

MEDIA WEEK

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CABLE TV

Basic Nets See Ratings Rise to New Heights

But agencies note that 1998's big percentage gains don't necessarily equal big audiences

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MAGAZINES

TV Guide Girds for The TCI Era

New team-management plan prompts CEO Steward to resign

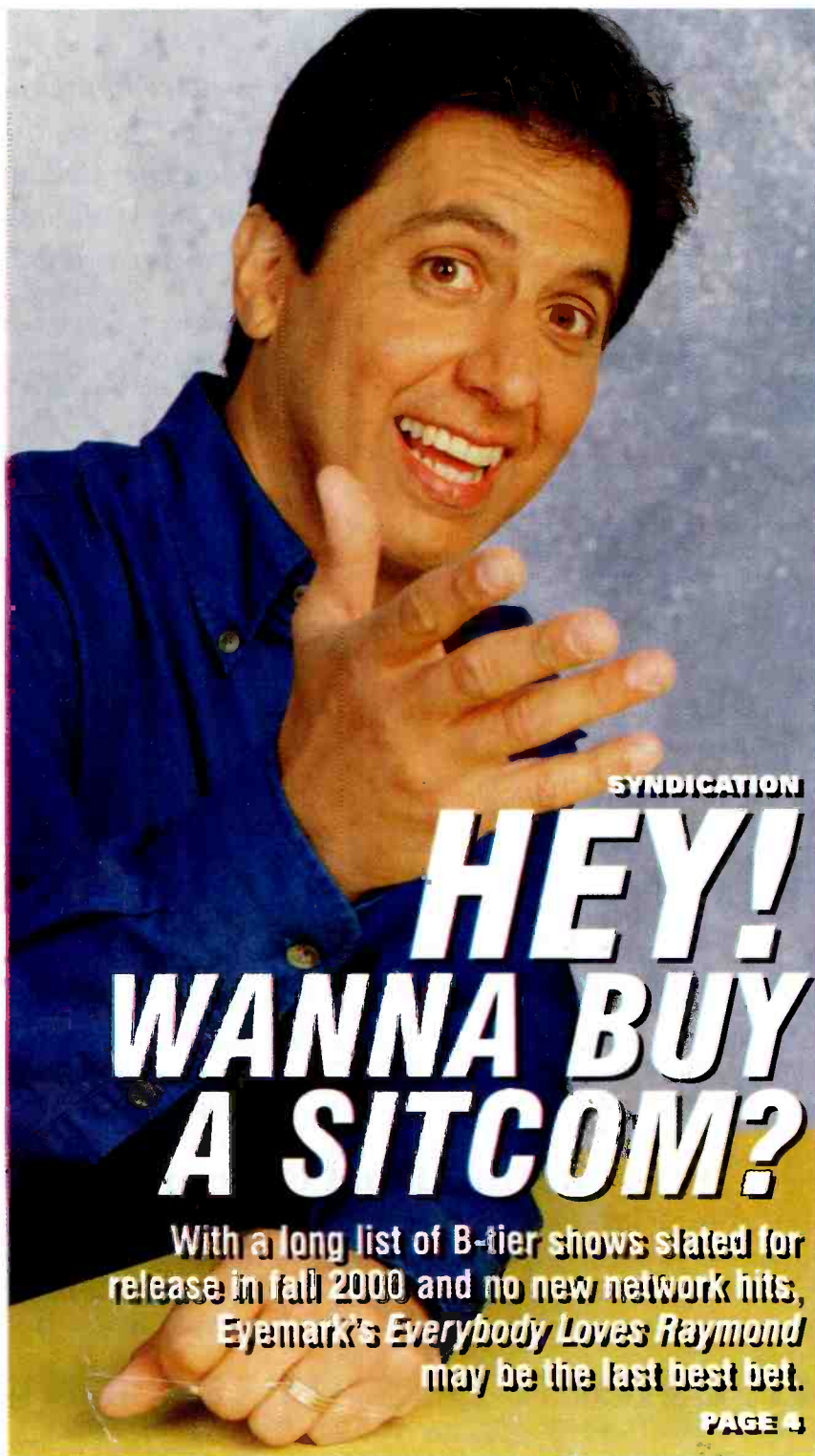
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RADIO

Limited Inventory, Net Effect

RADAR report uncovers new breed of network

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HEY! WANNA BUY A SITCOM?

With a long list of B-tier shows slated for release in fall 2000 and no new network hits, Eyemark's *Everybody Loves Raymond* may be the last best bet.

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MARKET INDICATORS

National TV: Quiet

A busy middle two weeks of December ate up most of the networks' first-quarter scatter inventory. Then buyers took last week off to rest up.

Net Cable: Off

Buyers and sellers were mostly out of their offices in advance of New Year's. Cable will shake off the hang-over today to face a tight first quarter and a lot of hype about record ad performance in 1999.

Spot TV: Sleepy

Buying is slow, with lots of first-quarter inventory available. Automotives and movies are still moving well.

Radio: Transitional

Inventory is wide open for all demos. Spot buying is slow at present, but with post-holiday sales beginning, business is expected to pick up quickly. L.A. is particularly busy.

Magazines: Hopeful

While the Y2K bug may throw a curve into your PC's software, many publishers are giddy with thoughts of New Millennium corporate-branding campaigns.

MONTY BRANTNER

Investor's Business Daily: The #1 Publication For Reaching Technology Purchasers

Intelliquest's 1998 independent research "Computer Influencers Media Study" compares *Investor's Business Daily* to *The Wall Street Journal*, *Fortune*, *Forbes*, *Business Week* and *Barron's* ... and rates *IBD* #1 in composition.

INTELLIQUEST'S CATEGORIES	1998 % Audience Composition	1998 IBD % Comp. Rank
Senior Level: Chairman/CEO/Owner/Partner, Controller/Treasurer/CFO,VP/GM/Managing, Director, CIO/VP of MIS, IS, IT	35.5	1
Management	63.5	2
Purchase Involvement: Part of Formal Responsibilities	64.0	1
Purchase Involvement: Primary Responsibility	39.9	1
Job Function: Involved in Networking LAN/WAN/Networking Management	7.5	2
Purchase Involvement:		
• Computer Systems	90.3	1
• Desktop/Workstations	89.9	1
• Mini/Midrange/Mainframe	24.6	1
• Computer Software	94.0	1
• Application Software	92.8	1
• Utilities/Software Development Tools	42.3	1
• Operating Systems	44.4	1
• Printers	87.2	1
• Other Peripherals	82.9	1
• Internet/Intranet Products/Services	53.9	1
Authorize Expenditures: Any Internet/Intranet Products/Services	36.2	1
Plan to Buy Desktops/Workstations	59.9	1
Plan to Buy Notebooks	26.6	2
Plan to Buy Any Printers	61.1	2
Plan to Buy Any Color Inkjet Printers	37.9	1
Plan to Buy Peripherals	65.2	1
Plan to Buy Any Data Storage/Tape Products	27.8	1
Access Internet 20+ Times a Month Work/Home	71.5	2
Access Internet for E-Mail/Communications	87.0	1
Access Internet for Business/Financial Transactions	45.7	1

Why do computer advertisers in IBD gain 2 to 3 times the brand recognition and sales per dollar spent than they'd get in The Wall Street Journal or any other business publication?

1. A greater % of IBD readers are in top management in both fast-growing, mid-size companies (<500 employees) and very large corporations (10,000+ employees).¹
2. As its market share and circulation steadily grow, IBD maintains its low CPMs, providing greater results for advertisers. And the *Journal*? Since 1990 its cost per thousand increased 50%² – even as its U.S. circulation declined.³
3. IBD has little wasted readership. 30% of the *Journal's* circulation is bought by a third party or sold at discounts.³ IBD's readers pay a premium price for a premium product.
4. IBD's unique editorial content and state-of-the-art financial tables offer superior information for computer pros and entrepreneurial managers. Features such as "Leaders & Success," "The New America" and "Computers & Technology" can be found only in IBD.
5. IBD provides technology advertisers better placement and less clutter.
6. IBD offers extended reach for advertisers. 85% of IBD's audience does not read *The Wall Street Journal*, according to Readex Inc., June 1998.⁴

SOURCES: 1. 1998 INTELLIQUEST COMPUTER INFLUENCERS MEDIA STUDY 2. SRIDS
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IBD also guarantees a lower cost per order than cable or network TV.

Investor's Business Daily

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To advertise, call (800) 882-8929

Laura K. Jones

JAN 04 1999

AT DEADLINE

Justice Department Okays AT&T-TCI Deal

The Justice Department's antitrust division last Friday gave tentative approval to the proposed \$38 billion merger between cable giant Tele-Communications Inc. and AT&T. The merger has been opposed by numerous media advocacy and consumer interest groups. The deal is not expected to close imminently.

TV, Radio Feast On Increased Drug Spending

Loosened federal restrictions on direct-to-consumer advertising of prescription drugs continue to benefit electronic media, with ad spending for the segment growing to nearly \$900 million through the third quarter of 1998. According to Competitive Media Reporting, spending for DTC ads across all media accounted for \$896.7 million through September, a 32.3 percent improvement over the same period in 1997. DTC ad spending for the first three quarters of 1998 was almost \$53 million greater than 1997's full-year total. CMR data indicate that expenditures have tripled over the past five years, fueled in large part by liberalized FDA guidelines that permit DTC drug advertising on television and radio. Although CMR's report doesn't itemize spending by media, magazines clearly are not sharing in the explosion of DTC ad spending. According to Publishers Information Bureau, ad spending in key consumer magazines for drugs and remedies—which includes DTC—was down 4.4 percent through November. Loss of DTC business has especially hurt the Sunday newspaper magazines, with overall ad pages in *Parade* and *USA Weekend* down 6.5 percent and 9.5 percent respectively.

Network Prime Scatter Is Strong

Network prime-time first-quarter scatter inventory is nearly sold out, according to several TV media buyers, with most of the time being sold at upfront prices or a few percentage points higher. "There was a very active two weeks prior to Christmas," said one TV media buyer. "First-quarter buying was stronger than it has been in a while." Contributing factors include the strong economy, which prompted more scatter spending; the networks selling more time during last June's upfront; and fewer advertisers exercising cancellation options on their upfront buys. The declining network ratings in the fourth quarter have also helped tighten the marketplace, as many of the networks had to eat up inventory by offering audience deficiency units in first quarter.

Cable MSO Adelphia to Buy Verto

Adelphia Communications will acquire Verto Communications. Verto, with 56,000 subscribers in the Scranton, Pa., area, will become a wholly owned subsidiary of Adelphia, the seventh-largest cable company serving more than 2.3 million customers. Adelphia will issue 3 million shares of its Class A common stock and will assume about \$32 million of net liabilities of Verto as part of the deal.

Dubrow Takes Helm at Eyemark's Joy Browne

Burt Dubrow has been signed as executive producer of Eyemark Entertainment's new syndicated talk program, *The Dr. Joy Browne Show*. Set to launch in September, the show has been sold to 50 television stations representing 52 percent U.S. market coverage. Previously, Dubrow served as vp of programming at Multimedia Entertainment, where he was executive producer of the *Sally Jessy Raphael* talk show and developed *The Jerry Springer Show*.

Marie Claire to Raise Its Rate Base

Marie Claire will raise its guaranteed circulation to 700,000 from 650,000 effective with February's issue, which hits stands this week. This is the fifth time in five years that the Hearst women's monthly has boosted its rate base. For the first half of 1998, paid circulation grew by 14.8 percent to 734,841; single copies jumped by 10 percent to 415,474, and subscriptions grew by a whopping 21.7 percent to 319,367, according to the Audit Bureau of Circulations. Ad pages increased 1.2 percent, to 1,136.

The Ax Falls at WABC-AM

Phil Boyce, program director at ABC Radio flagship WABC-AM in New York, confirmed last week that contracts for two of the station's on-air personalities, morning man Lionel and former New York mayor Ed Koch, will not be renewed. For now, talk-show co-hosts Curtis Sliwa and lawyer Ron Kuby will do a morning show, and in place of Koch's one-hour program, WABC will extend its *Dr. Laura Schlessinger Show*. Boyce said

he would make an announcement regarding a new morning show on WABC in the next few weeks.

Addenda: Twentieth Television's revival of *Divorce Court* for syndication in fall 1999 has been sold to 60 stations representing 70 percent broadcast coverage.

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Engelbreit's empire expands 33

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Local Stations Pledge Support for TvB Campaign

Some 300 stations in more than 130 markets have pledged to donate airtime to support a new Television Bureau of Advertising ad campaign promoting the effectiveness of local broadcast television.

The campaign, produced by Fitzgerald & Co., Atlanta, is built around the tagline "Local TV. A better connection," and will consist of a 30-second spot and two :15s. The commercials will begin airing this month; each station is expected to contribute 300 GRPs in January. TvB has requested 750 GRPs from each station over the first quarter.

