **Visa's NextCard**, a credit card for use on the Internet.

• **Yoyodyne**, New York, has created a new EZ Spree sweepstakes for **MasterCard**, Purchase, N.Y. Starting Aug. 17, consumers who use MasterCard to make purchases from participating retailers will receive discounts and also have the chance to win \$100,000. Other participants include: **Hickory Farms**, Maumee, Ohio, and **Wal-Mart**, Bentonville, Ark.

• **Imagine Media**, San Francisco, has spun off its Internet-based radio broadcast property, **Imagine Radio**, just months after its launch. The unit, which will retain its name, has merged with customization software developers **Silver Island**, Brisbane, Calif.

• Riding the online fantasy sports phenomenon, **Yahoo**, Santa Clara, Calif., is launching a fantasy football pool today on **Yahoo Sports**. The league will be free and supported entirely by advertisers yet to be determined. Separately, the U.S. Senate voted 90-10 to ban online gambling; fantasy leagues are OK, it ruled.

• **Amazon.com**, Seattle, struck a multi-year marketing deal with financial software publisher **Intuit**, Mountain View, Calif., gaining exclusive bookseller status on **Intuit's Quicken.com** Web sites. As part of the multi-million dollar pact, **Amazon.com** will be promoted on **Quicken.com**. The bookseller will also provide editorial content, search capabilities and special promotions.

## Razorfish Captures tag media: Shop Becomes Razorfish L.A.

**BY ADRIENNE MAND**—In its fourth acquisition since spring, Razorfish, New York, has bought Los Angeles-based tag media, a design shop best known for creating Fox's Web show, "The Visitor."

The company, to be known as Razorfish Los Angeles, includes 10 full-time staff members and had nearly \$1 million in revenue last year. Terms of the acquisition were not disclosed.

Razorfish CEO Jeff Dachis said tag media's experience with broadband applications and West Coast location will help Razorfish service more entertainment and media clients. "We need to have New York and Los Angeles," Dachis said, adding, "The tag group is really culturally aligned with us."

Tag CEO and president Richard D. Titus, who will be managing director of Razorfish Los Angeles, said the company, founded a year and a half ago, had been approached by several other agencies but

none viewed the Web in the way his company and Razorfish do. He said both he and Dachis believe "parallel media" will converge on the Web. For example, the tag online creation "The Visitor," was linked with Fox's television show of the same name. He cited tag's work with clients such as Metropolis Entertainment, creators of *Independence Day* and *Godzilla*, and technical work for NASA, Intel and Microsoft as complementary to Razorfish's work for clients such as Charles Schwab & Co.

Both he and Dachis also eschew the notion that content on the Web is a moribund relative of content in other media. "We think it's just getting started," Titus said.

Razorfish has also acquired **Avalanche**, New York; **Plastic**, San Francisco; and **CHBi**, London, since the start of the year. It reported \$20 million in revenue through the four quarters ending in March 1998. ■



According to CEO Jeff Dachis, tag is "culturally aligned" with Razorfish.

## Nickleodeon's "You're On" To Converge TV and Online Content

**BY ANYA SACHAROW**—Nickelodeon this week launches its latest convergence project, an online show corresponding to the network's *You're On!*, set to launch August 3 on TV.

*You're On!* is a hidden camera comedy game show in which kids try to get unsuspecting subjects to do strange things such as kiss a fish. On **Nick.com** kids can watch the "dares" that are presented and vote on how many they think will actually be completed. Based on voting online and successful predictions, participants will be entered in a contest to win a T-shirt.

The "You're On!" Web program comes as the Nickelodeon network is conceiving complementary online programming with all of its TV shows. "The nice thing about convergence is you're not just sending people back and forth between online and the network," said Kris Bagwell, senior vice president and general manager of Nickelodeon Media Works, the network division that oversees print and online ventures. "Integrated programming also makes the promotion more natural."

Nickelodeon Online first ran online programming tied to the network in 1995, when

the MTV Networks division launched a site on **America Online**. On AOL, Nick ran polling and behind-the-scenes chats for *The Big Help-a-Thon*, an on-air community volunteer campaign for kids. *You're On!* resides on **Nick.com**, not AOL.

This week the network will run on-air promos for *You're On!* telling kids to check out Nick's newest game show online before it launches on the cable channel. Once the show begins to air, a narrator will direct kids to the Web site at the end of each episode with hints about what's coming up.

Nickelodeon believes online programming helps build a following for new shows and also creates a new experience. "Nick.com is an extension of the Nickelodeon world," Bagwell said.

This fall Nickelodeon is extending its prime-time programming to be dubbed *Nickel-O-Zone* from a half-hour segment starting at 8 to a full hour. An animated host called "O" will introduce segments, tell jokes and send shout-out messages from kids. All of these ideas will come from **Nick Online**, where kids will be able to make suggestions. ■

# Lexis-Nexis Joins Ad Universe

Next month on college campuses across the country, Lexis-Nexis is launching an advertiser-subsidized version of its Web-based Academic Universe service. Charter advertisers include entertainment site Muze and online retail aggregator CatalogLink. Honda said it had been interested in advertising on the service, but backed out because of launch delays.

With an average ad rate of \$45 per thousand impressions, the advertiser commitments are enabling Dayton, Ohio-based Lexis-Nexis to offer the service at an approximately 40 percent discount, or \$1.52 per student subscriber annually. The service is available on the campuses of more than 650 U.S. universities as long as the student's personal computer is hooked up to a central server that has access to Lexis-Nexis.

Real Media, New York, is handling the ad sales duties plus providing Lexis-Nexis with its ad serving software. The companies anticipate serving more than 10 million ad impressions monthly—broad reach among what is typically considered an elusive demographic. Initially, ad banners will be the only type of advertising on the service.

The ad-supported Academic Universe enables cash-strapped universities to continue using Lexis-Nexis, said Tom Wallman, senior director of academic markets. Still, Wallman is being cautious about the advent of advertising on the service, barring ads from document pages and refusing to accept tobacco and alcohol advertisers. In addition, ads won't be targeted to individual users nor will advertisers be permitted to request a subscriber's personal information for use off the service.—Bernhard Warner

## IQ movers

**Mary Murphy** joined Wired Digital, San Francisco, as vice president of marketing from Ketchum Advertising, San Francisco, where she was senior vp and strategic business director ... **Paul Smith** joined Post Communications, San Francisco, as svp, from Wunderman Cato Johnson, San Francisco, where he was executive vp and managing director ... **MarketWatch.com**, New York, elected to its board **Michael Jordan**, chairman and CEO of CBS; **Andrew Heyward**, president of CBS News; and **Alan Hirschfield**, co-CEO of Data Broadcasting, San Mateo, Calif. ... **Heather Champ** was named strategic planner and member of the business development team at Oven Digital, New York. She previously designed Web sites for Benetton and others.



**Jim Hoenscheid, Lycos' director of promotions, used to hear one question over and over again in his old job: "Isn't all motor oil the same?" Well, no,**

**Hoenscheid, the former director of retail marketing at Lexington, Ken.-based**

Valvoline, would explain. These days, the inquiry is posed at his new employer, and, again, his answer is no, Lycos *isn't* the same as the other competitors in the so-called search engine category.

Of course, the companies in the category now consider themselves portals—consumer-friendly gateways onto the Net. But it is perhaps only evident to the most discerning Web user that such industry players as Waltham, Mass.-based Lycos, Yahoo and Excite are trying to give each of their on-ramps to the Internet a distinct personality using both off- and online media.

In Lycos' case, the task means Hoenscheid is brokering deals with movie studios, sports leagues and concert promoters to get the brand into venues where people aren't necessarily thinking about their home computers. For instance, Hoenscheid worked with New Line Cinema to distribute Lycos-customized Net access software to *Lost In Space* moviegoers.

Hoenscheid joined Lycos in November, having long worked in the field at Valvoline with retailers on strategies to sell more cans of the 130-year-old motor oil brand. He made many contacts in the sports and enter-

tainment world in that role, but his specialty was using motor sports to rev up the image of the Valvoline brand.

Despite the vast differences between motor oil and online portals, the past experience has come in handy. A connection at Rouse Racing, the Charlotte, N.C.-based firm that specializes in motor sports sponsorships, helped the

32-year-old Hoenscheid land a full-year sponsorship for Lycos of NASCAR driver Matt Kenseth. Not only was the deal an Internet first, but it became an attention-grabber at a recent trade show in Chicago when

Hoenscheid brought the Lycos race car onto the showroom floor. "We were getting a lot of attention," he says proudly.

But why would a portal site care about having its name plastered across the hood of a car?

Hoenscheid explains, "With consumer packaged goods companies, you're always trying to get the additional sale—one more quart of motor oil, one more box of cereal. With a free service on the Internet, you're trying to gain one more new user."

Don't be surprised to find the Lycos logo in more offline environs, Hoenscheid predicts. "If it fits, we'll be there." ■



INSIDER

# PORTAL PROMOTER

By Bernhard Warner



Lycos is promoting its relationship with NASCAR driver Matt Kenseth online and off.



# I Want My I-TV

Developers and Web sites alike look for the MTV of the Net. *By Anya Sacharow*

This year, as in the past, the New York new media and music conference Plug.In was dominated by Web publishers scrambling to be labeled the MTV of the Internet. Any site that achieves this so-far elusive goal would be able to claim that it had done for music online what MTV did for music on TV in the early '80s.

But in this third year New York new media analyst firm Jupiter Communications sponsored Plug.In,

developed animations that accompany songs and give users something to play with as they listen to the music. Neo swingers Big Bad Voodoo Daddy, French electronica lounge band Air and teen pop act 1000 Clowns each supplied songs as the basis for Macromedia creations to build interactive animations. Voodoo Daddy's "Go Daddy-O" gets an animated dance floor to swing; a viewer can manipulate its moving figures. Air's song "Sexy Boy" functions like an interactive pop-up video, with informative blurbs appearing on the monitor as users scroll their cursors over different areas. The 1000 Clowns interactive animation uses psychedelic abstractions including shifting cats, foot prints and fleas that move to the beat of the song "Kitty Kat Max."

If the site sounds as though it is ground zero for next generation MTV, that's not its intent—ShockRave is primarily aimed at developers. However, it also gets enough traffic to hint that its audience is much broader, averaging about 55,000 visitors a day or 500,000 to 600,000 daily page views, according to Steve King, vice president and general manager for ShockRave. Underscoring its consumer appeal, the site is part of the DoubleClick Network, which sells ads and sponsorships to support it. Also, Macromedia is working on forming an electronic commerce partnership to increase revenue on the site.

When Macromedia creates interactive videos, it will freely give away its creations to the record labels and others who are interested in it. It is also willing to create completed videos—Macromedia is referring to the process as syndication—for labels and bands that want to be involved in this new form of music video. King anticipates syndicating completed work mostly to the international market, believing that domestic companies will be more interested in creating original content using software licensed from Macromedia. "As software developers we build



Macromedia has created interactive videos, including a pop-up video style clip for the band Air.

there were signs that a form of online music media seems to be evolving, even if no one, including MTV Online, has yet achieved the impact that MTV did during cable's initial explosion. At this point, however, it looks as though developers of online publishing tools, not media companies, may hold the lead.