The TV campaign will be backed up by a trade-oriented print effort that will utilize the same tagline. Each ad will feature a headline appearing on a vintage TV screen. Among the headlines: "Nothing helps you speak directly to a

TvB to local clients: Come blow your horn.

community like local TV. Except maybe a giant loud speaker anchored to the roof of your car," and "Running nationally can help you reach everyone. Unfortunately, everyone isn't who you're trying to reach."

"The purpose of this campaign is to educate advertising professionals—both client-side and agency planners—about the targeting effectiveness of local spot television, thereby helping establish local TV as a priority medium," said Ave Butensky, TvB president. —*John Consoli*

Discovery Buys All Of CBS' Eye on People

Discovery Communications, which had owned a stake in CBS' Eye on People cable network, bought the channel outright last week.

In its latest move to acquire a faltering cable service with valuable analog distribution, Discovery bought the 11-million subscriber service for an undisclosed amount and renamed it Discovery People, effectively (*continued on page 6*)

2001: A Sitcom Odyssey

With a glut of mid-tier offerings coming in 2000, and a lack of network TV hits, stations may be looking to love 'Raymond'

SYNDICATION / By Michael Freeman

CBS' *Everybody Loves Raymond* may be among the last of an endangered species: a stand-alone hit network series. Just as CBS' Eyemark Entertainment initialed the first off-network sales for *Raymond*, scoring top-drawer cash-license deals with Tribune Broadcasting-owned TV stations in New York and Los Angeles late last month, industry watchers were saying the prospects for another hit sitcom the caliber of *Raymond* look dimmer due to the persistent lack of popular new shows on network TV.

"Without a doubt, *Raymond* leads the pack," said Seltel's associate program director, Marc Berman, who has compiled ratings research on future off-network sitcoms. "*Raymond* is a bona fide hit because it has worked in several time periods without a blockbuster lead-in, and there is nothing else like that on the air right now."

Raymond has scored a 23 percent rating increase in the adult 18-49 demographic (a 5.3 rating/13 share this season). That's why Tribune-owned WPIX-TV in New York and KTLA-TV in Los Angeles agreed to pay \$75,000-\$100,000 per week in cash license fees (or \$142,000-\$190,000 per episode) for *Raymond*. If that pacing holds up, reps estimate *Raymond* could earn up to \$2.5 million per episode nationally (\$250 million total for the first 100 episodes).

Eyemark's president of domestic sales, Ed Wilson, declined to comment on pricing but stressed that *Raymond* is "commanding consideration as an A-tier sitcom vehicle."

Chuck Larsen of October Moon Television in Pacific Palisades, Calif., a veteran syndication executive and consultant to several studios, suggested that CBS' "older-skewing profile" may hamper Eyemark's efforts to achieve the \$3 million- and \$4 million-plus prices for Buena Vista Television's *Home Improvement* and Columbia TriStar's *Seinfeld*, respectively.

Station rep sources say that Eyemark was concerned enough about the bottleneck of off-network sitcoms (eight) scheduled for fall 2000 launch to push back the show to a fall 2001 launch. "There's a glut of mid-tier properties set for fall 2000, and it would have only devalued *Raymond*'s pricing," said Larsen.

In addition to the fall 2000 launches of *Spin City* and *Suddenly Susan*, Seltel's Berman cites



Not Much to Laugh About

Most network sitcoms headed for syndication are sliding in the ratings

	'97-98 Season HH Rtg./Shr. Avg	'98-99 Season-to- date Rtg./Shr. Avg.	Rtg. % Change
<i>Caroline in the City</i> (NBC) Fall 1999, Eyemark	9.5/14	6.8/10	-28%
<i>Drew Carey</i> (ABC) Fall 1999, Warner Bros.	11.6/18	10.6/17	-9%
<i>3rd Rock From the Sun</i> (NBC) Fall 1999, Carsey-Werner	9.1/14	7.2/11	-21%
<i>Spin City</i> (ABC) Fall 2000, Paramount	9.1/15	9.9/15	+9%
<i>Suddenly Susan</i> (NBC) Fall 2000, Warner Bros.	8.6/13	7.6/12	-12%
<i>Cosby</i> (CBS) Fall 2001*, Carsey-Werner	10.6/17	9.1/14	-16%
<i>Dharma & Greg</i> (ABC) Fall 2001*, Twentieth Television	10.3/16	9.9/17	-4%
<i>Everybody Loves Raymond</i> (CBS) Fall 2001, Eyemark	9.9/15	10.5/16	+6%
<i>King of the Hill</i> (Fox) Fall 2001, Twentieth Television	10.6/15	5.5/9	-48%
<i>Just Shoot Me</i> (NBC) Fall 2001*, Columbia TriStar	11.0/17	9.1/14	-8%
<i>Veronica's Closet</i> (NBC) Fall 2001*, Warner Bros.	18.0/28	14.4/22	-20%

Source: Seltel research based on Nielsen Television Index ratings, Sept. 22-Dec. 14, 1997 vs. Sept. 21-Dec. 13, 1998. * = projected launch date

the competing entries of *Clueless* (Paramount); *Sabrina, the Teenage Witch* (Paramount); *Malcolm & Eddie* (Columbia TriStar); *Mo'isha* (Worldvision); *The Jamie Foxx Show* (Warner Bros.); and *The Steve Harvey Show* (Warner Bros.) from UPN and WB as "further diluting the crop of incoming sitcoms."

Aside from *Raymond* and *King of the Hill*, there are no other sitcoms being marketed for fall 2001, although *Dharma & Greg* and *Just Shoot Me* are being projected as strong potential off-net entries. Ironically, even though Twentieth Television sold *King of the Hill* last year at premium prices to the Fox O&O station group for a fall 2001 launch, Fox's prime-time network shuffling of the animated sitcom from a Sunday 8:30 p.m. slot to Tuesdays at 8 p.m. has caused it to lose half its household and demo ratings this season. Like *King of the Hill*, Carsey-Werner Distribution's *3rd Rock From the Sun* was rushed to the market to take advantage of strong sophomore ratings two years ago. Since being acquired at premium prices by most of the 22 Fox-owned stations, *3rd Rock* has seen its adult 18-49 demo ratings decline by more than 50 percent on NBC after moving from Sunday (8 p.m.) to Wednesday (9 p.m.). Reps are thus wondering if the Fox O&Os will make a strong bid for *Raymond*.

Plummeting network ratings for NBC's *Caroline in the City* and *Suddenly Susan* had Eyemark and Warner Bros., respectively, locking down cable deals with Lifetime four years after their initial syndication runs. Reps also anticipate that Warner Bros. will opt for an early cable window on *Veronica's Closet* with either TBS or Lifetime Television. (Although *Veronica* is the highest rated of the future off-net entries, reps suggested it is "time-period-dependent," owing its success to strong lead-ins from *Seinfeld* last season and *Frasier* this year).

Earlier cable windows for many sitcoms reflect how the major studios have been scrambling to make up for weaker broadcast-license fees and national barter ad revenue. They have also allowed stations to hold down pricing for off-net sitcoms. "If we project that a show is not as strong as current or past shows in terms of demo ratings, it is strongly factored into the pricing," said Bill Butler, vp/programming for Sinclair Broadcast Group.

Aaron Cohen, exec vp/national broadcast for Horizon Media, suggested that earlier cable runs may not be such a good thing. "The off-network runs of series are being modified and eviscerated because of fragmentation and double runs [in broadcast syndication]," Cohen said. "Now, the earlier cable runs are only going to take away from the weaker, mid-tier sitcoms." ■

It Was a Very Good Year...

For basic nets' ratings growth; agencies warn of hyped percentages

CABLE TV / By Jim Cooper

As 1998 wrapped last week, the ad-supported basic cable networks gained impressive year-to-year ratings increases, especially the mid-sized services, many of which enjoyed double-digit prime-time ratings growth in households and key demos.

"It was another good year for cable in terms of ratings, growth and dollar volume," said Tim Spengler, senior vp, national broadcast, Western Media. Between the ballistic success of Comedy Central's original *South Park* series, the growing appeal of TNT's and USA's rival pro wrestling leagues, a frenetically busy news year for all the news channels, a wild economy and exciting sports milestones, cable enjoyed a helluva year.

According to the Cabletelevision Advertising Bureau's analysis of Nielsen Media Research data, basic cable climbed 14 percent in household delivery to 22.6 million in 1998 from 19.8 million in 1997. Delivery for the four broadcast networks dipped nearly 5 percent to 30.7 million from 32.3 million last year. Cable's household ratings also improved, rising 12.7 percent to a 23.0 this year from a 20.4 in 1997. Broadcast's full-year ratings dropped 6 percent to 31.2 this year from 33.2 last year.

However, while buyers and media analysts acknowledged cable's combined strength, they also called for perspective on the big increases bandied about. "Overall, cable's had an incredible year," said Aaron Cohen, executive vp, national broadcast Horizon Media. "We can all get excited about 50 percent growth and then you see it's a 0.9 rating and that doesn't move the needle very far for advertisers."

"Cable is still an aggregator of niches. Take a look at the top-rated cable programs without the NFL or wrestling and the top-rated cable program performs much worse than the lowest-rated broadcast show," explained Bruce Leichtman, director of media and entertainment strategy for the Yankee Group.

Cable's numbers keep growing, however, led by the mid-sized cable nets. Twelve recorded 20 percent higher year-to-date prime-time household ratings and delivery of adults 18-49

and adults 25-54. A knot of seven services—CNBC, Comedy Central, The History Channel, HGTV, CNBC, TV Land and Fox News Channel—improved their household ratings and adults 18-49 and 25-54 demo delivery by 40 percent or better.

Of the big-boy cable nets, USA had the best full-year story. USA's prime-time household rating/delivery jumped 15 percent/20 percent to 2.3/17.1 million from 2.0/17.1 million. In demos, USA delivered 12 percent more (10.2 million) adults 18-49 and 16 percent more

(10.9 million) adults 25-54.

Other top cable networks—Nickelodeon, TBS, ESPN, Lifetime, Fox Family Channel and CNN—all improved their ratings and delivery by at least 5 percent. In demos, the same six networks and MTV grew delivery more than 7 percent. And for adults 25-54, TBS, ESPN, Fox Family Channel, Lifetime and CNN all saw double-digit percentage growth. Discovery and A&E were flat in households and demos. Nets on the edge of full distribution—The Learning Channel, VH1, MSNBC and E!—all had strong years with household and demo growth at 30-40 percent.

Seven of the top eight basic cable programs in ratings and demos were NFL matches on ESPN (see related story, p. 6). The 1998 MTV Video Music Awards was the highest-rated special with a 8.2, tied by an episode of Comedy Central's *South Park*. USA's adaptation of *Moby Dick* starring Patrick Stewart was the highest-rated original movie, drawing an 8.1.

Few networks declined in ratings. TNT missed the lure of pro football and basketball this year, dipping 3 percent in prime-time household ratings and 5 percent in delivery. TNT also dropped 6 percent in delivery of adults 18-49 and 5 percent in adults 25-54. After a year of flux, Headline News ended the year with flat in prime-time household ratings but down 11 percent in household delivery. The network dipped 19 percent in delivery of adults 18-49 and 12 percent in adults 25-54.

Separately, MTV claimed victory in full-year ratings of teens and young adults (12-24) at a 0.7. USA followed MTV in the category with a full-year 12-24 rating of 0.3. ■



OLIVER LIPTON

Stewart speared big ratings in *Moby Dick*.

MEDIA WIRE

ending a joint ownership plan with CBS. Eye on People was launched by CBS in March 1997 as a people-focused, reality-based news and profile network, along the lines of *60 Minutes*. Discovery plans to retain the network's programming focus, with content provided by CBS News, Discovery and outsiders.

Eye on People "is a logical extension of Discovery's nonfiction networks," said Jonathan Rodgers, president of Discovery Networks U.S. Discovery bought The Travel Channel in 1996. —*Jim Cooper*

ESPN's Sunday NFL Games Up 9% Over 1997 Season

After a slow ratings start, ESPN ended its first exclusive NFL year 9 percent ahead of 1997. For the season, ESPN pulled an 8.1 average household rating over the joint 7.4 TNT/ESPN rating last year on Sunday nights. Household delivery climbed 13 percent to 6.1 million from 5.1 million last year.

Predictably, ESPN scored well with men. Men 18-plus were up 25 percent to a 7.5 versus the 6.0 rating for the 18-game composite last year. Men 18-49 climbed 32 percent to a 7.5 rating this year, from a 5.7 in 1997.

The second half of the NFL season on ESPN yielded three games that topped a 9.0 rating. The highest-rated programming on all of cable in 1998 was the 10.9 pulled by ESPN's Dec. 13 telecast of the New York Jets vs. Miami Dolphins, followed by the 10.4 for ESPN's coverage of the Nov. 29 contest between the Denver Broncos and San Diego Chargers. For the season, four ESPN games topped a 9.0 rating. In 1997, ESPN had two games and TNT three games that reached the 9.0 rating level.

"There was a high degree of consistency week to week, and that was clearly born out of the fact that we had exclusivity in prime time on Sundays," said Artie Bulgrin, vp of research and sales development for ESPN. —*Jim Cooper*

ABC and ESPN Go Digital For Fiesta Bowl Telecast

ABC Sports and ESPN last week introduced a new interactive feature that will premiere (continued on page 8)

TCI to Switch On *TV Guide*

New management team to take over when deal closes later this month

MAGAZINES / By Lisa Granatstein

News Corp.'s \$2 billion sale of its controlling stake in *TV Guide* to Tele-Communications Inc.'s United Video Satellite Group is expected to close by the end of this month. At that time, a new executive team will be named to oversee *TV Guide*'s print properties, Web site and cable channel. The team will be selected by board members of News America Publishing Group and Liberty Media (a unit of TCI and parent of United Video).

"No one person will oversee *TV Guide*," said Anthea Disney, News America chairman/CEO. "An executive team will run the new company." News Corp. retains a 40 percent equity stake.

When the deal closes, the *TV Guide* brand will replace all properties now under the United Video banner. UVSG's Prevue Channel will be renamed the *TV Guide* Channel; Prevue Interactive becomes *TV Guide* Interactive; and Web sites run by *TV*

Guide, TVSM (which sold its listings guides—*Total TV*, *Cable Guide* and *See*—last June to *TV Guide* for \$75 million) and Prevue will be merged into *TV Guide* Online.

The new setup would have left David Steward, *TV Guide* president and CEO for the past 13 months, with little to do. As a result, Steward resigned last week. "I was hired to build *TV*

Guide as a multimedia brand, and we made some good progress—an awards show, the TVSM acquisition," Steward said. "Once [the UVSG deal] happened, the role for me kind of vanished. I wasn't interested in just running the magazine, and they weren't prepared to let me run everything." Dick Porter continues as *TV Guide* publisher.

In October, *TV Guide* cut its circ rate base by 9.2 percent to 11.8 million and lowered its ad rates. The weekly's ad pages were down by 7.4 percent to 2,904 through November, according to PIB. Paid circ for 1998's first half was flat, at 13 million. ■



NORMAN Y. LONG/THE HARTFORD COURANT

Disney: Team approach

RADAR Tracks Strong '98 Gain

Growing influence of limited-inventory nets is affecting upfront sales

RADIO / By Katy Bachman

Though the quarterly RADAR Report came out a bit late in December, for most of the 20 radio networks now measured by Statistical Research Inc., it was well worth the wait. Few had a bad book, and all networks were anticipating a strong finish that was expected to push 1998 network revenue up 15 percent to \$730 million.

In the period ended Oct. 13, Westwood One's CNN Max took the top spot with a 1.9 rating, followed by Source Max with a 1.7. AMFM's Emerald and ABC's Advantage tied for third with a 1.2. However, all networks are not created equal these days, and any ranking of the networks must be considered with some caution. New to this RADAR report is the distinction between a limited-inventory network and a full network. Of the 20 RADAR-rated networks, nine are limited-inventory networks, which offer advertisers less than 30

inventory units per week, compared to the 200 or more units carried by the others. Of the top four nets, only Emerald is full-inventory.

The biggest radio groups, under pressure from Wall Street, find their inventory is far too valuable to surrender. So to get top stations in top markets, networks are asking for less commercial time in order to get better distribution. "It's a long time in coming," said Natalie Swed-Stone, vp/network radio manager for The Media Edge. "This is a necessary adjustment for the business."

And keeping network inventory low can help stimulate demand. Several agencies and networks said they were closing out the upfront buying season early, before the holidays or early this month. "About a quarter to one-third of the network business came in the last two weeks," David Kantor, Chancellor senior vp for AMFM, said last week. ■

SCENES FROM A REP-LUNCH

YAHOO!:

“DID YOU KNOW YOU CAN TARGET PEOPLE BETTER ON YAHOO!?”

MEDIA PERSON:

“INTERESTING...UH, I THINK I’LL HAVE THE LOBSTER.”

We don't need to have lunch. We may never even have to meet. Why? A few reasons. 40 million people on Yahoo! Reach 'em by occupation, gender or income. Use 15 World Yahoos. Or Yahoo! Sports. Yahoo! Finance, etc. Sorry. No Lobster. But here's to working together.

YAHOO!

The world's largest online audience.

MEDIA WIRE

tonight as part of ABC Sports' coverage of the Tostitos Fiesta Bowl, the national college championship between top-ranked Tennessee and No.2-ranked Florida State.

Called "Enhanced TV PrimeTime Football," the new cyber service will be available via ESPN.com and will be programmed by Internet producers in sync with the televised game. A live production, the interactive edition will offer player and team statistics updated after each play, rule and penalty explanations, trivia, and player and coach quotes. Other interactive features include "PrimeTime Player," an online game in which viewers try to guess which offensive player will carry the ball on the next down, with points awarded to the correct choice.

"This project is a major stepping stone toward true television online convergence," said Robert Iger, ABC president. ABC and ESPN plan to expand the service for other major events. While no advertising or sponsorship will be part of tonight's premiere, advertising, as well as pay-to-play features, will be introduced in the future. —Jim Cooper

Speedvision, Outdoor Life Enter Time Warner Pact

Speedvision and Outdoor Life Network last week completed an affiliation agreement with Time Warner Cable that could bring hundreds of thousands of subscribers to both networks in 1999.

Whether the networks will be picked up as analog or digital services will depend on the needs of individual Time Warner cable systems. Both networks will pay operators carriage fees of about \$2 per subscriber after being carried for free for the first year. Speedvision and Outdoor Life have about 20 million and 18 million subscribers respectively.

The Time Warner affiliation deal "is truly significant when you consider the enormous competition that exists in today's cable analog marketplace," said Roger Williams, COO of both nets. Last March, Speedvision and Outdoor Life sold a 33 percent stake to Fox/Liberty for \$100 million. Cox also holds a one-third stake; Comcast, MediaOne, Roger Werner and Daniels Programming also hold stakes in the two services. —Jim Cooper

Buyers Full of Big Apple

They warn programmers not to set future shows in New York

NETWORK TV / By John Consoli

The broadcast network entertainment divisions effectively have been put on notice by agency media buyers that unless more innovative story lines are offered in next season's programming lineup, they'll face a further erosion of ad dollars to cable. Several buyers concurred that too many shows, especially sitcoms, are based on the same concept: a group of single professionals living in New York City who work in some type of arts or media job.

Viewers are tuning in to these shows in fewer numbers. A prime example is NBC's Monday-night lineup, in which *Suddenly Susan*, *Caroline in the City* and *Conrad Bloom* all follow similar themes. *Susan's* ratings have fallen from an 8.6/13 in households last season to a 7.6/12 this year and from 5.4/15 to 4.9/13 in adults 18-49, according to Nielsen Media Research. *Caroline's* ratings are down in households from 9.5/14 to 6.8/10 and in 18-49s from 6.5/16 to 4.8/12. *Conrad*, recently cancelled in its first season, averaged a 6.4 in households and a 4.2 in 18-49s.

"Shows featuring young, urban single or recently married professionals with some sort of media job, often focused in New York, is an interesting slice of life, but it is only one slice of life," said John Rash, chief broadcast negotiator for Campbell Mithun Esty in Minneapolis. "There are other experiences or slices of life that are underdeveloped on the networks. This has resulted in an increasingly standardized look rather than a fresh look."

In 1988, the networks set six shows in New York City, compared to this season's 17, noted Marc Berman, associate programming director at Seltel. While it's true that more of the programs are based in New York, Rash believes "it's less of an issue of geography than it is of approach."

Successful network programming should contain universal truths that play to the whole country to ensure more than just pockets of viewership, other buyers agreed. "A lot of peo-

ple like to watch TV programs because they see their own lives reflected in those programs," said a buyer. "If the networks offer situations that are more varied, they have more of a chance to reach a more varied audience."

Buyers said the network community has promised that new approaches will be attempted in the upcoming development season. But it won't be easy. UPN tried to be different this season with *The Secret Lives of Desmond Pfeiffer*, a comedy centered on Abraham Lincoln's butler and confidante, an African American. The show drew protests from black groups before it aired, bombed in the ratings and was cancelled. Fox tried *Costello*, which revolved around a surly South Boston barmaid. It too tanked.

Two half hours that premiered on ABC this season have done fairly well in the ratings—*The Hughleys* and *Sports Night*. The former is based on a concept that has been done on network TV before—a black family that moves into a white neighborhood. The latter takes place on the set of a sports show. *Becker*, a midseason replacement on CBS featuring an antisocial doctor, has also done well.

One upcoming show that will attempt to break the mold is the WB's new midseason sitcom *Zoe, Duncan, Jack & Jane*, which, although set in New York City, revolves around teenagers rather than urban professionals. Unlike most teen

shows that are set primarily in classrooms or living rooms, much of this show takes place in cafés and subways, according to Jordan Levin, WB's executive vp of programming. "I think a lot of shows could exist in New York if they reflect different lifestyles," Levin said.

Levin believes show concepts should start with character development; location should be added later to reinforce the story line. He said the WB has in development a show about a minor league hockey team based in the Dakotas or Minnesota, and another that's set in a desert community in Arizona. ■



ABC's *Hughleys* has worked so far.

JERRY FITZGERALD/ABC

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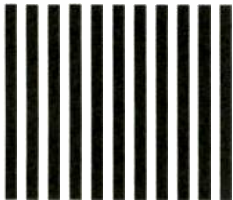
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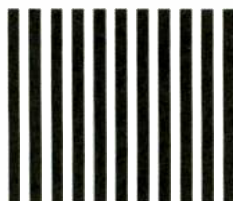
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Local Media

TV STATIONS • NEWSPAPERS • RADIO STATIONS • OUTDOOR

NEW YORK/MAGAZINES

More Advertisers Make Time for *Time Out*

•NEW YORK CITY HAS HAD A LONG LOVE AFFAIR with lists: A-lists, guest lists, the best of this, the worst of that, the Fortune 500. And since the launch 3½ years ago of *Time Out New York*, Gotham's lust for lists has never been more fully exploited. Each week, the magazine offers up to the city that never sleeps an exhaustive guide to what to do with all its waking hours—everything from what's on at the opera to picks of performance artists to the newest sushi bars.

The title is published by Time Out New York L.P., a subsidiary of the Time Out Group, which brought out its first magazine 30 years ago, in London. The group also publishes the monthly *Time Out Rome* and a listings insert in *Pariscope*, the Gannett-owned weekly title in France. Time Out is planning to start up magazines in other U.S. markets (Los Angeles is one rumored target) in early 1999.

Time Out New York continued its solid growth in 1998. Ad pages topped out at 3,261, up 33.1 percent from '97. Total paid circulation stood at 73,686 through the first six months of 1998, according to the Audit Bureau of Circulations. That's still a long way from the 434,629 total for Primedia's weekly *New York* and the 250,000 circ of Leonard Stern's free weekly paper, *The Village Voice*, both of which feature extensive listings sections. Condé Nast's *The New Yorker*, which also carries listings but has a much wider editorial scope than the other books, has paid circ of 813,434.

TONY is projecting it will hit profitability in 1999, in just its fourth year. "There's a lot more going on, there's more stuff to cover," said Cyndi Stivers, the magazine's editor. "The economy has a lot to do with that."

Other New York magazines have also risen with Gotham's economic tide. *New York's* ad revenue jumped 9.8 percent in '98, to \$43 million. New players are looking at *TONY*'s early success and the robust spending as signs of opportunity. BMR Publishing, a private investment group based downtown in Soho, is planning a February launch for *Soho Style*. The quarterly will include listings (of course), along with features on restaurants and clubs, said publisher Jay Stein.

Soho Style is the first magazine for 10-year-old BMR, which creates editorial for catalogs. The book will have an initial controlled circ of 35,000, to be distributed primarily in restaurants and hotels. Erinn Morgan, the editor, has worked on specialty publications for Playboy Enterprises.

"We've certainly seen a renaissance in New York itself," said Ellen Oppenheim, senior vp and media director at Foote Cone & Belding. "The growth of interest in New York as a market, coupled with the strong economy, has developed its magazine market."

TONY ended '98 with its largest issue ever—236 pages (101 of them ads) in the Dec. 17-31 year-end double. Space

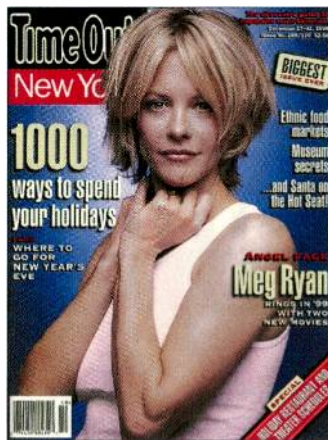
has become a problem for the book, which cannot add more pages with its stapled binding. Stivers says she does not want to switch to perfect binding because it would mean closing earlier.