For example, last week San Francisco-based software developer Macromedia added interactive music videos to its ShockRave site, which features all kinds of content, including games and cartoons that use Macromedia plug-ins. With cooperation from Virgin Records and Coolsville/Capitol Records/EMI, the company



examples that people can have for free," King explains. "The thing that makes the value is the interface and the band. [Companies] will see how the engine is done. But to have something successful, they'll have to do something with the user interface and the band."

Though Macromedia identifies itself as a software company, it is in the business of spurring media and content companies to develop innovative applications, similar to Intel's focus on supporting content that leverages the Pentium II processor. As such, it is not surprising that such a company may be closer to developing the MTV of the Internet than MTV itself. "It has to be something dramatically different," says Mark Hardie, senior analyst at Forrester Research. "It should be something I can't get elsewhere, like MTV was at one time."

"It's weird Macromedia is behind it," he adds. "But they may break the format and someone else will run with it."

That seems to be exactly the plan. Macromedia has already pitched MTV on the idea of using its technology so that the cable giant can become, appropriately, the MTV of the Internet.

Also talking to MTV Online is Thomas Dolby Robertson, the musician better known for his '80s synth pop, such as the novelty hit "She Blinded Me with Science," than for

his Silicon Valley software company Headspace. Robertson has taken up the cause to, as he calls it, "sonify" the Net, creating musical or audio backdrops similar to those that exist in most TV programming. San Mateo, Calif.-based Headspace has created a plug-in called Beatnik that helps Web sites make noise, if they've been programmed to do so. "If RealAudio is the radio and LiquidAudio is the record store, then Beatnik is the soundtrack," Robertson says.

The technology is expected to soon move into the mass market. Beatnik will likely be incorporated

into the newest version of one of the major Web browsers. Robertson hopes the deal will help popularize the audio software, since users won't be forced to download it. "Really, you want the browsers to support you out of the box," he says.

Robertson has licensed Beatnik to Sun Microsystems, which incorporated it into Java, as well as to WebTV and Macromedia. He also works with ad agencies to bring sound to clients' sites, such as the "sonified" site created for 7-Up by Young & Rubicam.

While Robertson may help MTV Online achieve its Internet aspirations, some believe his technology is a solution that fixes existing problems caused by temporary bandwidth constraints. "When more broadband evolves,

restraints are removed," says Thomas Roli, publisher of Stoneham, Mass.-based Webnoize, a site that tracks developments in the music and Internet industries. "Thomas' solution is a wonderful integrated solution to add interactivity to a Web site. But broadband may advance that as well."

But whether Robertson is the savior of online music content or not, he does seem to be right about Internet users wanting the experience to be

easy. Any difficulty in combining ease-of-use with cool audio may be the biggest stumbling block in the quest for compelling online music media.

"If sound adds benefit it's great," says Jose Caballer, senior designer at Razorfish, who just heard a demo of Robertson's software. "People demand speed. If you give them something with animation and sound that's slow and cumbersome, they'll go away, regardless of how cool it is."

For example, on a recent afternoon, Forrester's Hardie was having a difficult time accessing Big Bad Voodoo Daddy's interactive video on ShockRave. Though Hardie thought he had all the necessary plug-ins, including Macromedia's Flash, Shockwave and Director, he couldn't get to the video. And then he gave up trying. "This is a bad experience if you ask me," he says. "And you wonder why guys like me get frustrated." ■

"[Online music] content] should be something I can't get elsewhere ..." says Forrester's Mark Hardie.

Thomas Dolby

Robertson (below)

wants to use his

Beatnik player to

"sonify" the Net.

GEORGE LANGE



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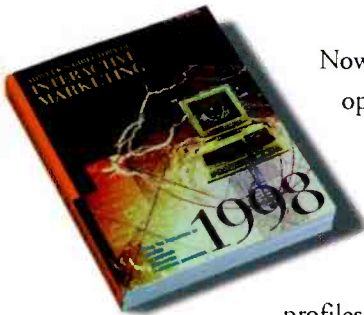
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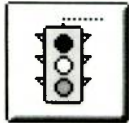
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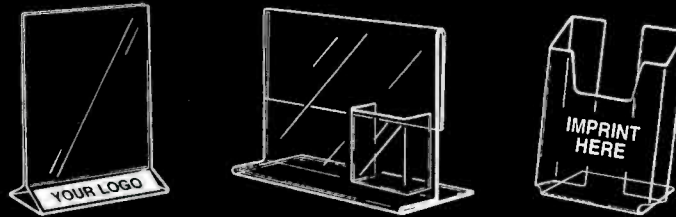
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Radio creative  
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Good Spot. That's a good Spot.  
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Looney name. Lovely radio. Beard Boy Prod.  
Humor. Music. Real people. 714-458-2305

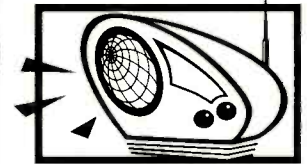
**RADIO COMMERCIALS**

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

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**LIFE  
IS HARD.  
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IS HARDER.**

It's a strange beast, radio. Hard  
to get right. Our all-star team  
of radio experts will make your  
project easy - and fun!



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call and ask for our reel. ⇒ We send  
it to you, along with our rate sheet. ⇒  
You love the reel. ⇒ We talk. ⇒ You  
fax us your script. ⇒ We tweak it (if  
you want us to). ⇒ You approve it. ⇒  
We send an estimate of what it will  
cost to produce. ⇒ You approve it.  
⇒ We cast in LA or New York or  
wherever. ⇒ You approve it. ⇒ We  
produce in LA or New York or  
Portland (depending on the job). ⇒  
You come to the session or get  
patched in by phone. ⇒ We make it  
perfect. ⇒ You approve it. ⇒ We  
ship it. ⇒ You love it. ⇒ Your client  
loves it. ⇒ We get paid. ⇒ You win  
awards. ⇒ We get a "Production  
Company" mention. ⇒ Everybody's  
happy. ⇒ Repeat.

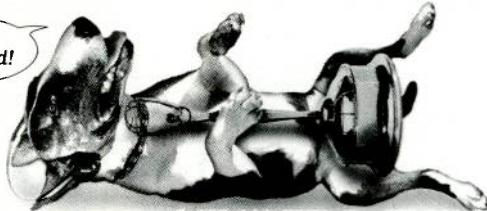
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## EASTERN SERVICES &amp; RESOURCES

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## COOKIE LOVES HER CLIOS.

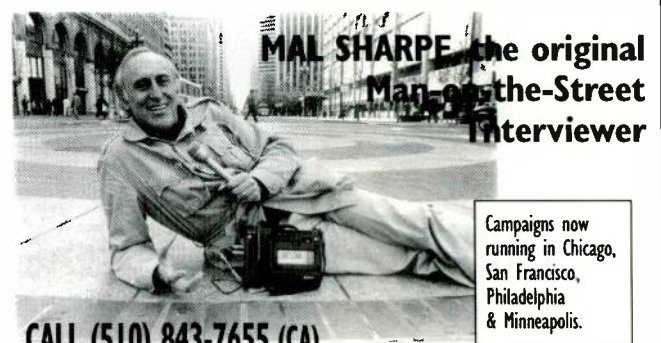
Whee!  
I'm naked!



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

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

## RADIO PRODUCTION



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

Campaigns now  
running in Chicago,  
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& Minneapolis.

CALL (510) 843-7655 (CA)

## RADIO PRODUCTION

## AMAZING NEW TECHNOLOGY!

Press this ad to your ear to hear  
our latest Radio Ranch Demo reel.

[If this ad has crashed, call or fax for a free tape]

**Dick Orkin's Radio Ranch**

Phone 213.462.4966 Fax 213.856.4311

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Phenomenal Film And Video Productions  
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Films 212-582-9600

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MY VOICE FOR YOUR PROJECT  
Promos, commercials, narrations & hosting  
ISDN capability @ BMMProd. 212-229-1887

Classified Advertising  
1-800-7-ADWEEK

## VOICE-OVERS

The Voice You Wish You Had Is Mine!  
Sandra Van Delinder 1-800-739-5306

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wwwdesign@594.com 212-560-7412

## YELLOW PAGE SERVICES

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

## OFFERS &amp; OPPORTUNITIES

## MERGERS &amp; ACQUISITIONS

**Agency Merger Possibilities  
Sum of Its Parts**

NYC-based advertising, public relations and marketing communications agency seeks to join forces with a complementary partner. We're exponentially strong on concept and creative, but could use help in multiplying the scope of our client base. We are technologically advanced, well developed creatively and we make money. Our clients are international in scope and broad-based in interests. We specialize in financial services, banking, and business-to-business marketing. We are product driven, and know there is not a creative problem in the world that we can't solve. A partner strong in sales but seeking concepts would be the perfect match. Our 18 years in business have proven we have the correct answers; our next 18 years need to be spent in creating new media and new answers for new clients.

JOSEPH GLUCKMAN, FAX: 212-750-2549

## BUSINESS OPPORTUNITIES

**Are Details  
Wagging Your Dog?**

If your small ad agency has you so bogged down in details that you can't take care of the bigger things, like growing, we may be the answer to your problems. We're a medium sized agency that has the organization, creative talent and ability to structure an arrangement with you that will prove profitable for both of us. Call Richard Lipman at (212) 684-1100 or drop us a note at LRG Advertising, 470 Park Avenue South, NYC, 10016.

## MAKE THE MOVE

N. NJ Design Agency looking to acquire small ambitious shop. If you have a desire for success and a dedication to both creativity and service, then join our team and help us create something special. All inquiries (including AEs) will be considered, and held in strict confidence.

Please e-mail to AVGI@aol.com

## MUSIC PARTNER

NYC music company seeks an investor/business partner, for expansion. Share in the fun and profits.

Fax us at:  
(212) 496-0234

## USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

## RATES for Employment and Offers &amp; Opportunities

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

Classified Asst: Michele Golden

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.

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.

# OFFERS & OPPORTUNITIES

## OFFICE SPACE

### AVAILABLE & WILLING

Great space available with small ad agency. Ideal for marketing unit with business or creatives with business. Willing to work with you.

Please call 212-869-7323

## NOTICE

### ATTN: FREELANCERS

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

# EMPLOYMENT



## FIELD MARKETING MANAGER

**CENDANT CORPORATION** is the world's premier consumer and business services organization ranked #1 in the Advertising/Marketing industry by *Fortune Magazine's* "1998 Fortune 500." We are proud of our continuing growth and success as our franchised brands are among America's most familiar names. We invite qualified candidates to consider the following opportunity:

Century 21 Real Estate Corporation, the world's largest franchisor of residential real estate offices, is seeking a Field Marketing Manager for the Eastern Region. Reporting to the Director of Field Marketing, the selected individual will manage the efforts of our advertising and public relations agencies in the development and implementation of regional/local marketing plans. The position is based at our headquarters in Parsippany, NJ (nearby to NYC).

Responsibilities include: research and execution of projects in multiple market areas, budget management and extensive communications to both franchisees and corporate personnel. Individual must have strong organizational skills and will be able to handle multiple projects simultaneously. Three to four years of agency or client side management experience, coupled with a strong media and production background is required; excellent presentation skills a must. Franchise experience is preferred; ability to travel is required.