While *Time Out* carries several short service and celebrity features in each issue, the weekly's strength is its listings, which are more thorough than those in *New York* or the *Voice* and more egalitarian than *The New Yorker's*. Stivers describes *TONY*'s features as one-shots, more akin to guerrilla runs than a sustained effort to compete against the editorial clout of

the bigger New York mags and newspapers.

"It's a tricky thing," the editor says. "All these other magazines own various kinds of coverage. The gossip columns belong to the *Observer* or the *Daily News*, upscale photography and investigative reporting is in *New York*. We like to be scrappy and ingenious on a small budget." Despite its growth, *TONY* continues to operate as a lean machine. Writers are paid low salaries, and the editorial staff is small; for example, there are no full-time copy editors.

The spare set-up is both protection against an economic downturn and a motivator to keep the magazine thinking creatively, Stivers says. Such flexibility is essential for upstart local pubs like *TONY*, says Oppenheim. "There's a freshness associated with them. The challenge is to sustain that, and not come to be looked at as tired." —Mira Schwirtz



TONY rewards: Stivers' (top) weekly closed '98 with its largest issue ever, 236 pages.

PORTLAND, ORE./TV STATIONS

A New Wake-Up Show With a Host of Attitude

• KOIN-TV, THE CBS AFFILIATE IN PORTLAND, Ore., will look and sound a lot like a radio station on weekday mornings beginning later this month. The Lee Enterprises outlet has tapped Lars Larson, the budding Don Imus of Portland's KXL-AM, to serve as the anchor of a new early-morning program.

The radio-like, live call-in format of *KOIN 6 News/Talk* will be a dramatic departure from the station's traditional (some buyers have called it "bland") a.m. broadcast of news, weather and traffic reports. General manager Peter Maroney says that the move makes sense. "Morning news is more of an audio experience than a video experience," Maroney says, noting viewers' propensity to listen with their ears half-cocked to TV news while getting ready for work.

Larson's chatfest will dominate most of the 6-7 a.m. program. The host will interview Portland newsmakers and take calls from viewers, engaging in debates with those more, um, "liberal" in ideology than he is.

Maroney believes Larson's outspoken conservatism will give KOIN a higher profile in the market's a.m. news wars. "There's lots of room for stations to express points of view," the gm

Justice with attitude.



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Taking the Bench Fall 1999



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Local Media

CONTINUED

says. "Our obligation is not to censor opinion, but to provide balance. One way to do that is to encourage viewers to express their opinions."

Larson has done plenty of double-media duty before. During his 14 years as a reporter and anchor at Portland's KPTV-TV, he also moonlighted at local radio stations. But in November, officials of the Chris-Craft-owned UPN affiliate gave him an ultimatum: TV or radio. Larson elected to keep his radio gig at KXL. KOIN execs quickly offered the host another shot at TV.

Larson will continue to host his noon-to-4 slot on KXL, which is owned by Portland-based media baron Paul Allen. KOIN and KXL

are cross-promoting Larson's programs and are in negotiations to offer combined ad packages.

Kerry Oslund, KOIN news director, says he expects Larson to double the station's ratings for its fourth-ranked morning news hour. In November, KOIN's 6 share at 6-7 a.m. trailed KPTV (10 share), ABC affiliate KATU-TV (19) and NBC affil KGW (25), according to Nielsen Media Research. —*Megan Larson*



**King of two media:
Portland's Larson**

programming and bringing back the station's original moniker, "News Radio WGST."

Reviving WGST is critical to Jacor and to Clear Channel Communications, which in October agreed to acquire Jacor for \$4.6 billion (the deal awaits FCC approval). Jacor has a major presence in Atlanta with two other radio stations, rocker WKLS-FM and soft adult contemporary WPCH-FM; Georgia News Network, which feeds news and information to a total of 110 Jacor outlets and affiliates around the state; Total Traffic, a traffic-report service; and WAGA-TV, the local Fox affiliate.

Atlanta's radio revenue "has been growing in double digits" and now totals about \$275 million, notes John Hogan, a Jacor senior vp. "If we have three strong properties, we're a much more appealing purchase" for advertisers, he says.

Area media buyers are rooting for WGST; they would like an alternative to the higher-priced WSB. "They need to differentiate the station from WSB," said one buyer who requested anonymity.

Jacor faces a difficult task in building WGST back up to its pre-1994 popularity. News/talk outlets are the toughest franchises to build, taking longer than music formats to attract a loyal audience. In last summer's Arbitron book, WGST's 4.0 rating among listeners 25-54 remained far behind WSB's 8.1, although it was up significantly from WGST's 2.9 in fall 1997.

Because the station is simulcast on FM, WGST is gunning for a younger target (men 30 to 50) than WSB.

WGST is starting off the day with a new morning show hosted by Jeff Hullinger, who also handles sports on WAGA-TV and has 15 years experience in the market. At noon, the station carries three hours of Rush Limbaugh (syndicated by Jacor's Premiere Radio Networks); for late nights, WGST recently added Premiere's Art Bell. The station also carries the NFL's Atlanta Falcons and Georgia Tech football and basketball.

While WSB remains the market's 800-lb. gorilla, Hobbs believes WGST has a fighting chance to become a player again. "If New Coke can screw up and come back, so can we," he says. "We've brought back Coca-Cola Classic." It is Atlanta, after all. —*Katy Bachman*

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LETTERS

Telemundo Station Sees an Upside

In the Dec. 7 issue, you wrote an article that recapped the November sweeps results for Telemundo and Univision entitled "American Programs Failing." The article took a swipe at Telemundo local station ratings in an extremely negative and biased manner, with some misleading and inaccurate information.

In November, WNJU, the Telemundo owned-and-operated station in New York, programmed Spanish-language programming (network or local) during Monday-Saturday 10a.m.-midnight and Sunday 1 p.m.-midnight. Commercial time was not available for sale during hours outside those time blocks. Therefore, WNJU defines sign-on to sign-off with those time periods. Utilizing that definition and keeping the station comparison apples-to-apples, WNJU in November averaged a 3.9 household rating sign-on to sign-off, down 10 percent from November 1997. WXTV (Univision) averaged a 14.2, down 8 percent.

Narrowing the time frame increased the ratings for WNJU and WXTV. The rating change vs. November 1997 for WNJU was basically the same as you indicated, while WXTV was down 8 percent, as opposed to the increase of 24 percent you stated in the article. While the 6 a.m.-3 a.m. sign-on to sign-off time period does show a rating

increase for WXTV, WNJU does not compete for Spanish-language audience or commercial advertisers with WXTV in times outside those listed in the preceding paragraph. It is not equitable or logical to use that time period for WNJU, for there is no Telemundo programming outside the WNJU definition.

You also stated "...the rest of WNJU's lineup was down 13 percent" after your statement regarding *Chico and the Man* ratings. There is no indication as to what "the rest of the lineup" refers to. If you look at prime-time (Monday-Sunday 7-11 p.m.) ratings, which would be the logical assumption, WNJU increased its household rating 4 percent over November 1997, to a 4.9, while the rating for WXTV decreased 6 percent, to a 22.5.

Total prime-time viewing levels also dropped 2 percent in November 1998. No one denies that WXTV still maintains an overwhelming advantage in the daypart, but it is significant to note WNJU was able to capture a small number of additional viewers, even though there were less available!

It would be accurate to say that the performances of some of the new Telemundo programs were disappointing. However there were some promising signs, which could have been pointed out, including the increase in the overall prime-time rating for WNJU.

Some other individual prime-time shows also showed increases in household ratings vs. the November 1997 time periods. Revamping an entire schedule is always a "work-in-progress," and no network—Hispanic, general-market or cable—has ever turned around in such a short time. The shows only started airing Sept. 28, giving them only six weeks on the air, including opposite 14 New York Yankees playoff/World Series games in October. In addition, advertisers are more interested in demographic ratings, which had not been released by Nielsen when your article was published.

I address this issue to you not out of anger, nor out of our disappointing rating performance of several shows, but rather as one of accuracy and fairness. There are many people—consumers, executives, advertisers, professionals, producers, etc.—who depend upon *Mediaweek* as an ongoing source for market statistics and information. It would be in everyone's best interest to see they receive the most factual and complete listings of relevant information from the leader in reporting the state of the media.

Luis I. Roldán
Senior Vice President, General Manager
Telemundo 47
New York



FIGHTS ACNE.

MOVERS

CABLE TV

E! Entertainment Television Networks has named both **David Cassaro** and **Mark Feldman** as executive vps, a new position. Cassaro, previously senior vp/ad sales, will manage domestic and international ad sales, product sales and affiliate relations. Feldman, who had been senior vp business and legal affairs and general counsel, will run all of the networks' core business operations. Both will report to E! president Fran Shea.

TV STATIONS

In a crosstown move, **Don Richards** has joined Jefferson Pilot Communications' WWBT-TV as general manager
(continued on page 18)

The Media Elite

Edited by Anne Tcrpey-Kemph

Prime-Time PJs

For some fans of the Fox prime-time hit *Ally McBeal*, the show isn't just a Monday-night diversion, it's a whole lifestyle. At least that's what the folks in the 20th Century Fox licensing and merchandising unit are banking on with the recent debut at select retailers of a new line of *Ally*-inspired loungewear.

Viewers who identify with the self-doubting 20-something attorney (played by Calista Flockhart) can look the part in pajamas, nightshirts, camisole tops and "legal" briefs bearing some of

their heroine's best lines (dubbed *McBealisms*), such as "Everything's my business" and "Ex-boyfriends don't have rights."

The goal was to come up with merchandise that does not simply bear the logo of the show, and to target consumers who do not normally buy licensed merchandise, explains Steve Feldstein, 20th Century Fox. "We believe we've broken new ground [by doing merchandise based on content and dialogue]." Packaging for items in the *Ally* line? What else?—brief-cases. —*John Consoli*



Leeza Gibbons in *Ally*-wear on a recent *Leeza* show



FIGHTS EVIL.

MEDIA DISH



Debbie Boyd, corporate media for Hasbro, and her son Spencer, and Rick Sivaitis, president advertising sales, Fox Family Channel, joined in the festivities at FFC's holiday skating party at Rockefeller Center.



At New York's 21 Club to honor Aaron Yamagata (bottom right) and Mia Walsh (bottom left), winners of the UNICEF Kids Helping Kids greeting card contest, co-sponsored by Better Homes & Gardens and Pier 1 Imports; Charles Lyons, president, U.S. committee for UNICEF; Jean LemMon, editor in chief, *BHG*; and Katie Couric, *Today* show anchor and U.S. Committee for UNICEF national ambassador



HAS CRUSHES.



Flanking "spin-ster" DJ Eddie Batiz at the Katz Media Group holiday party at New York's Copacabana: Katz executives Jim Beloyianis (l.) and Stu Olds.

At Metropolitan Home's 1998 Modernism Awards at the Seventh Regiment Armory in New York, Craig Reddick of Arnold Advertising accepted an award from *NYH* editor in chief Donna Warner on behalf of client Volkswagen New Beetle.



New York magazine's third annual New York Awards honored baseball great Willie Mays (c.) with the Lifetime Achievement award. With Mays at Cipriani's for the festivities were *New York* editor in chief Caroline Miller and awards presenter Spike Lee.



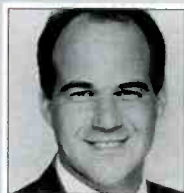
CRUSHES VILLAINS.

MOVERS



E! makes exec
vps of Cassaro...

(continued from page 15)
ager of the Richmond, Va., NBC affiliate. Richards had been gm at Richmond Fox affiliate WRLH-TV. Also at WWBT, Paula Hersh, former senior director of affiliate marketing at The Golf Channel, was named director of marketing... Tony Ballew has been named news director for CBS affiliate WOIO in Cleveland and sister station



and Feldman

WUAB, a UPN affiliate. Until recently, Ballew was vp, news, for television consulting firm Clemensen, Sheehan Rovitto & Co. Prior to that, he also served as news director at WKYC-TV in Cleveland.

RADIO

After changing the format of its New York station WBIX-FM from pop hits to oldies, Chancellor has transferred WBIX



Ballew moves to WOIO

gm Bennett Zier to head its two Washington, D.C., AM sports stations, WTEM and WWRC...MediaAmerica has named Michael Castello director of Hispanic radio services, responsible for ad sales, syndication sales and new program development for the Hispanic marketplace. Castello had been managing director for United Stations Talk Radio.

PRINT

Stephen Petranek has been named editor in chief of *Discover*. Petranek joins the Buena Vista Publishing Group's science title from Time Inc.'s *This Old House*, where he served as editor in chief since 1996...William Holiber will

join *The Atlantic Monthly* as executive vp/publisher this week. Holiber had been executive vp/group publisher of Curtco Freedom Group's tech magazines, which included *Home Office Computing* and *Knowledge Management*... Alison Brower has been named book editor at Condé Nast's *Glamour*. Brower had been senior articles and book editor at *Cosmopolitan*...At the *Chicago Tribune*, Denise Palmer becomes vp/development, strategy and finance, taking added responsibilities for the paper's Market Area Teams. Palmer was formerly vp/strategy and finance and will continue to oversee *Exito!*, the free weekly Hispanic publication.



LIKES JAWBREAKERS.

Barley's 15 Seconds Took All Day

Media supervisor Carrie Barley took a day off recently and spent it in a phony bar drinking from an empty bottle and making noiseless conversation. Barley, of Chicago's Euro RSCG Tatham, found herself on the set of ABC's *Cupid* as a result of winning a walk-on part on the Saturday-night drama in a raffle at a *Mademoiselle*-sponsored fashion show.



Shooting *Cupid*: Euro RSCG's Barley with director Rob Thomas

Being on the set was a thrill for Barley, but she found behind-the-scenes work to be, well, rather tedious. The one scene she participated in took all day because it had to be shot from several angles. "We pretended to be talking—we just moved our mouths around," Barley said. The walk-on prize was part of a *Mademoiselle* promotional partnership with *Cupid*, which stars Paula Marshall as a young professional and targets the same demo as the mag.

Co-workers' speculations aside, Barley figures she'd better keep her day job. Depending on which angle goes into the final cut, there's no guarantee she'll even appear on screen, much less be "discovered," when the episode airs on Feb. 6. —Mira Schwirtz



Working Mother recently honored female role models, bosses and mentors in the advertising industry via the 7th annual "Mothering That Works" awards, hosted by Fox 5 New York news anchor Rosanna Scotto. (Standing, l. to r.) Jay MacDonald, president/CEO, MacDonald Communications Corp.; Jayne Evans, evp, account managing director, Young & Rubicam; Cathy Aromando Donovan, group creative director, DMB&B; Alda Abbraccimento, group management director, The Martin Agency; Linda Soldano, senior partner, Ogilvy & Mather; Rosanna Scotto; (seated, l. to r.) Barbara Litrell, group publisher, *Working Mother/Working Woman*; Rosemarie Ryan, president, Kirshenbaum Bond & Partners; Lisa Buksbaum, president, Boxtree Communications; Judsen Culbreth, editor in chief, *Working Mother*



LIKES TO BREAK JAWS.

CALENDAR

Women in Cable & Telecommunications will present a leadership conference for WICT chapter leaders from Jan. 20-22 at Don Cesar Beach Resort & Spa in St. Pete Beach, Fla. Contact Sarah Bilissis, 312-634-2337.

The Association of Local Television Stations will hold its annual convention Jan. 25 at the Morial Convention Center in New Orleans. Contact the ALTV at 202-887-1970. ALTV's sessions piggyback onto the National Association of Television Program Executives' NATPE '99 conference, also in New Orleans. For NATPE information, contact Deanna Varsack, 310-453-4440, ext. 209.

Media Notes

NEWS OF THE MARKET

UPN Wants *Dr. Katz* Team

United Paramount Network has made a midseason order for a new animated series called *Home Movies* from the creators/producers of Comedy Central's *Dr. Katz: Professional Therapist*. Signed up for voice talent on *Home Movies* are Paula Poundstone, Brendon Small and H. Jon Benjamin, with Jonathan Katz in a recurring role. The half-hour sitcom spotlights third-grader Small, a budding video auteur, and his single mom (Poundstone) who endures his obsession. Executive producers include Tom Snyder and Loren Bouchard, the team behind *Dr. Katz*.

Snapple Sponsors *Superstars*

Snapple Beverage Corp. has been signed by Trans World International as title sponsor two special editions of *The Superstars*, which formerly aired on ABC Sports as long-running Saturday staple. The pair of one-hour specials, to be retitled *The Snapple Superstars*, will move to CBS, with airings on April 3 and 4. TWI is the TV production/distribution unit of Mark McCormack's International Management Group.

Dream Team Tests Waters

BKS/Bates Entertainment has begun production on a syndicated two-hour telefilm pilot, *The Dream Team*, which stars Mar-

tin Sheen (*Apocalypse Now*), Traci Lords (*Melrose Place*) and Traci Bingham (*Baywatch*). The telefilm centers around undercover agents operating out of a Caribbean-based modeling agency as a front. BKS/Bates, a production/syndication unit of ad agency Bates USA, plans to premiere *The Dream Team* in June 1999 and is mulling whether to take it out for weekly syndication in fall 1999, according to a company representative.

Marlins: Barry Diller's Team

Barry Diller's experimental Miami TV station, WAMI-TV, has signed a sublicensing deal to telecast 50-55 games of the Florida Marlins' baseball sched-

Ed, Edd n Eddy



MONDAYS AT 8PM (ET/PT)

IF IT'S KIDS YOU'RE LOOKING FOR

INTRODUCING TWO INCREDIBLY DIFFERENT ORIGINALS WITH ONE COMMON GOAL: DELIVERING MORE

ESPN Plays Extreme

ESPN last week announced the schedule for its third annual Winter X-Games, which will bring almost 18 hours of original alternative sports programming to ESPN, ESPN2 and ABC, all part of Disney. The games will take place Jan. 14-17 at Crested Butte, Colo., the same site as last year. The event will feature more than 350 extreme athletes competing in six categories: snowboarding (the Games' cornerstone sport with eight separate events); ice climbing, snow mountain bike racing, snowmobile snocross, freestyle skiing and skiboarding. ESPN2 will run 12.5 hours of coverage, ESPN will have four hours and ABC will run one hour.



The Winter X Games will feature bike racing.

games before the NBA strike took place. The Marlins were previously broadcast on Paramount Stations Group-owned WBFS-TV in Miami, but the UPN affil found that the expanding netlet was taking up more of its prime-time schedule.

Waitt Buys WDFX

Waitt Broadcasting, an Omaha, Neb.-based station group owner, has bought Fox affiliate WDFX-TV in Dothan, Ala., from Woods Television Co. for \$7.85 million. The deal was brokered by Kalil & Co. Woods Television still maintains ownership of another Fox affiliate, WCOV-TV in Montgomery, Ala. Waitt Broadcasting, headed up by chairman/CEO, Norm Waitt Jr., is a broadcasting unit of Gold Circle Entertainment, an owner of various music labels includ-

ing Samson Music and Compass III Records. Waitt also owns a CBS affiliate in Sioux City, Iowa (KMEG-TV), a Fox affil in Panama City, Fla. (WPGX-TV), as well as three radio stations.

Stecker Moves to Nielsen

Effective Jan. 11, Harry R. Stecker replaces Rusty Taragan as general manager of local services at Nielsen Media Research. Stecker, the former president and CEO of Petry Television, will oversee local audience measurement in Nielsen's 44 metered markets. Stecker worked at Arbitron before he joined Petry in 1980.

WPIX Loves Raymond

WPIX-TV, the Tribune-owned WB affiliate in New York, has acquired the syndicated rights to the CBS show *Everybody*

ule for the upcoming 1999 season. As a holding of Diller's USA Broadcasting station group, WAMI is said by Miami station sources to be sub-licensing the Marlins rights for \$3

million from SportsChannel Florida regional cable network. This is the second major sports rights deal for WAMI, which had acquired the local TV rights to Miami Heat basketball

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WEDNESDAYS AT 6PM (ET/PT)

... OPPOSITES DEFINITELY ATTRACT.

...IDS THAN YOU CAN SHAKE A REMOTE AT. ONLY ON CARTOON NETWORK.



Media Notes

CONTINUED

Loves *Raymond* for 2001. In two separate deals, Eyemark cleared *Raymond* on WPIX and Tribune's Los Angeles-based WB outlet, KTLA-TV, for five seasons of the sitcom at a reported \$100,000 per week. On WPIX, the show will join a lineup that includes *Friends*, *Frasier* and *Suddenly Susan*, which is slated for broadcast in 2000.

Old Call Letters for Autry

In homage to founder Gene "Tumbling Tumbleweeds" Autry, the UPN affiliate in Oklahoma City has changed its call letters to KAUT-TV. The outlet was branded KAUT back in 1980 when the "singing cowboy" launched the station, but had switched to KPSG since the Paramount Stations Group bought the outlet in June 1998.

Sacramento Station Shuffle

Effective today, Paul I. "Dino" Dinovitz will begin his duties as gm of KRCA-TV, the NBC affiliate in Sacramento, Calif., which Hearst-Argyle Television is acquiring. He replaces Greg Kelly, who planned to resign when his broadcast group, Kelly Broadcasting, got out of the station biz last year. Dinovitz previously served as president and gm at KMBC-TV, the Hearst-owned ABC affiliate in Kansas City, Mo. Also in Sacramento, Allan E. Howard, president and gm of A.H. Belo's ABC affiliate, KXTV-TV, retired on Dec. 31. No successor has been named.

Mt. Dew Backs New Games

NBC Sports and Pepsi have reached an agreement making Mountain Dew the exclusive beverage sponsor of the network's new extreme sports and lifestyle show, the Gravity Games. The Games are a joint

venture between NBC Sports, Petersen Publishing and Advantage. The sponsorship pact covers the inaugural Gravity Games, to be telecast in October 1999, and the summer Games in 2000 and 2001. The Games will feature 11 "adrenaline-based" sports, including skateboarding and street luge.

New Title for McLaughlin

David McLaughlin, who has been on the Westinghouse board since 1979 and the CBS board since Westinghouse acquired CBS in 1995, was named non-executive chairman of the CBS board of directors. He will have no operating responsibilities at CBS. He fills one of titles held by Michael Jordan, who announced his resignation two months ago. McLaughlin, 66, is chairman and CEO of Orion Safety Products. Mel Karmazin, CBS president, continues to be the top executive running the company.

O.J. Series Pitched to Nets

Vincent Bugliosi, the Los Angeles prosecutor who gained national prominence nearly 30 years ago in the trial of Charles Manson and his followers, has completed production on a 12-hour miniseries documentary based on his best-selling book, *Outrage: The Five Reasons Why O.J. Simpson Got Away with Murder*. The miniseries, titled *Absolutely 100 Percent Guilty*, is hosted and narrated by Bugliosi, who conducts interviews with key players in the investigation of the murders of Simpson's ex-wife Nicole Brown and her friend, Ronald Goldman. The documentary series is being pitched to cable and broadcast networks for a June 1999 air-date—the fifth anniversary of the murders.

CMR Top 50

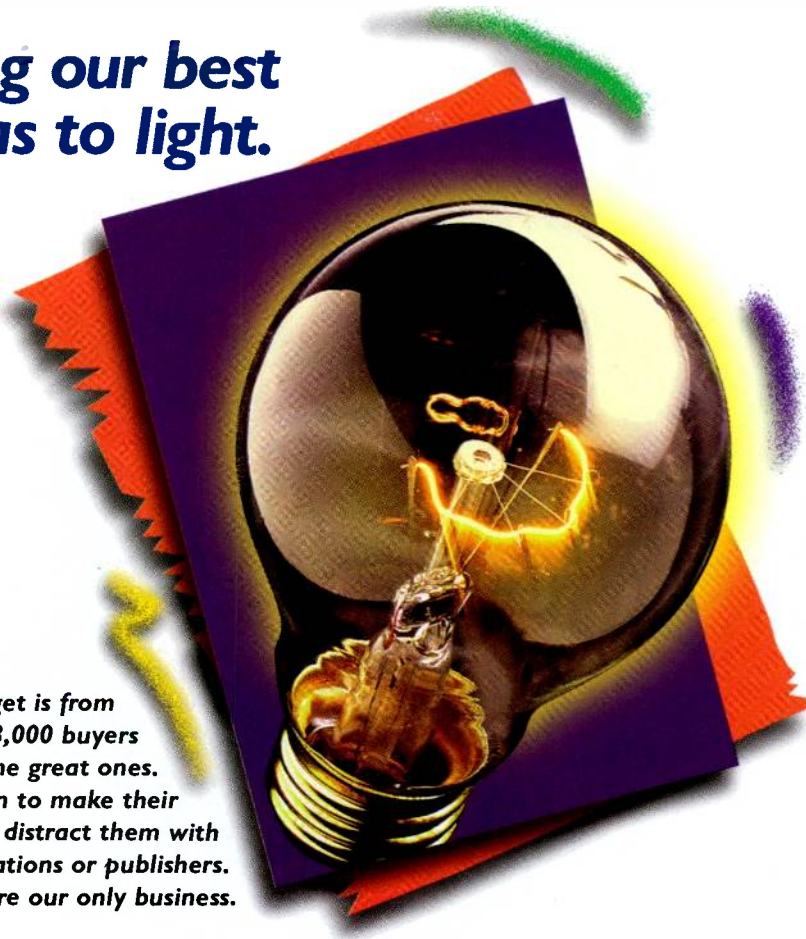
A ranking of the top 50 brands' advertising in network prime time