As part of the Cendant family, your efforts are rewarded with a strong compensation and benefits package including medical/dental, 401(k), tuition reimbursement, bonus potential and true advancement opportunity. For immediate consideration, please mail/fax your resume to: **CENDANT, Century 21 Field Marketing, 6 Sylvan Way, Parsippany, NJ 07054-0656. Fax: 973-496-5806, e-mail: jobs@hfsinc.com.** No phone calls, please. An equal opportunity employer.



## SPOT RADIO BUYER

We are a fast growing international media trading company located in Rockland County. Seeking individuals with strong 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:

**Jennifer Cooney @ (914) 735-0505**

# EMPLOYMENT



No one has the commitment, drive and capabilities to deliver a full range of reliable wireless voice, paging and cutting edge data communications solutions like Bell Atlantic Mobile. That's why we're literally growing like nobody's business. To enhance our already impressive staff, we are seeking an Advertising Media Manager for our **Bedminster, NJ Headquarters.**

## ADVERTISING MEDIA MANAGER

Utilizing your experience in developing innovative media solutions that drive sales, you will direct our ad agency in the execution of mass, direct and interactive media plans. This will entail reviewing and analyzing plans to ensure efficiency and effectiveness and tracking all media spending, merchandise discounts and agency compensation.

To qualify, you must have a bachelor's degree in business or other related field and 6+ years media planning experience. Knowledge of Nielsen ratings and highly competitive marketplace conditions is required, as are excellent analytical, presentation and contract negotiation skills. A proven ability to identify critical issues and generate business solutions is key.

We offer competitive salaries and a comprehensive benefits package featuring a 401(k) plan, profit sharing, and tuition assistance. For immediate consideration, please forward your resume to: **Bell Atlantic Mobile, Human Resources Dept. GD, 180 Washington Valley Road, Bedminster, NJ 07921. Fax: (908) 306-6807.** An equal opportunity employer, m/f/d/v.

Visit our Home Page on the Internet at: [www.bam.com](http://www.bam.com)



## ATTENTION CONSUMER MAGAZINE SALES PROFESSIONALS

### REDISCOVER THE TRADE PRESS AND HAVE FUN AGAIN

If you are a seasoned consumer magazine sales pro tired of selling price alone, put your marketing and sales skills to work again at the New York City headquarters of the best trade magazine in America. Salary and commission at better than consumer magazine levels. Tell us about how you can sell value, and include your resume. *EOE.*

FAX TO

**(914) 925-0521**

## HELP WANTED



# U-S AIRWAYS

*These are exciting times at US Airways. Not only have we changed our look and our attitude, we are aggressively redefining our commitment to domestic and international growth.*

## Senior Analyst

As a Senior Analyst for the Advertising & Promotions Department, your responsibilities will include working with various resources to plan high-level promotions; evaluating return on investment for promotional activities; writing and editing promotional material; and reviewing licensing requests. Qualifications include a Bachelor's Degree, preferably in Marketing, Communications or Advertising; promotions experience; strong analytical and communication skills; ability to work independently and perform multiple projects under deadline; attention to detail; working knowledge of Word, Excel, PowerPoint and Lotus Notes; and willingness to travel. 1 year experience in an airline marketing department and knowledge of airline reservations system preferred.

We offer an attractive salary and comprehensive benefits including liberal travel privileges. Send resume to: US Airways, Human Resources-SAA, 2345 Crystal Dr., Arlington, VA 22227; Fax: (703) 872-7410, Email: wcrump@usairways.com

www.usairways.com

EOE, M/F/D/V

## WE KID YOU NOT.

With strong niches in both children's health & beauty products and snack foods & confections, CAG Design has been growing steadily since 1985. That very growth now has us in need of another Account Supervisor. Not a Sales Person. A Service Person... with a degree in marketing and 3-5 yrs. successful agency experience.

Somebody to ensure that the client's needs are being met by maintaining an effective level of direct contact with the client and to be responsible for the account's growth and profitability. A clear understanding of the business of creativity and a keen sense of entrepreneurship is equally important.

Advanced verbal and written skills, analytical thinking, personal organization and interpersonal dynamics are necessities.

CAG is located in one of the most beautiful sections of northwestern NJ. Affordable housing and a traffic-free "reverse commute" make the area that much more desirable.

Please forward resumé, salary history, and a cover letter outlining specific qualifications to Human Resources:



CAG DESIGN

118 Mountain Court  
Hackettstown, NJ 07840  
Fax: 908.813.1024

(Please, no phone calls.) EOE

Only qualified candidates will be contacted.

## associate media director

*You're a high-energy,  
ready-for-success leader!*

**WESTCHESTER** based multi-national marketer of health and beauty consumer products seeks a results-oriented media professional with minimum 7-10 years planning experience in broadcast, print and radio. This highly visible position requires a strategic thinker with strong computer skills and knowledge of Manas.

The successful candidate will be responsible for brand media planning for products such as *Just for Men*, *Grecian Formula*, *Odor-Eaters* and *Lanacane*. Proven track record in similar health products strongly preferred. The ability to plan, develop and implement short-term and long-term strategies including budgeting is essential.

Combe Inc. offers an excellent benefits package and competitive compensation. Please send resumé with salary requirements, in confidence to: **Human Resources Manager, COMBE, INC., 1101 Westchester Ave, White Plains, NY 10604.** Equal Opportunity Employer

**Combe** Expanding Horizons in Health & Beauty  
incorporated

## LOOKING FOR MORE STARS!

Rapidly growing NYC agency seeking talented **Art Directors** and **Account Executives** to join our team. One - Two years experience. Great Clients - Fast paced work environment. Fax resumé to:

**Personnel Manager  
@ 212-779-0825**

## INTERIM FINANCE DIRECTOR

Sixty-plus person Manhattan advertising agency specializing in book publishing has an immediate need for a senior financial professional responsible for all financial functions including reporting, analysis, budgeting, forecasting, and cash management. Responsibilities also include management of five-person department, cost/benefit analysis, input to strategic planning, contract negotiations, acquisitions.

Must have agency experience, strong analytic, communication and people skills, and successful experience in senior-level financial position in advertising. Knowledge of technology (hard- and software), and proficiency with a variety of computer accounting systems a plus. CPA or MBA preferred. As the acting chief financial officer you will be essential to the growth of our creative, team-oriented company.

Fax resumé, including salary requirements to:

**Department BC 212-561-9397**

## REUTERS Marketing Information

Reuters, the world's largest news source is seeking an energetic, organized Junior Sales Executive with excellent communication skills to help sell Business Information Products. This entry-level position requires you to service existing accounts, support sales team, work with Reuters technical group to coordinate client support, file reports and other market information. Learn from the industry leader and build a career in the information business. Fax resumé and salary history to: M. Trenard (212) 603-3867

## ADVERTISING SALES ACCOUNT EXECUTIVES

Peterson's, the leading education and careers publisher, is expanding its corporate sales group and has a great opportunity for a **SENIOR ACCOUNT EXECUTIVE AND AN ACCOUNT EXECUTIVE** with experience in selling to Fortune 500 companies. The successful candidates will be involved in developing and selling advertising and sponsorship programs to marketers that target consumers facing education and career choices. We are looking for sales professionals who have several years experience in consultative selling, and a successful record of cultivating and maintaining long-term business relationships. Candidates must be self-motivated, and have excellent presentation, proposal writing, and communications skills.

We offer an excellent salary and a full range of competitive benefits and an outstanding work environment. Please send your cover letter and resumé, including salary requirements, to **Human Resources, AERS/AW, Peterson's, P.O. Box 2123, Princeton, NJ 08543-2123, or FAX (609) 951-0257.** EOE. No phone calls please. We regret that we can only respond to those whose backgrounds and skills most closely meet the requirements for this position.



**Peterson's**

**Call M.Morris  
1-800-7-ADWEEK**

## ACCOUNT EXECUTIVE/ ADVERTISING SALES

Unlimited sales growth potential. Well established publishing company in the food, travel and wine field seeks entrepreneurial individual to blaze a trail for a cutting-edge publication. We're already successful, with a long-term track record as a publisher for most of the world's major airlines. To qualify, you should have solid communication skills, creativity, energy and goal oriented. 2+ years of advertising selling space experience preferably with a consumer oriented publication.

Please forward your resumé to:

**Senior Director  
Human Resources  
O'Sullivan Publishing  
110 Triangle Blvd  
Carlstadt, NJ 07072**

**Fax: (201) 507-0690**

**Email:**

**dennisporter@aolnemenus.com**

## Mad Dogs Wants You Print & Broadcast Traffic Manager

Ad agency seeks zealous individual with 3 years agency traffic experience; a sadistic need for control; ability to retain loads of information and handle numerous jobs at once. Tolerance of dogs is a must. Target start date 8/1. Fax resumé to: (212) 675-0340 or mail to 126 Fifth Ave., 12th Floor, New York, NY 10011.

## HELP WANTED

**Advertising Sales Manager**

International out-of-home/place-based media company seeks senior media sales executive to build sales in the Northeast. Located in Tri-State area. Candidate should be highly motivated, goal-oriented and have 7+ years of media sales experience preferably in place-based/alternative media. Ability to sell large ticket programs, develop new business, and sell creatively.

We offer an excellent compensation package including base salary, bonus package and comprehensive benefits. Opportunity for equity and rapid advancement/career development. If you are talented, aggressive, a self-starter, have a track record of sales success, and want to join a fast growing company we want to speak to you. Please send cover letter, resume and salary requirements to: Attn: AA-RSM, 600 Travis Suite 6750, Houston, Texas 77002. Fax: 713-237-0246. No phone calls, please.

**Alvern, Inc.**

# Wanted: One Amazing Graphic Designer

**Senior Graphic Designer**

The Long Island based, in-house marketing department of Computer Associates is looking for a talented, senior graphic designer to lead their team of designers and layout artists. Must have great design skills as well as the ability to manage and direct growing staff. Work will be varied and fulfilling -- includes brochures, product literature, direct mail, logo design, annual reports, etc. Requires a hands-on designer who isn't afraid of rolling up his sleeves. Should have a minimum of 5 years experience. Mac skills required.

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

**Computer Associates International, Inc.**

Human Resources Dept -AW

One Computer Associates Plaza, Islandia, NY 11788-7000

Tel: 800-454-3788 • Fax: 800-962-9224

Or E-mail your resume in ASCII text to: resumes-usa-r1@cai.com

**For fastest response, you may apply online at: [www.cai.com/career/cajobs.htm](http://www.cai.com/career/cajobs.htm)**

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Software superior by design.

Equal Opportunity Employer M/F/D/V. All product names referenced herein are the trademarks of their respective companies.  
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E.O.E.

# S.O.S.

Fast-paced, fast-growing, full-service NJ agency can't stop winning new business. Currently seeking **Account Supervisor, Account Executive, and Account Planner** for new financial and healthcare accounts. You must be smart, dynamic, forward-thinking, brand-savvy, fun, and really good at what you do. Great work, great salary, great benefits, and great times ahead for those who answer the call. Fax your resume, cover letter and salary history to Deirdre Graham @ 973.829.6566 or email [dgraham@dkbnet.com](mailto:dgraham@dkbnet.com).

**dkb**  
AND PARTNERS INC

No calls, please. No time to answer the phone.

## INTERACTIVE SALES MANAGER New York, NY

This New York-based sales manager will be responsible for Tribune Interactive Network online ad sales, revenue generation, new business development, key account relationships and rep firm management. You will implement strategies and programs to achieve ad sales and revenue objectives; develop and recommend rate and sales strategies to general manager and marketing services manager; recommend sales incentives and coordinate all aspects of Tribune Interactive online advertising, including sales presentations, training, ad order entry, billing and customer service.

This position requires five or more years' media sales and management, with one to two years' experience selling interactive products. Also requires in-depth knowledge of Internet and interactive ad business; strong problem solving, decision making, prioritizing, data interpretation and marketing skills. Some travel required.

If interested please forward your resume to our processing center in California and include the source code **LT-ISM**:

Toll free fax: (877) 503-0460

P.O. Box 92029, Los Angeles, CA 90009-2029

E-mail: [tribune@lsearch.com](mailto:tribune@lsearch.com)

Send your resume as plain text in the body of an e-mail letter. Attachment will not be processed. Please include the source code on all correspondence.

*We are an equal opportunity employer.*

**TRIBUNE**

**inter active**

## SALES

Mediamark Research Inc. is looking for a self-motivated, energetic team player for our syndicated sales staff. We want someone who can think creatively and has strong follow-up skills. 5-7 years agency/media experience necessary. Working knowledge of MRI and sales/servicing experience a plus. Competitive salary and benefits. Qualified applicants send resume to:

**Mediamark Research, Inc.**

708 Third Ave., 8th Fl., New York, NY 10017

Attention: Janice  
FAX: (212) 338-0255

## MEDIA PLANNER/BUYER

Fast paced downtown Baltimore agency is seeking a detail oriented, organized, professional individual to work in its Media Department who is familiar with all aspects of media planning, buying and research. Qualified individuals must have a minimum of 2 years experience in negotiating media, managing budgets, and computer knowledge in various applications. Please respond in confidence to:

Michele Selby, VP Media Director

**Trahan, Burden & Charles**

1030 N. Charles Street, Baltimore, MD 21201

Fax: 410-986-1197

## HELP WANTED



**Entertainment Marketing, Inc., Chicago,**

the leader in national event and entertainment marketing is expanding. We're looking for leaders; people who possess strong communication skills, are extremely detail oriented, understand national media, entertainment and event production and have extensive personnel management and financial skills. Individuals who know how to market blue chip clients on a national level and can effectively incorporate the "business of entertainment."

If you have a minimum of 8 years director /vice president level experience, send your cover letter, resume, salary history, and references to:

**Entertainment Marketing, Inc.**

350 West Hubbard Street, Suite 430, Chicago, IL 60610

FAX: 312.644.0698, Attn: Leadership.

No Phone Calls Please. EOE.

## SENIOR VP PLANNING TO 110K

Fabulous opportunity if you have Retail & Kids exp, are a creative thinker/problem solution orientated person. 10 plus years Planning experience in Network/TV/ Radio/ Print/Local Spot TV. If you possess all the above skills and are fast on your feet with client interaction This is the next job for you.

## VP ACCT SPVR TO 65K

Hot Shop: heavy, heavy Planning: TV/Radio/Print/Network

## MEDIA DIRECTOR TO 90K

International Agency. NY Office. Min. 12 years exp. in writing Plans for Outdoor/TV/Radio/Print.

Contact: Lee Rudnick  
DBI Media Executive Search  
PH: 212-338-0808 Ext 5  
Fax: 212-338-0632  
Visit our Web site @  
<http://www.dbiiny.com>

DBI MEDIA

Executive & Support Staffing Services  
A Division of Diane Bardy, Inc.

## EXECUTIVE SECRETARY

Exec. Secretary, Broadcast Traffic Manager, Account Management back-up...name it, you can do it. Small lower Westchester advertising agency in need of Super Person who can jump in and help us now. Mac capabilities or ability to pick up quickly important. Salary commensurate with what you bring to us.

FAX: (914) 332-1609

CALL 1-800-7-ADWEEK

## A Golden Opportunity

**Art Director / Senior Designer**

We're a small band (for the moment) of marketing and graphic design gypsies, building a business in Golden, Colorado ... a great place to live, work and play.

We're looking for a kindred spirit to join us. You must be both a dreamer and a doer with several years of high level design experience. You're comfortable with both the "old" media and the "new". You know your way around a Mac. You can juggle several projects at once. And your passion for producing breakthrough creative is insatiable.

Send your resume, salary requirements, and several samples of your best work **ASAP!**



**The Woodard Group**

15770 West Sixth Avenue, Golden, CO 80401

## ADVERTISING

Large national consumer magazine with 2.4 million readers looking for creative, self-motivated, well-rounded ad pro to help manage and develop new advertising business. Ability to develop sales support promotions important. Experience with special advertising sections and on-line advertising a plus. Understanding of ad categories, syndicated research and promotions imperative. Consumer ad sales or advertising agency experience a must. We offer a very competitive salary, excellent benefits and a professional atmosphere. Send resume and salary history to: **Gail Casper, Dir. of HR, Dept. DS, Pace Communications, P.O. Box 13607, Greensboro, NC 27415, [pacehr@aol.com](mailto:pacehr@aol.com), Fax 336-273-4808**

## 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

## ADVERTISING SPACE SALES

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

**Harold Itzkowitz**  
(212) 536-5315

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

## BUSINESS DEVELOPMENT

**Zentropy**

Hollywood based Interactive Agency is looking for top business development executives, in both Hollywood and New York City, to expand our business. Most desirable candidates will be Internet and/or Advertising savvy with 3-5 years of proven sales experience. If you are a creative-minded, ambitious, entrepreneurial self-starter, we want to meet you. Please send your resume to:

[ybravo@zentropy.com](mailto:ybravo@zentropy.com) or fax to (213) 993-9818

## KID'S BIZ WHIZ?

With strong niches in both **children's health & beauty products and snack foods & confections**, CAG Design has been growing steadily since 1985. That very growth now has us in need of a **New Business Specialist** with an established track record and a min. of 5 yrs. agency experience.

It would be best if you were a take-charge, enthusiastic self-starter able to practice effective sales efforts resulting in a steady increase of new business. The ability to maintain a New Business Database (Mac format) and to coordinate the transition to account service personnel for smooth, efficient operation of the new business effort is a must. Excellent communication, organizational, and interpersonal skills couldn't hurt either.

CAG is located in one of the most beautiful sections of northwestern NJ. Affordable housing and a traffic-free "reverse commute" make the area that much more desirable.

Please forward resumé, salary history, and a cover letter outlining specific qualifications to Human Resources:



CAG DESIGN

118 Mountain Court  
Hackettstown, NJ 07840

Fax: 908.813.1024

(Please, no phone calls.) EOE  
Only qualified candidates will be contacted.

The best in the business are always drawn to Macy's. Here, exceptionally talented people work together in a creative, dynamic environment that encourages achievement and professional growth.

## Art Directors

As an Art Director you will be responsible for conceptualizing, designing, and executing fashion and home newspaper, magazine and direct mail catalogs. The qualified candidate will possess a sharp eye for modern type and graphics, and have a keen understanding of fashion and home furnishings. Quark and Photo shoot experience is necessary.

## Copywriters

Can you write great lines about our lines? Your copy for newspapers and direct/inserts will focus on fashion and home furnishings. Creative, conceptual thinking and attention to details and deadlines are essential to your success in this position. Mac proficiency and solid organizational/interpersonal skills required. Quark Xpress and 2-3 years related experience is preferred.

## Art Buyer

Broadcast responsibilities will include working with director/producer to screen, select and book talent for all Macy's East TV commercials. Coordinate photo shoots for DM inserts, magazine and ROP, which includes securing studios/locations, screening and booking stylists, hair and make-up artists and models. Successful candidates must have strong negotiation and budgeting skills. Trend and fashion savvy are a must.

We offer a competitive salary and comprehensive employee benefits. Please send or fax your resume, indicating position of interest, to: **Macy's East, Executive Human Resources, AW, 17th Floor, 151 West 34th Street, New York, NY 10001. Fax: 212-494-5331.** We are an equal opportunity employer.

**macy\*s**

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HELP WANTED

## ADVERTISING MANAGER

**ADVO, Inc.** one of the largest direct marketing companies in the nation, is seeking a dynamic individual to join our team as Manager of Advertising.

Responsibilities will include developing advertising strategies to generate consumer and trade brand awareness of our products that drive readership and response rates. In addition, you will assist in implementing regional execution of national strategies, identifying and capitalizing on public relations and promotional opportunities. The ideal candidate must be a team player, possess strong communications skills and be able to work well in a decentralized environment. A Bachelor's degree and a minimum of 3-5 years agency and/or client experience required; experience in direct response and integrated marketing a plus.

We'll reward your talents with a highly competitive salary and comprehensive benefits. Forward resume with salary history to: **ADVO, INC., Attn: Human Resources-JH, One Univac Lane, P.O. Box 755, Windsor, CT 06095-0755. NO PHONE CALLS PLEASE.** Equal Opportunity Employer M/F/D/V. We promote a drug-free workplace and perform pre-employment substance abuse testing.



## CREATIVE SERVICES MANAGER

Time Inc., publisher of some of the world's most popular magazines and a leader in new media, interactive and broadcasting ventures, has the following outstanding opportunity for a results-driven professional.

Projects will include media kits, brochures, special ad sections, and sales letters in addition to some advertising.

To qualify, you must have media promotion copywriting experience and strong organizational and oral communication skills. Good proofreading skills a plus. Basic understanding of syndicated research helpful.

We offer an attractive salary and outstanding benefits. For consideration, mail your resume and salary requirements to: Human Resources, TIME INC., Attn: CS, Room 40-67, 1271 Avenue of the Americas, New York, NY 10020 or fax (212) 522-4510. Only qualified candidates will be contacted. We are an equal opportunity employer.

# Time Inc.

### DM DATABASE SUPERVISOR/AE

New Jersey DM agency specializing in digital marketing. 2-4 yrs exp. with direct database systems/digital printing and interactive. Excel/Access/Powerpoint competencies. Account exp. req. Mac exp./Xerox DocuTech exp. a plus. Please fax resume to (973) 376-3492.

### Senior Account Executive

Hot creative ad agency with new clients seeks a top-notch Sr. AE. Must have 5+ years experience, with excellent client management skills. Online experience a plus. Great opportunity to grow in a unique, dynamic environment. Please fax letter, resume and short writing sample to the Romann Group (212) 843-5279, attn: AU. No phone calls will be accepted.

Public Relations

## creative PR professional with an entrepreneurial spirit.

### PUBLIC RELATIONS

Dendrite International, Inc., one of the fastest growing technology companies in New Jersey, has a great opportunity for a PR wiz.

We are going in-house with our PR department and we need a pro with some agency background. We are looking for someone who has great contacts with publishers and editors of key publications to handle all publicity. In this highly visible position you must be able to work well with all levels including senior executives. Excellent writing skills and strong newswire services background are important.