Week of Dec. 7-13, 1998

Rank	Brand	Class	Spots
1	MCDONALD'S	G320	69
2	SEARS—SALES ANNOUNCEMENT	V490	43
3	BURGER KING	G320	40
4	BODY FANTASIES—SOAPS & TOILETRIES	D229	28
	RADIO SHACK	V372	28
	WAL-MART DISC—MULTI-PDTS	V590	28
7	KFC RESTAURANT	G320	27
8	DURACELL ULTRA—ALKALINE BATTERIES	H310	26
9	M&M'S—CANDIES	F510	25
	MONEY STORE MRTG CO.—CONSUMER SVC	B124	25
11	JC PENNEY—WOMEN'S APPAREL	V410	23
12	MIRAMAX—FACULTY MOVIE	B660	22
13	SPRINT LONG DISTANCE—RESIDENTIAL	B221	21
	UNIVERSAL—PATCH ADAMS MOVIE	B660	21
15	WENDY'S RESTAURANT	G320	20
16	FORD AUTOS—MUSTANG	T111	18
17	SEARS—MISC.	V450	17
	SEARS—MULTI-PDTS	V490	17
19	BRITA—WATER FILTER PITCHER	H232	16
	BURLINGTON COAT FACTORY—FAMILY	V311	16
	PILLSBURY—REFRIG COOKIE DOUGH	F141	16
	TACO BELL RESTAURANT	G320	16
	VICTORIA'S SECRET STORES—WOMEN	V311	16
24	KELLOGG'S POP TARTS—PASTRY SWIRLS	F342	15
	VISA—CREDIT CARD	B111	15
26	1-800-COLLECT	B221	14
	KAY JEWELRY STORE	V314	14
	PACE—PICANTE SAUCE	F170	14
	SEARS—APPAREL FAMILY	V410	14
30	ACCLAIM—TUROK 2 SEEDS/EVIL GM SF	G511	13
	CAMPBELLS—SOUP	F210	13
	CONAIR—HAIR DRYER	D280	13
	JC PENNEY—MULTI-PDTS	V490	13
	NATIONAL FINANCE—CONSUMER SVC	B124	13
	OLD NAVY CLOTHING—MEN & WOMEN	V311	13
	SONY—STEPMOM MOVIE	B660	13
	STETSON COUNTRY—MEN'S FRAGRANCE	D410	13
	TIME LIFE—VAR. RECORDINGS DIR RES	V871	13
39	DOMINOS PIZZA RESTAURANT	G320	12
	DREAMWORKS—PRINCE OF EGYPT MOVIE	B660	12
	GAP KIDS CLOTHING STORE—CHILDREN	V311	12
	NOKIA—CELLULAR PHONES	B213	12
	NUTRI-GRAIN TWISTS—CEREAL BARS	F590	12
	OCEAN SPRAY WLFT FRMS—RTS FRUIT JC	F420	12
	SPRITE—SOFT DRINK	F441	12
	WARNER BROS—JACK FROST MOVIE	B660	12
47	CONAIR STRAIGHT STYLE—HAIR STYLER	D280	11
	LEVIS—WOMEN'S JEANS	A142	11
	NAMCO—TEKKEN 3 GAME SOFTWARE	G511	11
	SEARS DEPT—ELECTRONICS	V470	11

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

Buyers bring our best ideas to light.



Actually, every new idea we get is from a media buyer. And with 3,000 buyers using our systems, we get some great ones. Ideas that are put into action to make their job easier and we don't distract them with features designed for stations or publishers. Buyers are our only business.

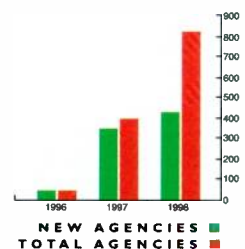
SmartPlus Nearly 800 clients have made SmartPlus the fastest growing media buying system since its launch in 1995. Our latest version, 2.8, offers local cable and spot television ratings on a single worksheet. Station trend and audience composition graphs appear with a single mouse click. Send orders and invoices to your choice of 14 agency accounting systems.

ManagementReporter With Management Reporter 2.0, buyers have complete control of the media process. As a virtual report design workstation, it easily builds a client-specific report library with all the crosstab, sort, rank and date columns buyers need – without using a spreadsheet.

PrintPlus Our buyers have plenty of new ideas for print. And PrintPlus 2.0 puts them into action. Using our popular worksheet interface, the system generates print estimates and orders with ease. And a powerful reporting engine prints custom order and report formats for every client need.

ACCESS IMS With IMS as a partner, our clients have access to the same media planning systems used by 85% of the top 50 agencies. Including national and local television and print reach and frequency and over 600 syndicated and proprietary databases.

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A woman with blonde hair, wearing a dark tank top, is sitting on a large, flat rock. She is looking away from the camera towards a large, dark tree on the left. The scene is set at sunset or sunrise, with a warm, golden light in the sky. The overall mood is contemplative and serene.

MISUNDERSTOOD?

WASTED TALENT?

“HELP WANTED” ADS

ON THE NET.



Santa, via my husband, left a PalmPilot under the Christmas tree for me this year. For some of you, that confession may make me seem woefully behind the times; that present might seem so, uh, 1996. But even as my life gets tied together into an increasingly tightly wired knot, I find myself unwilling to put too much reliance on a little device that fits in the palm of my hand. No doubt a year from now, my desk will still be littered with stacks and stacks of paper business cards.—*Catharine P. Taylor*

@deadline

Advertisers Value CPC

ValueClick, Santa Barbara, Calif., a cost-per-click Internet advertising network, today announced that it has signed nine new major advertisers, including **ParentTime** (owned by Time Inc. and Procter & Gamble Productions), **Macy's**, **Ask Jeeves**, **CNet**, **Salon**, **Sony**, **Intel**, **Consumer Reports** and **HBO**.

Start Those Engines ...

The 1999 North American International Auto Show has become an unlikely battlefield in the war for market dominance between the RealPlayer from **Real Networks**, Seattle, and **Microsoft's** **Mediaplayer**. **MSN CarPoint**, Redmond, Wash., is the official Web site of the show, which began yesterday, and it will Webcast streaming audio and video until the show's end, Jan. 18. Meanwhile, carmaker **Subaru**, Cherry Hill, NJ, has chosen **Broadcast.com**, Dallas, to provide a live Webcast of the unveiling of the 2000 Subaru Outback. **Broadcast.com** uses Real Networks' media streaming technology.

Lycos Gets Customized

Comet Systems, New York, today will launch the Winter '99 Edition of **LiveCursors**, a co-branded site available through Waltham, Mass.-based **Lycos** at www.livecursors.lycos.com. The Comet Systems product allows users to decorate Web sites with custom cursors in under five minutes, for free.

Textbook Vendors To Chase Students Online

By Adrienne Mand

First came the online bookseller battle. Now begins the next chapter: the online textbook vendor war.

Washington, D.C.-based discount bookseller **VarsityBooks.com** today will kick off a multi-million dollar traditional and online campaign that touts buying textbooks online. Also today, the largest textbook distributor to campus bookstores, **Elmhurst, Ill.-based Follett Corporation's** Higher Education Group, will debut its new online venture, **efollett.com**, and kick off a \$10 million traditional campaign during the Fiesta Bowl.

VarsityBooks.com CEO and founder **Eric Kuhn** said the site, which launched in August, originally was geared toward five schools in the Washington, D.C., area. It now includes required reading from 58 colleges and universities at discounts of 15 to 40 percent.

The new marketing plan includes 300 student representatives promoting the site on campuses. Print ads will appear in campus newspapers and the *Chronicle of Higher Education*, to entice professors.

Local radio spots, bus ads and billboards in college towns, as well as online ads placed on college-oriented sites through **24/7 Media**, New York, will break in the next three weeks.

Follett's venture leverages its existing business with 585 college bookstores, 450 of

which are involved at the launch. Its catalog includes 110,000 titles and campus-specific course packs, and students can retrieve books on campus or have them shipped.

Its campaign, created by **Tom Reilly Advertising**, Evanston, Ill., includes full-page ads breaking Friday in *USA Today*, plus print, radio and TV spots in Chicago, Washington, D.C., San Francisco and four Florida markets. The ads use the tagline, "Get out of line."



VarsityBooks.com will play David to efollett.com's Goliath online.

Like **Amazon.com** and **Barnes & Noble**, the competition between **VarsityBooks** and **efollett** involves a startup against the industry giant. **Kuhn** hopes that, like **Amazon**, being first online will provide an edge. "When it comes to the Internet, the first mover status is critical," he said.

James McQuivey, senior analyst at Cambridge, Mass.-based **Forrester Research**, said that while **Amazon** and other online booksellers carry textbooks, word-of-mouth among students about textbook-only ventures makes them a more valuable resource. He said **VarsityBooks** can capitalize on being an alternative to established university bookstores.

"Psychologically, marketing to college students is done as administration or 'one of the gang,'" as **VarsityBooks** has done with its campus representatives, he said. "[Follett's] not in a position as one of the gang." ■

Search

News

Features

Reviews

People

Events

bits

- Online retailer **Onsale**, Menlo Park, Calif., has developed a new proprietary reporting tool, thumbprinting, that enables the company to analyze the effectiveness of its online advertising buys in terms of customer acquisition, cost and profitability. Thumbprinting allows Onsale to determine the cost of acquiring new customers based on the advertising source and lifetime spending habits of these customers.

- More than 50 media companies have recently installed New York-based **Real Media's** Open AdStream ad server software, bringing the total number of Web sites using the service to more than 5,000. In the United States, new OAS users include sites affiliated with **Advance Publications**, **Discovery Communications** and the **Los Angeles Times**. Clients in Europe, Asia, Latin America and South Africa also are using Open AdStream.

- **True North Communications**, Chicago, announced that **Richard S. Braddock**, non-executive chairman and an outside member of its board, will resign those positions effective Jan. 31 to take on the position of chairman and chief executive officer of **Priceline.com**, Stamford, Conn. Also, two new members have joined True North's Board of Directors: **Marilyn R. Seymann**, president and CEO of M One, a management and information systems consulting firm; and **Ron Bess**, president of Foote, Cone & Belding Worldwide, a subsidiary of True North.

- **Zentropy**, Los Angeles, has launched a new site for **Korbel Champagne Cellars**, Louisville, Ky., at www.korbel.com. The site reflects the century-long heritage of the Korbel brand and details how champagne is made. It includes an online store for wine and champagne.

- Responding to the limited airplay of the heavily requested song "Chocolate Salty Balls" by some major radio, TV and music outlets, **Comedy Central**, New York, and **ThingWorld.com**, Newton, Mass., have launched a Chocolate Salty Balls Streaming Media Thing on the Web. The only official online venues where the music video from "Chef Aid: The South Park Album" can be sampled are www.comedycentral.com and www.thingworld.com.

- Page requests jumped 917 percent at e-commerce site **Insight.com**, Tempe, Ariz., in response to the computer direct marketer's title sponsorship of the nationally televised Insight.com Bowl on ESPN during Christmas weekend.

CNet Goes to the Brink and Beyond for More Research

BY SUSAN KUCHINSKAS—Not resting after its growth of 60 percent in 1998, CNet, the San Francisco site devoted to information about technology and computers, has put on a new hand to help suss out what makes users happy. CNet today will announce the hiring of Cheryl Brink as assistant vice president of research, a new position, reporting to the vice president of marketing, in which Brink will oversee research projects for both the sales and marketing, and editorial sides.

"Our users have voted with their mice, telling us we're responding well to what they want and need on the Internet," said Robin Wolander, executive vice president and group publisher. "Cheryl will help us in getting deeper than that."

Brink's last job was vice president and research director at PC World Communications, which publishes *PC World*; she's also done stints as vice president and brand planner at Young & Rubicam, and vice president and deputy director of research and planning at Foote, Cone & Belding, both San

Francisco. "As advertisers invest more and more money in Internet advertising," Brink said, "there's an increased need for accountability. That's why I came on board. Being on the magazine side, magazines have dealt with this for a long time."

Brink will work with outside research organizations and develop internal research tools. "As our clients' online marketing strategies become more and more sophisticated, being able to provide them with insight on user behavior and impact is one of the most important ways CNet can add value," said Danielle Hauck, vice president of sales. "In 1999 we plan to work closely with clients to conduct customized online studies to help them bet-

ter understand customers and improve their return on investment."

Wolander thinks it's not a moment too soon. In her initial meeting with Brink, she said, "We have very specific goals in terms of reach and traffic that we want to talk to her about and let her recommend what the research goals should be. We have a pot of money for her to spend in 1999." ■



Cheryl Brink joins CNet to beef up research strength.

JODY LEVINE/CNET

Eye on Web Marketing: Marketbase 3.0 Magnified

BY SUSAN KUCHINSKAS—Magnifi, a Cupertino, Calif. provider of Web-based marketing applications, today will announce that it's shipping a new version of its Marketbase software, Marketbase 3.0.

"It's a common database of people, assets and tasks," explained Eric Hoffert, chairman and chief technology officer of Magnifi, "available in a Web-based network environment, that allows corporate marketing departments to build a database of their assets, and network it with ad agencies, design firms, video production houses—anyone who's creating content."