**If this sounds like you, contact Dendrite International now!**

We provide an attractive salary, excellent benefits and solid growth potential. Send your resume to:

**Director of Recruiting,  
Dendrite International, Inc.,  
1200 Mt. Kemble Avenue,  
Morristown, NJ 07960-6797.  
FAX: 973-425-2195  
EMAIL: DendriteHR@drte.com**



Visit our website at: [www.drte.com](http://www.drte.com) to learn more about these and other exciting career opportunities.

An Equal Opportunity Employer M/F/D/V

IF YOU HAVE THE CONTACTS, WE HAVE THE JOB!

IF YOU HAVE THE CONTACTS, WE HAVE THE JOB!

## Senior Writer

Growing New England agency with national and regional broadcast opportunities seeks experienced, passionate wordsmith. Please send/fax resume and five non-returnable samples to Creative Services Director, RDW Group, 89 Ship Street, Providence, R.I. 02903. Fax (401) 854-2713. No phone calls please. RDW Group is an EOE.

## MARKETING MANAGER

We are a Bay Shore, LI apparel company serving colleges, golf resorts and corporations with superior custom-decorated activewear. As a family-owned company celebrating our 50th year, we are a growing and dynamic organization.

You are a marketing professional who can develop strategies and motivate others to follow your vision. You thrive in an atmosphere where change is constant and teamwork is valued.

If you are seeking a challenge in an environment where results are generously rewarded, contact

**Josh Peyser, President, in confidence.**

**Fax: 516-435-8018 E-mail: [motivate@mvsport.com](mailto:motivate@mvsport.com)**

## HELP WANTED

**PRODUCTION MANAGER  
UNIVISION BOSTON**

WUNI-TV is looking for an aggressive team leader eager to run their own department. Must be able to shoot, edit and manage team of five. Responsible for all production, including three local shows, remote shoots and commercial spots. Open environment to create and design on state of the art equipment. 5 years experience necessary; bilingual a plus. Please send resume with cover letter to M. Godin, Attn: Prod. Mgr, WUNI-TV, 33 Fourth Ave., Needham, MA 02494 or fax to (781) 433-2750. No phone calls please.

EOE

**MEDIA PLANNER**

Leading NY pharmaceutical advertising agency seeking Consumer Media Planner to manage and direct all phases of consumer media. Min. 5+ years exp./prior ad agency exp./DTC/health/beauty media. Knowledge of all media research resources nec. Cands. must have ability to work independently, be highly organized, efficient, detail-oriented and possess excellent verbal/writing skills. Fax res/cover letter w/min. salary req. to

nb: 212-779-9858  
or mail to PO Box 2052  
NY, NY 10159-2052  
EOE

**SENIOR  
ACCOUNT MANAGER**

Experienced Account Manager looking to move up? Assistant Brand Manager looking for fun, creative environment? Marketing Services Agency seeks outgoing, creative manager to oversee key Client business. Must have 3-5 years related experience and knowledge of creative development and print production. Packaged goods experience a plus.

Fax resume and  
salary requirements to:

212-627-4106  
Attn: KK

**ACCOUNT EXECUTIVE  
ASS'T. ACC'T. EXECUTIVE**

DCA Advertising has challenging positions working on prestigious accounts requiring solid experience in print, collateral and TV in full service ad agency. We seek professional, assertive and energetic individuals with strong verbal & writing communication skills. A/E position requires min. 4 yrs. exp. and A/AE requires at least 2 yrs. exp. in an ad agency. Heavy client contact and interaction with all departments. Excellent benefits and competitive salary. Please fax or e-mail your resume and salary requirements:

(212) 261-4224  
or jsparber@dca.dentsu.com

**ACCOUNT EXECUTIVE  
PROJECT MANAGER**

We are a cutting edge marketing communications firm. You are an intelligent, detail-oriented, educated, experienced, strategic-thinking Account Executive with production management experience. Join our fast-paced creative team doing their best marketing, communications, print, web, and interactive work. Advertising agency experience is a big plus. Please send us your resume, work history, references, and salary requirements via:

FAX: 301-718-2811  
Tim Kenney Design Partners  
3 Bethesda Metro Center, Ste 630  
Bethesda, MD 20814  
EMAIL: accountexec@tkdp.com  
No phone calls please.

**GREAT PEOPLE  
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WELL-KNOWN  
CREATIVE AGENCY**

The best small agency in the country is looking for the best account, promotion, and public relation people in the country. Please submit resume and additional information to:

ADWEEK Classified, Box 4072  
1515 Broadway, 12th fl.  
New York, NY 10036

**ATTENTION  
FREELANCE  
COPYWRITERS**

If you have a minimum of 3 years ad-agency experience, can develop strong concepts, follow-up with great copy, have unlimited energy, a penchant for books, and can work on site at a fast paced, mid-sized, Manhattan agency, we'd love to see your work.

Fax resume and samples to:  
Copy Supervisor  
212-685-0812

**PRODUCTION TEMP**

Full time temp position needed for Production Dept at trade magazine group. Person will assist in ad trafficking, page transmission, reprints and general duties. Prepress and reprint production experience preferred. August 1998 through January 1999.

Send letter/resume to:  
Elise Echevarrieta  
ADWEEK Magazines  
1515 Broadway, 12th fl.  
New York, NY 10036  
or email:  
EEchevarrieta@Adweek.com

**ACCOUNT SUPERVISOR**

Growing D.C. ad agency seeks experienced account professional to supervise lottery account. A minimum of 5 years prior agency experience, supervisory, oral and written communications experience a must. Strong organizational management skills required. Must have working knowledge of accounting, consumer media, print and broadcast production and a committed work ethic. Please respond by fax to: Director of Client Services, (202) 789-2596. AbrahamsonEhrlichManes, 1275 K Street NW, Washington, D.C. 20005. No phone calls please.

**GRAPHIC DESIGNER**

Seeking on-site, free-lance graphic designer for electronic print production. Lay out 160-page journal in Quark XPress. Place text, images, folios and pull quotes using established templates/style sheets. Speed and precision essential. Job runs late July to mid-August, with possible further seasonal work.

Fax cover letter,  
resume, sample page to:

Robert Snyder  
at 212-317-6571  
EOE

**Seminar Instructor**

Are you independently employed with a well rounded media background and have good communication skills? Strong planning and buying skills in print and broadcast are required. Client media management a plus. Limited travel. Send resume to:

The Media School  
P.O. Box 110  
Ardmore, PA 19003

**THE FREE R.A. BLOCH****NATIONAL  
CANCER HOTLINE  
1-800-433-0464**

When cancer strikes you, your family or friends, reliable information is vital. Talking to a cancer survivor will help you or your loved ones successfully cope with this always-treatable, often-curable disease. All at absolutely no charge.

Call 1-800-433-0464, 24 hours a day to be matched with a survivor with your type of cancer. Let the R.A. Bloch National Cancer Hotline help you get through the shock and uncertainty of a cancer diagnosis.

All calls are absolutely free, completely sponsored by Richard Bloch and Sprint, and donations are never, ever solicited. Our volunteers don't give medical advice — they talk from personal experience of beating cancer. Their "I've-been-there" experience might save your life. Call now for help, comfort and hope.

1-800-433-0464

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ALSO POSSIBLE**

Bring your managerial skills to our 15 person thriving 35 yr old shop. Equity position and eventual total purchase to the right person(s). Agency experienced only. Send resume, salary history to:

ADWEEK Classified, Box 4067  
1515 Broadway, 12th fl.  
New York, NY 10036

**MEDIA DIRECTOR**

International agency with great creative, awarded AAF "Best in the West under \$40 million", is currently seeking a media planner to head department. The agency is located in gorgeous coastal San Diego and is home to a visionary team deeply committed to great work. Please mail or fax resume to:

Executive Search  
444 South Cedros Ave., Ste. 240  
Solana Beach, CA 92075  
Fax 619-755-8944

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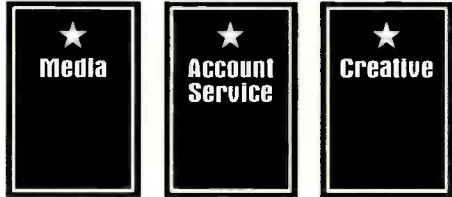
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Classified Advertising  
1-800-7-ADWEEK



**HELP WANTED**

# Opportunity Is Knocking.



We're looking for star performers in account management, media buying and creative services to join our firmly established but rapidly expanding agency. If you are a strong self-starter, well-rounded and have an impressive track record, we have a tremendous opportunity for you to grow in your career. Please send your resume to: Fricks/Firestone Advertising, Attn: Heather, 6 Concourse Parkway, Suite 3300, Atlanta, Georgia 30328 or fax to 770-396-0207. (Resumes only. No phone calls accepted. Minimum 3 years experience.)

## ART DIRECTOR IN-HOUSE

Twinlab, a leading manufacturer of vitamins, minerals and sports nutrition products, seeks an Art Director to set-up and oversee its in-house Creative Department. Responsibilities include the development of company materials such as packaging, labels, brochures and point-of-purchase materials as well as budgetary functions. The successful candidate must be able to handle a multitude of

projects in a fast-paced environment, possess strong creative skills, be computer literate and have comprehensive knowledge of print production. We offer a competitive salary, full benefits package including 401K and the opportunity to work with a leading company in its field. Please send or fax (Fax #516-630-3490) resume with salary requirements to Office Manager.

**TWINLAB**

150 Motor Parkway  
Hauppauge, New York 11788  
(No Phone Calls, Please)  
Equal Opportunity Employer

### ACC'T & MEDIA JOBS

at full service ad agencies.  
Fax or Mail resume to 212-585-1294  
**HART & COMPANY**  
219 East 69th Street, Suite 7H  
New York, NY 10021  
212-585-4000

### ADVT'G REPORTER

Advertising and Marketing Reporter for Manhattan-based media company. Salary \$25K. Excellent career growth potential.  
Please fax resume to  
Victoria at 212-760-5112

### DEDICATE YOUR CREATIVITY TO CLASSIFIED

Send Us Camera Ready Art Work. Your ad will stand out from the others and get better results, if you are creative and design an ad that sells your jobs to potential employees Call 1-800-7-ADWEEK and get the details.

### Media Director

We've won new business and need an exceptional Media Director to handle top clients. Must have several years experience; online knowledge a plus. Excellent opportunity to grow in a unique environment. Fax resume/letter to the Romann Group (212) 843-5279. No calls accepted.

## Netscape Now.

Because there's no time like the present.



[www.netscape.com/jobs](http://www.netscape.com/jobs)

Netcenter 2.0 is the portal of the 21st century, enabling users access to the world and beyond. Now millions have an open door to business and consumer services, news, entertainment, e-mail and horoscopes, not to mention a place to call home. Looking for the right venue to market your Advertising and Sales skills? Netcenter is it. The opportunity is now.

### Group Manager, Netcenter Advertising Program

In this highly collaborative position, set strategic direction for Netcenter advertising programs and manage the advertising programs group. Streamline ad processes and infrastructure with the operations organization. Conduct industry research to take advantage of new advertising opportunities as they arise. Requires 7+ years of advertising experience, including at least 2 years in Internet advertising, and a thorough understanding of online and off-line advertising. MBA preferred.

### Associate Advertising Program Manager

Involves creating and updating sales materials, providing demographic information, and developing proprietary research on readership to support sales efforts. You'll research marketplace and competitive trends to help formulate Netcenter's advertising programs. Requires 2-3 years' media experience at either a sales-supported Internet site, a traditional media company or an advertising agency.

### Manager, Advertising Sales Services

Act as the primary liaison between Sales/Advertisers and internal Netscape ad production/billing process. Manage insertion orders to project future ad availability. Develop Management Reporting systems on account status and site utilization. Must be an expert in Internet advertising production with strong knowledge of the Internet sales process. You need a minimum of 3-5 years' work experience and at least a year in Internet sales operations. Must have knowledge of HTML.

### Advertising Media Coordinator

Assist the Advertising Sales Services Manager to ensure that our advertisers' media purchases are executed and fulfilled. Includes scheduling and delivery of all ads, as well as monitoring campaigns to ensure that everything goes flawlessly. You must be detail-oriented, accurate, and organized with great communication skills. Requires 2-3 years' work experience, at least a year of Internet experience, or 2 years in a similar position with a traditional media company. Knowledge of Excel, database applications, ad serving software and HTML is essential.

### Director, Advertising Sales - Western Region, Eastern Region

In this bottom line-oriented position, you'll be responsible for sales to agency and advertiser accounts in the region. Includes hiring and training sales personnel. You'll be the driving force in developing and implementing regional sales plans, then delivering the sales forecast. Requires 5-7 years of sales and advertising sales experience.

### Advertising Sales Account Managers - San Francisco/Bay Area, Los Angeles, Central and Eastern Regions

Focused on developing advertising sales to the region's agency and advertiser accounts, you'll keep an eye on the bottom line as you contact, sell, and manage accounts for Netscape advertising programs. Must have 2-3 years of sales or advertising sales experience.

Must be organized, deadline driven, and able to think on your feet.

To apply, please e-mail resumes to: [adjobs@netscape.com](mailto:adjobs@netscape.com), fax to: (650) 937-5440 or snail mail to: Netscape Communications Corporation, 501 East Middlefield Rd., MS: MV-081AD, Mountain View, CA 94043. Netscape is proud to be an Equal Opportunity Employer.

## COMING SOON

Established East Coast Company is coming to San Francisco. We have immediate need for **Big Idea Creatives**.

**Copywriters/Art Directors** with 6-8 years experience. Medical, healthcare, pharmaceutical expertise a big plus.

This is a ground floor opportunity offering competitive salaries and full benefits. Send your resume and salary requirement to:

**Counsulare**  
P.O. Box 150756, San Rafael, CA 94915

# 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 7/20/98

Artist/Group: **Rachid**  
Song/Video: **"Pride"**  
Director: **Rocky Schenck**

Rachid's first album *Prototype* has been described as a blueprint for what lies in the future for popular music. The album courageously blends trip-hop, punk, hip-hop, ambient art-rock, Indian music, British drum and bass and jungle sounds with Rachid's own gospel laced vocals and classical music inclinations. Would you expect anything less from the heir to the Kool & the Gang legacy?-- His father being Ronald Bell, the group's founder, producer and primary writer, and his uncle is Robert "Kool" Bell.

Artist/Group: **Rammstein**  
Song/Video: **"Du Hast"**  
Director: **Philipp Stolzi**

Little is know of the six East German men who have ascended to International fame and notoriety under the moniker of Rammstein. Formed in 1993 be an assemblage of factory-weary proletarians raised in East Berlin and the more remote Schwerin, Rammstein wasted no time crafting a distinctive voice. The relentless pulse of the band's industrial/metal sound and unparalleled pyromania of its live shows have accounted in equal measure to Rammstein's meteoric rise to fame in its homeland. With their first U.S. release, *Schmsucht* out, the band's magnanimity is bound to resonate stateside as well.

© 1998 MTV

## The Hollywood Reporter's Box Office

For 3-Day Weekend ending July 20, 1998

This Week	Last Week	Picture	3-Day Weekend Gross	Days In Release	Total Gross Sale
1	New	The Mask of Zorro	22,525,855	3	22,525,855
2	1	Lethal Weapon 4	21,727,030	10	71,742,154
3	2	Armageddon	16,591,782	19	129,134,246
4	New	There's Something About Mary	13,740,644	5	17,797,481
5	4	Dr. Dolittle	9,478,938	24	105,382,410
6	3	Small Soldiers	8,647,813	10	30,316,347
7	5	Mulan	4,914,002	31	101,272,675
8	6	Madeline	4,381,140	10	15,333,817
9	10	The Truman Show	2,172,376	45	120,028,048
10	9	Six Days, Seven Nights	2,103,213	38	67,540,659
11	8	Out of Sight	2,044,915	24	33,733,865
12	7	The X-Files	2,003,326	31	78,261,565
13	18	Titanic	1,337,493	213	590,489,873
14	13	Everest	1,041,961	136	28,445,649
15	11	A Perfect Murder	848,372	45	65,987,219
16	12	Hope Floats	727,138	52	55,406,383
17	14	The Horse Whisperer	547,928	66	71,622,529
18	15	City of Angels	389,187	101	77,503,130
19	20	Smoke Signals	380,123	24	1,204,834
20	16	Gone With the Wind (reissue)	377,654	24	4,710,216
21	17	The Opposite of Sex	368,899	59	3,557,597
22	28	Buffalo 66	183,456	24	655,778
23	26	Thrill Ride	172,354	374	8,157,450
24	22	Paulie	144,247	94	22,236,168
25	42	Bulworth	136,308	66	25,895,435
26	24	High Art	130,482	38	1,357,656
27	34	Henry Fool	128,631	31	560,875
28	19	Deep Impact	128,511	73	138,135,927
29	25	Lost in Space	126,633	108	68,759,388
30	23	Godzilla	105,259	62	134,876,106
31	29	The Spanish Prisoner	104,572	108	8,600,280
32	New	Polish Wedding	92,055	3	92,055
33	21	Can't Hardly Wait	86,921	38	24,537,047
34	31	Cousin Bette	81,652	38	883,172
35	30	The Last Days of Disco	73,230	52	2,844,590

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# ADWEEK

## DIRECTORIES '98 Editions Available Now

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

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

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- 1998 Major Media Directory @ \$295
  - Any 2 of the above for \$475
  - All 3 of the above for \$600
- 1998 Directory of Interactive Marketing @ \$225

**STANDING ORDER OPTION.** Check this box and your directories will be automatically renewed for you next year.

Charge my:  VISA  MC  AMEX

Check enclosed for \$ \_\_\_\_\_

U.S. and Canadian residents please add \$12 for shipping and handling. All other non-U.S., add \$45 per directory. Add applicable sales tax in CA, FL, GA, IL, MD, MA, NJ, NY, OH, TX & CANADA.

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

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

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- 1998 Major Media Directory @ \$295
  - Any 2 of the above for \$475
  - All 3 of the above for \$600
- 1998 Directory of Interactive Marketing @ \$225

**STANDING ORDER OPTION.** Check this box and your directories will be automatically renewed for you next year.

Charge my:  VISA  MC  AMEX

Check enclosed for \$ \_\_\_\_\_

U.S. and Canadian residents please add \$12 for shipping and handling. All other non-U.S., add \$45 per directory. Add applicable sales tax in CA, FL, GA, IL, MD, MA, NJ, NY, OH, TX & CANADA.

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**ORDER ALL 3 AND SAVE**

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm \_\_\_\_\_

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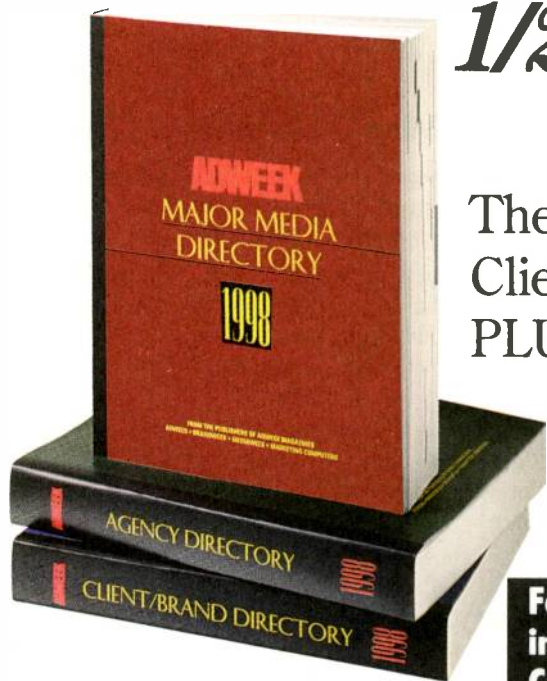
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Signature \_\_\_\_\_



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IN THE  
UNITED STATES



**CALENDAR**

The National Association of Black Journalists will hold its 23rd annual convention at the Washington, D.C., Convention Center from July 29 to Aug. 2. The theme of the convention is "Media and Power: Shaping Our Images." A variety of issues facing African American journalists will be discussed. For more information, call Debbie Chase at 301-405-0439.

The Society to Advance Media Professionalism is hosting its first annual expo, "Media in the Millennium—What's New? What's You?," to be held Aug. 12-14 in Chicago. The expo will focus on the difference between the "old media" and the "new media." For details, call 717-651-0903.

Women in Cable & Telecommunications will hold an Executive Development Seminar from Sept. 9 to 11 in Loveland, Colo. For more info, contact Chris Bolletino, 312-634-2335.

The IRTS Foundation will host a newsmaker luncheon with Federal Communications Commission chairman William Kennard as the guest speaker. The event will be on Sept. 15 at the Waldorf-Astoria in New York. For more information, contact Marilyn Ellis, 212-867-6650, extension 306.

TeleCon will be holding its 18th annual conference on Oct. 26, 27 and 28 at the Anaheim Convention Center, in Anaheim, California. The exhibition will provide information on video, audio, and data conferencing. For more information, call 800-829-3400.

# Media Notes

**NEWS OF THE MARKET**

Edited by Greg Farrell

**Rumble North of the Border**

Two of Canada's largest TV and film production companies, Alliance Communications Corp. and Atlantis Communications Inc., have agreed to merge. The combined company will be called Alliance Atlantis Communications. Both companies are based in Toronto. Alliance, best known for producing *Due South*, is ceding voting and operational control to Atlantis, which is set to produce *Legend* for UPN's prime-time slate and has been producing *Gene Roddenberry's Earth: Final Conflict* for domestic syndication by Tribune Entertainment. Michael MacMillian, Atlantis chairman, becomes chairman/-CEO of the new company, replacing Alliance's Robert Lantos, who becomes chairman emeritus. In Los Angeles, Peter Sussman will continue to spearhead U.S. operations, while David Ginsburg will remain as Alliance's president of filmed entertainment in L.A.

**Cumulus Binge Continues**

Milwaukee, Minn.-based radio company Cumulus Media Inc. bought FM radio stations WQCB and WBZN in Bangor, Maine from Castle Broadcasting last week. The sale, worth \$6.4 million, marks Cumulus' first foray into the East Coast radio market. Cumulus also completed its acquisition of Myrtle Beach, S.C., station WSEA-FM from WSEA, Inc. for \$1.3 million. That buy raises Cumulus' holdings in the market to six stations.