Earlier versions of Marketbase are in use by Warner Bros. Online, Burbank, Calif., to let visitors to the Web site search content in all media, and by Seattle-based Boeing for building corporate presentations. The application runs atop the Oracle 8 database, and supports a variety of formats such as Adobe PhotoShop and Real Networks RealPlayer.

The latest version incorporates Virage VideoLogger 2.0, a product from Virage, San Mateo, Calif., that allows content producers to manage and search rich media assets such as audio and video.

"Magnifi has selected Virage to provide the capability to integrate video into its product, and use Virage's cataloger to make it trackable," said Virage vice president of marketing Carlos Montalvo. Virage provides the front-end for many other applications. In September, AltaVista Search Service, Littleton, Mass., launched the first video search engine using Virage technology.

Marketbase is available as licensed software or as a Web service, increasingly the option of choice. "We're seeing receptiveness in the corporate marketing community because they're used to outsourcing," Hoffert said. "We call it the Magnifi Dial Tone—they can dial in and upload or download assets into the system." ■

"Over 600 representatives, including those from the following companies, attended the first two "How to Buy & Sell Web Ads" training seminars ...

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Analysis

Big Blue is Back

In 1998 IBM defined "e-success" with "e-business." By Steve Ditlea

At the dawn of 1998, it was a foregone conclusion on the Web that this year was to be Intel's—the mighty chip-maker marking itself inside Net awareness with a spectacular interactive ad splash, to the tune of \$85 million. In fact, Intel's efforts to wed itself to the Web include everything from tried-and-true banner ads to extensive content underwriting.

A year later and one could easily say, "Roll over, Bunnymen!" For sheer branding clout, IBM's ongoing e-business ad campaign, perhaps known

the Web to those targeted by the banners and their links, Big Blue's internal brand studies, at least, confirm the campaign has managed to give the company de facto ownership of the term "e-business" worldwide. According to focus group findings, IBM is five times more likely than its next closest competitor to come to mind when business/information technology decision makers think of e-business. In addition, Steve Milunovich, technology security analyst at Merrill Lynch, has said, "We think e-business has increased IBM's mindshare among CEOs and CIOs and plays to the company's focus on business solutions."

best by the neat graphic replacement of the "a" in the ubiquitous @ sign with an "e", is at least as identifiable. Part of a highly coordinated international campaign across all media—the latest in a series of global branding pushes that have become central to the IBM marketing oeuvre—that red e-@ sign was everywhere, it seemed.

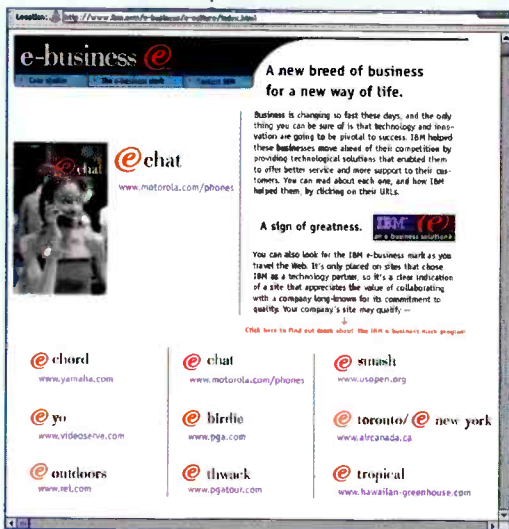
That has translated into more than mindshare. Doug Maine, IBM's CFO, told a financial analysts' meeting in November: "As of this year, we estimate that e-commerce applications account for up to 33 percent of our overall revenues, or about \$27 billion. This is up from virtually zero only a few years ago." In terms of sales on its own Web sites, IBM has gone from grossing \$1 million a day last January to \$15 million a day by December.

In fact, the Armonk, N.Y.-based company has been a leader in interactive advertising since 1994, when it was one of the Web's original sponsors on Hotwired, the first site to run ads. (However, it's arguable that competitors more closely associated with the Net early on, such as Microsoft and Intel, got more of the PR.) Soon after, IBM became one of the first advertisers to buy keywords on the leading search engines, and did so with a competitive twist some may not have associated with the at times slow-to-move Big Blue; during Microsoft's press-dominating launch of Windows 95, IBM bought almost every keyword that could be associated with that new operating system.

Nonetheless, it wasn't until the launch of the e-business campaign across all media in October 1997 that the branding focus went from the fuzzy "solutions for a small planet" to the more sharply-

It appeared on newspaper sites such as nytimes.com and entertainment sites like startrek.com; or it featured IBM-driven e-success stories like PGA.com in interactive banner ads on sports sites ESPN Sportszone and CBS SportsLine. The campaign also made it well-known that IBM provided the e-commerce engine behind such robust online stores as macys.com. All told, IBM ran ads on over 300 Web sites in the United States and another 500 sites in 25 local languages in 47 nations around the world.

If the goal was to make IBM synonymous with



E-everything. IBM's newest branding symbol was everywhere and showed results to match.

Students Talk Back

(ENTHUSIASTICALLY)



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focused e-business paradigm, unifying all of IBM's business lines with the emerging online economy.

"It was an opportunity to build a completely integrated communications architecture throughout the world," recalls Carla Hendra, president of OgilvyOne Worldwide, lead agency for IBM's interactive ad business. With parent company Ogilvy & Mather Worldwide coordinating across all media, the e-business message was conveyed across appropriate channels all over the Earth. "We used television for brand awareness and to drive traffic to the Web," says Hendra. "Business print was used for more in-depth messaging to opinion leaders. Web advertising was meant to show the medium is the message."

With media buys reinforcing each other, the e-vocabulary advocated by IBM in virtually every ad became as ubiquitous as the color blue used for the widescreen-style "letterboxing" TV ads, and their bouncy musical theme.

"We mostly aim our interactive ads at e-business strategists, IT implementers, and developers writing applications, but we reach everyone from kids to people in their mature years," says Tod Watson, program manager for Internet advertising for IBM Computer Marketing. In two years Web placement has grown far beyond the campaign's original male, techie-targeted sites to include such demo-specific buys as women.com and Third Age, home for graying Web surfers.

medium. It's where we find a self-selected, sophisticated audience," Caponnetto explains. "In all our tests, Web use is the best single qualifier for the kind of person we are trying to reach."

"Web use is the best single qualifier for the kind of person we are trying to reach." — IBM's Marianne Caponnetto

If the IBM e-business campaign was hard to miss on the Web this past year, expect no relief in 1999. The whole operation is likely to be even more focused following the recent consolidation of all of IBM's Internet ad business into a handful of interactive agencies from a former total of 60 such shops: OgilvyOne, R/GA Interactive and Think New Ideas, all New York, Westport, Conn.-based Modem Media. Poppe Tyson and San Francisco's Studio Archetype.

According to Will Runyon, director of communications for IBM Enterprise Web management, the consolidation is just the natural outgrowth of other recent roster-streamlining, including the decision to make Ogilvy its lead global agency in 1994, and a subsequent consolidation of direct marketing shops in 1997. He adds that making a similar move in interactive means "the IBM brand can be represented in a more unified way."

As for the next phase of the e-business campaign, no one at IBM will talk specifics. However, given IBM chairman Lou Gerstner's stated interest in education, expect more Web buys on educational, parenting and children's sites. And with e-business awareness established in large enterprises, the next markets likely to be targeted include small business and home office users. In other words, many more sites should be sporting the IBM e-business mark.

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The latest expansion of the online e-business campaign came in October, with the launch of its second phase, emphasizing what its proponents call "e-culture." In the latest round of ads, "the focus is on customer testimonials that make the e-business experience real for different segments on the Web," says Marianne Caponnetto, director of IBM worldwide media strategy and operations. Hence the profusion of buys on entertainment, sports and other non-business, non-tech sites. The theory? That targeting people anywhere on the Web is likely to produce someone sympathetic to IBM's e-business message. "The Web is a cultural

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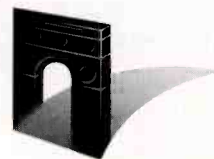
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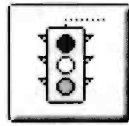
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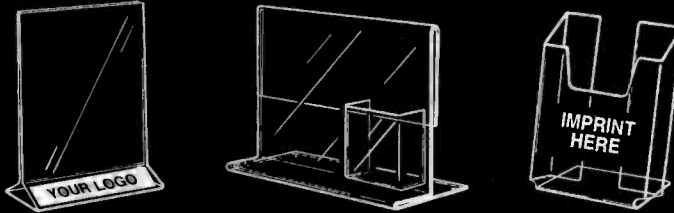
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The Voice You Wish You Had Can Be Yours!
 Sandra Van Delinder 888-903-0416

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O'Halloran Advertising, Inc.
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Great Opportunity, unique concept, proven profitable business in mobile Advertising. Sales oriented people wanted who would like to make \$\$\$
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NOTICE

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.

ANNOUNCEMENTS

EARLY CLASSIFIED DEADLINE

Because of the Holidays, ADWEEK magazines classified will have early deadlines. Services & Resources for the January issue will close Thursday, Dec. 17, 1998 at 3:00 pm. Employment & Offers & Opportunities ads for the Jan. 4, 1999 issue must be received by Tuesday, Dec. 29, 1998 at 4:30 pm.

Thanks to all our customers. Have a Happy Holiday.

EMPLOYMENT

SALES PLANNING ANALYST

Join USA Networks, a highly acclaimed entertainment conglomerate, successfully operating two of today's leading cable networks. We are currently seeking a highly organized self-starter to work in our busy Sales Planning Dept.

Diversified responsibilities include working with Account Executives in developing sales plans for both the Upfront and Scatter markets, along with account maintenance & stewardship. The ideal candidate will have 2 years sales planning/administration experience at a cable/broadcast network or media department of an ad agency, and computer proficiency including Excel. The ability to meet tight deadlines and work overtime when needed are also necessary.

We offer a competitive salary and an outstanding benefits package including a 401K plan. Please send/fax your resume with salary requirements (only resumes with salary requirements will be considered) to: HR Dept SP, USA Networks, 1230 Avenue of the Americas, New York, NY 10020. Fax: 212-413-6524. (No phone calls, please.)

An EOE M/F.



**FOR CLASSIFIED ADVERTISING CALL
1-800-7-ADWEEK**

EMPLOYMENT

Production Manager (prə-'dæk-shən, 'mä-n'ī-jər)

n. A person who is not confined by dictionary definitions and a cookie cutter mentality.

Seeking print production pro with the ability to do a seriously good job without taking the job too seriously. Because at Bronner Slosberg Humphrey, the nation's largest independent direct marketing agency, the means is as important as the end. And a positive attitude is an integral part of the equation.

Coming up with a catch-all phrase that describes the day-to-day activities of a Production Manager at Bronner is hard to do. Almost as hard as the job itself. But here it is, not quite in a nutshell: Responsibilities include executing print production activities, developing production budgets, purchasing printing and mailing materials, representing clients and agency at press runs as well as at letter shop and finishing activities, compiling cost estimates and quotes for print production, verifying invoices, and interfacing with account and creative teams.

Do you have the 10+ years of print production experience necessary to manage the production process from A to Z for a client roster that includes AT&T, Federal Express, GM, and American Express while keeping both feet on the ground, your head above water, and a smile on your face? If so, you could be our next **Senior Production Manager**.

Or, if you have closer to 5 years of relevant experience, there's an **Assistant Production Manager** position that may be right for you.

Some travel required. Prior agency experience and work in the beverage, perfume, automotive, or packaging industries a plus.

Please send resume to:

E-mail: jobs@bsh.com

Fax: (617) 867-1111

Mail: Bronner Slosberg Humphrey

Human Resources Department

The Prudential Tower

800 Boylston Street

Boston, MA 02199

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Hot Jobs

Paladin Staffing Services "Worksite" has **new postings every week** for freelance advertising and marketing jobs at top companies and agencies in NYC and suburban NJ and CT. Short or long-term, on site or off. Some temp-to-perm jobs. All skills and titles, including creative. EOE/M/F/D/V



www.paladinstaff.com

RATES for Employment and Offers & Opportunities

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

Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$170.00, 1/2 inch increments: \$85.00 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: \$35.00 per insertion. 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 \$25.00. **Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m.** If classified is filled prior to closing, ads will be held for the next issue. **Classified is commissionable when ad agencies place ads for clients. No proofs can be shown.** Charge your ad to American Express, Mastercard or Visa, **ADWEEK CLASSIFIED, 1515 Broadway, 12th fl. New York, NY 10036.** **1-800-723-9335 Fax: 212-536-5315.**

HELP WANTED

AD WOES



AD PROs has been successfully serving the advertising community for over nine years, and proudly announces the opening of its New York office. AD PROs can find you a permanent or temporary position... So, have you checked your career lately?