**Abril Group Purchase**

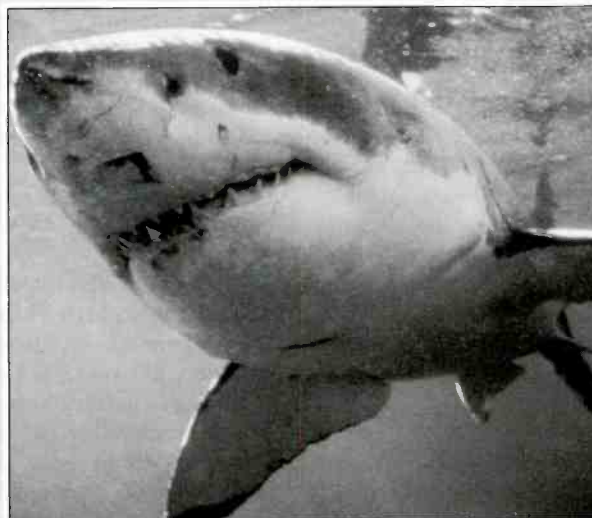
Latin America's media conglomerate, The Abril Group, signed an agreement this month to pursue negotiations to

acquire a stake in the financial newspaper *Gazeta Mercantil*. Abril publishes more than 200 titles, including the news weekly *Veja* and the business publication *Exame*.

**Nature, Nat'l Geo Deal**

Thirteen/WNET's *Nature*, the highly rated PBS series, and National Geographic Television,

the No. 1 documentary house, have joined production forces. All programs spawned from this alliance will run under the *Nature* banner and be distributed internationally through Explore International. In addition to the *Nature* series, the new production team will explore multi-part series and specials for PBS that are tradi-



Discovery's friendly, gentle fish are irresistible.

## Shark Week Returns

More than any other creature, sharks fascinate humans. The folks at the Discovery channel know that all too well, which is why they're running the 11th annual *Shark Week*, featuring eight hour-long programs from Aug. 9 to Aug. 15. The oldest themed weekly programming block on Discovery, *Shark Week's* shows are also some of the most popular on the network. Last year, *Shark Week's* average household rating in prime time was 59 percent higher than Discovery's total prime-time average. "Every year we try to raise the bar," says Chris Moseley, senior vp, advertising and promotion for Discovery Networks. Moseley also said Discovery's Web site will be more tied into the programming than ever. "What we try not to do is not make them the bloodthirsty creatures of Hollywood. They're just very efficient predators, much more so than human beings," adds Mike Quattrone, senior vp/gm Discovery Channel. —Jim Cooper

# Media Notes

CONTINUED

tionally covered by NGT Inc.

## Morning News Tech Section

Frys, IBM and Compaq are some of the advertisers promoting their products in "Person@Technology," a new weekly section that began publishing recently in *The Dallas Morning News*. The 8-12 page stand-alone is included in more than 500,000 copies distributed every Tuesday.

## Paramount Buys KTLC-TV

Paramount Stations Group, Inc. announced yesterday it has purchased KTLC-TV in Oklahoma City, Okla. from Oklahoma Educational TV Authority. The acquisition, for an undisclosed sum, makes Paramount, a unit of Viacom Inc., the fifth largest station group in the U.S., increasing PSG TV's station count to 18 (16 owned and 2 LMAs).

## Centennial Buys Three

Winston-Salem, N.C.-based Centennial Broadcasting bought three radio stations for \$16 million from Sinclair Broadcasting last week. The New Orleans properties are classic rock outlets WRNO-FM and WBYU-AM, and Motown hits station KMEZ-FM. A spokesman for Centennial, which specializes in oldies and classic-rock formats, said the company will keep the stations' formats intact. Centennial owns WOSN-FM in Vero Beach/Ft. Pierce, Fla., and two Las Vegas FM stations, KJUL and KQOL.

## Radio Disney in Phoenix

ABC Radio, Inc. announced last week it has agreed to buy Phoenix country radio station KCWW-AM for its Radio Disney network. The signal will

begin broadcasting the music-intensive, children's format on July 27. The buy marks the Phoenix debut for Radio Disney, which currently airs in 26 other U.S. markets.

## Westwood One Promotions

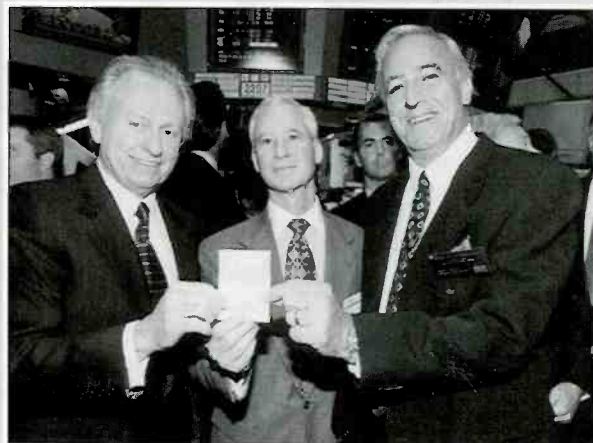
At radio network Westwood One's Shadow Broadcast Services, president Richard Marks was named co-CEO with Al McGowan. Warren Maurer, president of Express/Philadelphia, adds the title of vp of marketing. John Harris, president of Shadow Baltimore, moved to vp/sales of Shadow New York. Peg Kelly was named New York manager of national accounts.

## Mirabella, CH Up Frequency

*Mirabella*, a Hachette Filipacchi title, will increase its bimonthly frequency to 10 times per year beginning in January 1999. Double issues will be published June/July 1999 and again in December 1999/January 2000. Ad pages are up 29.5 percent to 199.87 through June, according to the Publishers Information Bureau. ...*Country Homes* magazine will increase its frequency from six to eight issues per year. The Meredith Corp. title launched in 1979 as a special interest publication

## New Talent on Magic Hour

Suffering from stagnant ratings in late night since its June 8 premiere, Twentieth Television's syndicated *The Magic Hour* has signed former *In Living Color* comedian Tommy Davidson to be a "featured player on the show" alongside host Earvin "Magic" Johnson. Davidson has also appeared in such movies as *Booby Call* and *Ace Ventura II: When Nature Calls*.



Hearst-Argyle co-CEOs Bob Marbut and John Conomikes flank NYSE's Ed Kwalwasser.

## Hearst-Argyle: NYSE

Less than a year after their merger and going public, Hearst-Argyle Television switched to trading on the New York Stock Exchange (as HTV:NYSE) last week after previously listing on the NASDAQ exchange. Hearst-Argyle closed its last day of trading on the NASDAQ at \$36.75 per share, which marked a 27 percent increase over its first opening of public trading September 5, 1997. Bob Marbut, co-chairman of Hearst-Argyle, said the move would be "good for shareholders because the visibility of the NYSE will help attract international investment and offer less volatility." Ultimately, Marbut also suggested that the changeover will "make us more attractive to sellers of TV stations and hopefully that will get us the *Good Housekeeping* Seal of Approval from investors." The latter reference is to the Hearst Corp.'s ownership of *Good Housekeeping* magazine. Last May, Hearst-Argyle concluded a \$1.85 billion stock and debt assumption deal to acquire nine television network affiliates from Pulitzer Broadcasting. —Mike Freeman

## WUTB Media to Trahan

WUTB-TV, the UPN station in Baltimore, has awarded its \$1 million media account to Trahan, Burden & Charles, a Baltimore-based marketing communications company.

## Tribune Promotions

Michael Eigner, vp/Tribune Television, East Coast Division has been promoted to executive vp/Tribune Television. Patrick J. Mullen, former VP/gm of Fox's WXMI-TV in Grand Rapids, Mich., has been hired by Tribune to serve as vp of its television group. Kevin P. Murphy was promoted from vp/gm of Tribune Television Network

Sales to president and gm of WGN cable. He will handle cable affiliate relations and sales for Superstation WGN.

## PTC Rates the Shows

The Parents Television Council has released its annual findings of the least- and most family-friendly shows on prime-time television for the 1997-'98 season. Among shows getting PTC endorsement: CBS's *Touched by an Angel* and WB's *7th Heaven*. Shows deemed least family-friendly: WB's *Dawson's Creek*, NBC's *Friends*, ABC's *Ellen* and that standard-bearer of anti-family values, Fox's *Melrose Place*.

# Luxury marketing is like no other. LUXE defines it.

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## BIG DEAL

### Bolla Opens Up

**Advertiser:** Brown-Forman Beverages  
**Agency:** Carmichael-Lynch, Minneapolis

**Begins:** September

**Budget:** \$4 million

**Media:** TV, print

**B**rown-Forman Beverages, rolling out new varietal wines and new packaging for its Bolla Italian Wines brand, will pump \$4 million in media in the fourth quarter to reinforce its Italian heritage with a spirit of familial *joie de vivre*, under the new ad theme "Open Up."

Brown-Forman and agency Carmichael-Lynch, Minneapolis, will take Bolla to



### Bolla pitches family affairs.

network and cable TV, plus magazine and POP, as it looks to establish Bolla as a top-of-mind for family occasions around the holidays. Brown-Forman is defending Bolla's turf against better financed campaigns by U.S. wineries such as Sutter Home and Fetzer, as well as a rise in imported varietals that have come to the U.S. from Europe and Australia to make up for the U.S. grape shortage.

One TV spot shows a big Italian-style dinner set to Italian music. On-screen copy says, "Family is whoever happens to be at the dinner table." The campaign is meant to capture "the open, friendly, uninhibited Italian lifestyle," said Andrew Mansinne, Bolla brand general manager. "The idea is to show wine as 'basic equipment' for eating and living well."

The ads, shot near Bolla's world headquarters in Verona, break in September wine and epicurean magazines. TV breaks in late September. The campaign replaces the theme "You are always at home with Bolla," which has been running since 1995. —David Kiley

# Real Money

## ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

### BACK TO SCHOOL AT OFFICE DEPOT

**Advertiser:** Office Depot

**Agency:** Wyse Advertising, Cleveland

**Begins:** August 5

**Budget:** \$10 million

**Media:** TV

Office Depot next week begins a \$10 million back-to-school campaign that continues its creative link with the comic strip *Dilbert* while forging a new partnership with the National PTA. Breaking Aug. 5, two 30-second TV spots, via Wyse Advertising, Cleveland, feature Dilbert's no-nonsense canine Dogbert and build on the 600-unit chain's newly inked sponsorship of the National PTA, buttressed by a special coupon program and promotion. The spots, the first scripted by Dilbert creator Scott Adams, customize the company's tagline:

"Back-to-school is crazy. But Office Depot makes sense."

Positioning itself as the official school supplier of the PTA, Office Depot's "Supporting School Values" program offers discounts to teachers and PTA members through a book of coupons. Vendors partnering in the program include Compaq, Crayola, Eastpak, Mead, Sanford, Texas Instruments and Xerox. There is also an in-store sweepstakes. One winning family in each of the 40 states where the retailer operates will win a Compaq laptop and also be able to designate a local school to receive a \$5,000 Office Depot credit. —Scott Hume

### TECHNICS GETS EMOTIONAL

**Advertiser:** Panasonic

**Agency:** Grey Advertising, N.Y.

**Begins:** September

**Budget:** \$2 million

**Media:** Print

Panasonic's Technics home audio brand will break an estimated \$2 million print campaign in September magazines, playing to the emotional bond between consumers and their personal music experiences.

The campaign, via Grey, N.Y., is designed to contemporize the 30-year-old brand and

appeal to a younger demographic, men 18-to-34. Creative keeps Technics' long-standing tag, "Technics, the science of sound," but augments it with the concluding words "pure sound" in an attempt to crystallize the emotional experience of the consumer. Creative is set to run through December in such books as *Details*, *P.O.V.*, *Rolling Stone*, *Premiere* and *Men's Health*. —Tobi Elkin

### ARMANI TAKES IT TO THE STREET

**Advertiser:** Giorgio Armani's A/X

**Agency:** Badger Worldwide, N.Y.

**Begins:** August

**Budget:** \$1-2 million

**Media:** Print



### Armani's A/X: less intimidating now

Apparel retailer A/X Armani Exchange is breaking an estimated \$1-2 million fall print campaign to redefine designer Giorgio Armani's more accessible line of seasonal apparel and basics. Some 16 black-and-white ads by agency Badger Worldwide, N.Y., eschew metropolitan settings, putting the basic togs on young men and women in various small-townish social settings, such as hanging out at drive-in movie theaters and playing poker. While the A/X line is more akin to Banana Republic in terms of basic styles and pricing, some consumers were intimidated by the designer name. The aim of the campaign is to present the clothing as part of everyday life for a wider range of shoppers. There are no taglines or text in the ads, except for the A/X logo which subtly appears on movie theater marquees, water towers and the backs of playing cards. The subliminal message: "A/X is an integral part of everyday life," said agency president/creative director Madonna Badger. "You can take this style and make it your own."

Apparel retailer A/X Armani Exchange is breaking an estimated \$1-2 million fall print campaign to redefine designer Giorgio Armani's more accessible line of seasonal apparel and basics.

Some 16 black-and-white ads by agency Badger Worldwide, N.Y., eschew



# CMR Top 50

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

Week of July 6-12, 1998

Rank	Brand	Class	Spots
1	BURGER KING	G320	130
2	MCDONALD'S	G320	68
3	KFC	G320	50
4	SUBWAY RESTAURANTS	G320	40
5	TACO BELL	G320	38
6	SPRINT LONG DISTANCE	B221	31
7	DOMINO'S	G320	23
	OLIVE GARDEN RESTAURANTS	G320	23
9	1-800-COLLECT	B221	21
10	AT&T LONG DISTANCE RESIDENTIAL	B221	19
11	TYLENOL EXTRA STRENGTH GELTAB	D511	18
12	CHILI'S GRILL&BAR RESTAURANT	G320	17
	HONDA ACCORD	T112	17
14	DURACELL ULTRA ALKALINE BATTERIES	H310	16
15	PANTENE PRO-V SHAMPOO & CONDITIONER	D320	15
	PAYLESS SHOE SOURCE	V313	15
17	DIEHARD BATTERIES	T141	14
	M&M CANDIES	F510	14
	WARNER BROS.—LETHAL WEAPON 4	B660	14
20	1-800-CALL ATT	B221	13
	10-10-321 LONG DISTANCE	B221	13
	CARPET & RUG INSTITUTE	H131	13
	DREAMWORKS—SMALL SOLDIERS	B660	13
	GATORADE BEVERAGE	F450	13
	LEVI'S JEANS MEN	A142	13
	MILLER GENUINE DRAFT	F611	13
	OFF SKINTASTIC SPRAY FOR KIDS	D559	13
	REYNOLDS HOT BAGS	H340	13
	SEARS APPLIANCES	V470	13
30	ALL ULTRA LIQUID LAUNDRY DETERGENT	H422	12
	ICE BREAKERS GUM	F520	12
	LAWRY'S MARINADES	F150	12
	REEBOK SNEAKERS MEN	A321	12
	ROLAIDS ANTACID TABLETS	D531	12
	SAMUEL ADAMS REGIONAL	F611	12
	VICTORIA'S SECRET STORES	V311	12
37	ACUVUE DISPOSABLE CONTACT LENS	D630	11
	ADVIL PAIN RELIEVER TABLETS	D511	11
	CENTRUM VITAMINS	D541	11
	CENTURY 21 REAL ESTATE	B450	11
	COCA-COLA CLASSIC	F441	11
	DIET DR PEPPER	F442	11
	DR PEPPER	F441	11
	OFFICE OF NATIONAL DRUG CONTROL	B329	11
	PIZZA HUT	G320	11
	PROPECIA HAIR LOSS RX	D560	11
	SPRITE	F441	11
	WAL-MART	V550	11
49	20TH CENTURY FOX—DOCTOR DOLITTLE	B660	10
	BELLE COLOR COLOREASE GEL HAIR COLOR	D310	10

Ranked in order of total spots. Includes ABC, CBS, NBC, FOX, UPN and WB. Regional feeds are counted as whole spots.

Source: Competitive Media Reporting

Previous A/X ads created in-house focused on the longstanding fashion strategy of pretty model, pretty clothes, without a distinct position. Single-page ads hit September issues, with one or two insertions running in about 15 fashion and lifestyle books, such as *Elle*, *Details*, *Interview* and *Jane*. Placements will coordinate with key issues, such as *GO's* Man of the Year in November. Ten images will be used in a regional direct mail piece to 20,000 customers to support the opening of the 40-store chain's latest New York shop. —*Becky Ebenkamp*

## AVIREX

**Advertiser:** Avirex

**Agency:** Gale Group, N.Y.

**Begins:** September

**Budget:** \$3 million

**Media:** Print, outdoor

Urban apparel brand Avirex will broaden its reach this fall with a \$3 million print campaign aimed at reaching beyond the street and into the 'burbs. Ads by Gale Group, N.Y., will serve as the brand's first venture outside niche urban mags for a media buy that nearly doubles last fall's outlay.

Spreads will hit eight books in September, among them *Details*, *Spin*, *Vibe* and *Blaze*. Outdoor, using the same images, is scheduled for New York and Chicago, and radio is also planned.

While the media buy is broader, the tone of creative is intended to appeal to current customers in the franchise while drawing in suburban kids who emulate street culture. Portraits of urban icons—actress N'Bushe Wright, music producer Stevie J., recording artist Guru of Gangstarr and breakdancing pioneer Crazy Legs of Rock Steady Crew—run along with their bios and a quote that echoes the Avirex philosophy. A large letter X is a graphic element that plays off the Avirex name.

The artists chosen were "not necessarily supercommercial, but well rooted in the culture," said Gale Group's Mindy Gale. "The brand has a lot of history, so we wanted people who weren't flavors of the month." Avirex, whose 1997 sales are estimated at \$100 million, has also sold licenses to Haddad for children's apparel and Just Jeans for juniors. —*Becky Ebenkamp*

# Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

## Why Two, Kay?

ATTENTION! MEDIA CONSUMER ALERT! MEDIA Person's state-of-the-art Traumatic News Early

Warning System has detected a terrifying new genre just beginning to snake its ugly way into your local newspapers, magazines and e-mail, and soon your beloved TV news and infotainment shows and the covers of your newsmagazines. Its purpose: to scare you into total hysteria. Its chances of success: High. Media Person urges immediately upping your dosage of skepticism, smug complacency and outright denial to combat the menace. Also ironic detachment. Valium might be good, too.

The new genre is the Y2K Apocalypse Scenario. It is a mutant. The story has already gone through two previous stages before metastasizing into its current form. The first was light-hearted comic relief, a head-shaking chuckle. Oh, those silly, absent-minded computer geeks. They forgot to give the calendars built into our computers a way of recognizing the change of century, which (you may have noticed) is coming up rather soon. Or it cost too much. Or something. Anyway, now they have to fix them all. Ain't it a wacky world we live in...har har.

The second stage took the story a bit more seriously. Hmm...turns out this thing could pose a real problem. Turns out it's not so easy to fix the Y2K Bug, as the predicament was now being labeled, because there are so many computers and blah blah blah (assume boring technical stuff here) yada yada yada (you're starting to fall asleep at this point; you already know more than you want to) etc. etc. etc. Anyway, cut to the chase, time is running out and the government and the corporations are going to have to spend lots of money to get it done. The upshot? More grief for us poor taxpayers and consumers because somebody screwed up. Typical.

That's where the story stood last week

when the klaxons on Media Person's sensitive electronic news alert system began shrieking ah-ooga. The first tremor registered online, where MP partakes of a loosely formed gang of 20 or so neurotic chat-heads around the country who yammer to each other via e-mail about various and sundry. A post from Lee in San Francisco said that a banker of her acquaintance had confided that colleagues at his institution were quietly withdrawing funds

**The upshot? More grief for us poor taxpayers and consumers because somebody screwed up. Typical.**

from their personal retirement accounts so they wouldn't be wiped out by the market panic that will come in Y2K.

Oh, Lee, for heaven's sake, quit spreading panicky rumors, riposted (French for reposted?) Media Person, the world-weary voice of responsibility, maturity and reason. Nobody knows what's going to happen in 18 months and anyway, they're working on the problem. A day later Jim from Texas sent us all a wire service story saying that there was a movement of people so worried about society's failure to cope with the Y2K bug they're building houses out in the woods and stockpiling food to survive the coming apocalypse. Again Media Person scoffed. Of course. This was a crackpot natural! Com-

bine the simple joy apocalypse nuts find in round numbers with the delight that Luddite technophobes take in predicting societal breakdown. Marshall Applewhite meets Ted Kaczinsky.

It was that same day that the August *Wired* arrived in Media Person's mailbox. Have you seen the cover? The headline reads: "Millennium Bugout: If you knew what the experts know, you'd be buying guns too". Oy. The gist of this frenzied exercise in the bible of the new technology is that the Chicken Littles leading the (suddenly but firmly established as a media truism) mass flight into the wilderness are the very techies who were hand-picked to fix the Year 2000 Bug.

Why? It seems, *Wired* breathlessly reports, that they've come to realize the repair effort is hopeless—too little, too late. And the end result will not be minor inconveniences but what the geeks, in their geeky way, call TEOTWAWKI.

The article goes on to paint a pixel of apocalyptic bleakness. A very unhappy new year in 2000. The nation's electricity grid sputters out, cities go dark, food rots in useless refrigerators, distribution systems collapse, food riots ensue, businesses fail, the stock market crashes, police radios don't work, nothing works, government topples, money loses its value, welcome to the law of the jungle, every woman for herself. In short, TEOTWAWKI, which is not a beach in Hawaii, but "The End of the World As We Know It."

By the end of this article, the average individual would be running around in circles, screaming hysterically, unable to decide whether to rush to the A&P and buy up all the canned tuna he can carry, get a one-way ticket to Bora Bora or simply stick his head in the microwave and get it over with before the horror begins. But Media Person—and this can never be stressed enough—is not the average individual. Media Person knows better than to take news seriously. He knows that the disaster that gets you is the one you never see coming. Most important, he knows it's time for a nap. ■

# Annika Sorenstam Takes a Bite out of The Big Apple



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