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ADPROs NEW YORK • 29 W. 46th St., 6th Floor, New York NY 10036 (212) 840-7767 fax (212) 840-9040
 CHICAGO • 311 W. Superior, Suite 500, Chicago IL 60610 (312) 751-0090 fax (312) 751-0089
 OAK BROOK • 1100 Jorie Blvd., Oak Brook IL 60523 (630) 571-9900 fax (630) 571-9930

Affiliated with Ad Temps, Inc. EOE

Account Executive

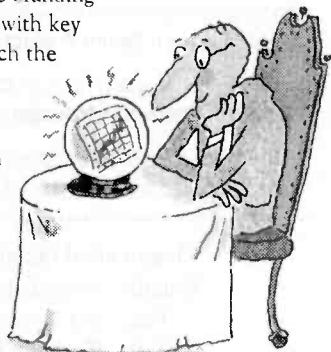
Are you thinking what we're thinking?

You'll have to prove it. We want your thoughts on the future of retail advertising, essay form, one page, one side. Send it in with your resumé, which shows 5+ years agency experience in Account Services.

In this position you'll be on the branding team of a major account working with key decision-makers to help them reach the next level of retail advertising.

So, if you can see the future of retail advertising, then you can see your own future. It's with us. Mail, fax or e-mail your resumé and essay to Susan Daniels, fax: (860)347-5315 or sdaniels@kgaadv.com.

No phone calls please.



386 Main Street, P.O. Box 1540, Middletown, CT 06457-1540 • www.kgaadv.com

ACCOUNT EXECUTIVE with Pharmaceutical/Nutritionals experience

Must have strong presentation skills and excellent verbal/grammar proficiency.

Fax resume with salary requirements and letter of introduction to:

Delfino Marketing Communications, Inc.
(914) 747-1430

BRAND MANAGER

Brand manager position for packaged goods in a fun, fast paced entrepreneurial environment. Individual will assist the Marketing Director in the planning and execution of marketing programs for current frozen foods products and help in the development and introduction of new food products. BS In Marketing with some marketing related experience or MBA. Qualified candidates should submit resume & salary requirements to: The Steak-umm Company, L.L.C., Attn: Marketing Dept., 153 Searles Rd., Pomfret Center, CT 06259. EOE

ASSOCIATE CREATIVE DIRECTOR

Fast-paced, 25-person agency with Fortune 500 clients is seeking a senior-level creative professional with solid experience in print collateral, consumer advertising and direct mail. Must be strong conceptual thinker and great hands-on leader who can manage daily workflow and understand a variety of brand personalities. Dynamic, creative atmosphere, competitive salaries and benefits. Send/fax resume and salary requirements:

Coyne Communications

Attn: S. Yahm

10 Park Place, The Penthouse
Morristown, NJ 07960

Fax: 973/984-5455

(no calls please)



WE WANT AN ACCOUNT EXECUTIVE WHO'S BETTER THAN THEIRS.

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594 Broadway NYC, 10012
fax: 212.431.6185
e-mail: as@ellensongroup.com

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Call M. Morris at 212-536-6493
or 1-800-7-ADWEEK

ACCOUNT MANAGEMENT

We are a dynamic, growing, national promotion marketing agency In need of proven marketing professionals

Ideal candidates will have a blend of agency and client marketing experience. Strong client service skills, strategic and tactical thinking, promotion knowledge, and an understanding of the creative development process are needed.



MARKETING

Resumes to:

QLM Marketing (AW)

470 Wall Street, Princeton, NJ 08540
or fax to: 609-921-8847

QLM is an Equal Opportunity Employer

SRI STRATEGIC RECRUITING, INC.

Communications • Technology

WHEN YOU'RE READY.

If your new year's resolutions include improving your career path or adding fresh talent to your team, you should talk to us. We represent ad pros like you. And we'd love to listen. When you're ready.

Account Media Creative Direct Interactive

Call 212-922-1650 www.strategic_recruiting.com Fax: 212-922-1654

HELP WANTED

SALES

**District Manager
Boston, MA location**

Aviation Week and Space Technology, the leading provider of the full spectrum of technology business and operations developments in the global aviation/aerospace market-civil, military and space, and a division of The McGraw-Hill Companies, has an excellent opportunity for a seasoned sales professional to sell display advertising in NJ, NY, New England and the eastern provinces of Canada.

The position involves making sales calls on new and existing companies, servicing and selling display advertising, maintaining a database of contacts and working with sales management, marketing, research and production personnel in New York City.

The position requires 5 or more years of related experience, excellent communication and presentation skills and a willingness to travel. Computer literacy is essential. BA/BS preferred, military experience a plus.

We offer a competitive base salary, a commission potential commensurate with performance and a comprehensive benefits package including a generous 401(k) plan. For consideration, fax or mail resume, suitable for screening, including salary/history requirements to:

DEPT. DMGR, AW
FAX: (212) 904-3417 or
P.L. Human Resources, 10th Fl.
The McGraw-Hill Companies
Two Penn Plaza, NY, NY 10121
EOE M/F/D/V

**MEDIA BUYER/
PLANNER**

We seek a qualified professional for our growing Print Media department. Applicant should possess strong negotiation and communication skills, proven ability to autonomously manage high profile accounts and excellent relationships within the media community. Active International, the country's premiere barter company and one of the top placers of print media, is located just 20 miles from NYC. We offer an excellent salary/benefits package in a more relaxed setting than Madison Ave.

Please fax resumes to:

Attn: JC/SD (914) 735-0749

NO PRINT PRODUCTION PLEASE!

AD SALES

Large Financial Publisher seeks aggressive salesperson with 2-4 years advertising or financial services experience for successful publication. Strong presentation skills to top executives and agencies required. New position due to growth. Some weekend travel. Send resume to

Mr. Burns, TM - Advertising
40 West 57th Street, 11th Floor
NY, NY 10019
FAX: 212-956-0112

**Point your career in the
right direction**

PointCast Incorporated, the leading broadcaster of personalized news and information to business consumers is currently looking for experienced professionals to join their advertising team. PointCast pioneered the first rich media ad unit, a 30-second animated spot that has been utilized by such companies as American Express, Avis, Intel, MCI, Mercedes-Benz, Pfizer, Proctor and Gamble, and hundreds of other marketing leaders. This ad format combines the best of print and broadcast, allowing marketers to communicate rich, creative concepts and complex messaging within an interactive environment. If you are a star performer, who is interested in joining a team selling one of the most innovative internet media properties today; then PointCast is the place to be.

Creative Director**Sunnyvale, CA**

Responsible for overall direction and quality of all department creative products including concepting, designing and executing rich, 30-second, interactive commercials for leading advertisers. You will propose marketing strategies, present and sell ideas to advertisers, and act as spokesperson at advertising industry events. You will also educate junior designers, as well as oversee creative production team's commercial development and execution. Requires 7+ years' experience in advertising creative direction and design. Must be proficient in desktop design and animation programs including Macromedia Director, Photoshop, Illustrator, and Quark. The ability to translate marketing objectives and creative concepts, along with strong conceptual and copy writing skills essential. Art or design degree highly desirable.

Please e-mail your resume to: jobs@pointcast.com. Fax: 408-990-0081. Or send to: PointCast Inc., 501 Macara Avenue, Sunnyvale, CA 94086.

PointCast is an equal opportunity employer.

Account Manager**Territories currently available in Texas,
New York, and Mid-Atlantic.**

Responsible for developing, managing, and growing business opportunities from current national and regional advertisers and advertising agencies. You will sell PointCast advertising programs and develop proposals/strategies to meet client marketing and advertising objectives. You will have a proven track record of being able to develop and maintain excellent relationships with advertising clients. The qualified candidate will be goal oriented, organized, efficient, with solid presentation and communication skills. Requires a BA/BS or equivalent, and 3+ years' media sales experience.

**Inside Sales
Representative****Sunnyvale, CA**

Inside sales representative will work in partnership with Account Manager to develop, grow, and maintain national and regional client base. You will be responsible for prospecting, pre-qualifying potential leads and preparing company pre-call analyses. You will help Account Manager to develop client presentations. You will prepare and manage revenue forecasts for the territory and manage the day-to-day relationships with many existing clients. The qualified candidate will be a proven self-starter, self-sufficient and independently resourceful with a "can-do" attitude. Must be proficient in Word, Excel, and PowerPoint. Requires BA/BS or equivalent, and 1+ years' inside sales experience. Advertising and media sales experience a plus.

**PointCast**

HELP WANTED

Atlanta

Full service agency seeks talented, strategic thinking, enthusiastic, friendly, organized and agency experienced (5 year minimum)

Account Executive

For regional and national accounts.

We're also seeking the same qualities and experience in:

Senior Art Director
Production Manager
Production Artist
Graphic Designer

that has exacting standards, and can achieve excellence in award-winning design (5 yr. min.)

No phone calls please.

Fax your resume, salary history and cover letter to 912.232.0027, Attention: Human Resources

The Hauser Group
Savannah - Atlanta

OUTDOOR NATIONAL SALES EXPANDING NEW YORK OFFICE

The Ackerley Group, a leader in the media and entertainment industries, is seeking a National Account Manager for New Business Development. 5 years Advertising Agency, Media or Out-of-Home experience required to represent Outdoor markets in Boston, Miami, Seattle & Portland. Competitive compensation package based on experience for sales professional with track record in new business development.

Mail or fax resume to:

The Ackerley Group
1301 Fifth Avenue, #4000
Seattle, WA 98101
Attn: New York Sales
Fax: (206) 623-7853
EOE

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Exceeding expectations.™

As Celebrity Cruises prepares to embark on another successful year, we're seeking a dynamic, talented individual with travel, marketing, and advertising skills to join our expanding marketing department. If you are energetic and possess the talents and drive needed to support our tremendous growth and market expansion and keep us moving full-steam ahead, join us now at our beautiful corporate headquarters in Miami, Florida.

BRAND POSITIONING MANAGER

In this position, you will develop and execute marketing plans and programs, short and long range, to ensure the profit growth and expansion of company products and/or services. Reporting to the Director of Marketing, you will plan and oversee the organization's promotional activities including print, electronic, and direct mail outlets related to brand positioning themes and special events. Duties also include conducting marketing surveys and evaluating market reactions; developing marketing partnerships; overseeing copywriting, design, layout and production of promotional materials; and advising on product shows, displays and exhibits.

A Bachelor's degree and at least 5 years related experience in Corporate Marketing or agency equivalent are required. The ability to effectively present information to respond to questions from groups of managers, as well as the ability to write reports, business correspondence and create speeches and articles are a must.

We offer a competitive salary and exceptional benefits package. Visit our website and apply online at:

www.resjobs.com/q18

Or call 1-800-221-3333, Ext Q18.

Anytime-24 hours/day, 7 days/week. EOE

SALES ACCOUNT EXECUTIVES

We are seeking a top Sales Account Executive to sell Internet Advertising. Ability to manage a sales territory and close banner and sponsorship deals. Excellent communication/presentation and persuasive skills. Strong agency and advertiser contacts a must. 2 years of online ad sales experience required - Internet advertising experience preferred.

Please email resumes to:

jean@sixdegrees.com

or mail to 90 William Street, Suite 301, New York, NY 10038

No Calls Please!

SPOT TV BUYER MIDLEVEL

Very busy midtown shop needs strong negotiator. Core Media software. Salary commensurate with experience. Incentive plan, excellent package and benefits. For immediate consideration, fax resume with salary history to

ATTN: MARIA RIVERA
ATWOOD RICHARDS INC.
FAX: 212-599-2525

CALL 1-800-7-ADWEEK

RESPONDENT COOPERATION COORDINATOR

For Long Island based, non-profit national business association, the Council for Marketing and Opinion Research. Marketing or opinion researcher must have knowledge of data collection methods and data quality issues. Good communication skills and familiarity with current research industry environment. Salary commensurate with experience. Send resume to

Diane Bowers
CMOR
170 N. Country Rd., Ste. 4
Port Jefferson, NY 11777
Fax: (516) 928-6041
Email: dbowers@cmor.org

OUTDOOR ADVERTISING MARKETING CLIENT SERVICE COORDINATOR EXPANDING NEW YORK OFFICE

The Ackerley Group, a leader in the media and entertainment industries, seeks a candidate with Outdoor or Agency experience with Out-Of-Home background. Position requires outgoing personality, detail oriented and computer literate individual to work with clients, and national account managers on ride sheet, avail and research coordination. Excellent salary based on experience.

Mail or fax resume to:

The Ackerley Group
1301 Fifth Avenue, #4000
Seattle, WA 98101

Attn: New York Marketing
Client Service Coordinator

Fax: (206) 623-7853

EOE.

Account Executive

Fast Growing Regional Agency

LI agency with print and interactive accounts needs an account superstar to service our growing client base. This position takes a detail oriented marketing wizard who knows how to get things done. 3+ yrs advertising agency A/E experience required, mktg degree a plus. 35-40K salary plus commission w/ outstanding benefit plan and a chance to work with talented and energetic people in a creative environment. If you're a bright, hard working A/E looking for solid opportunity, fax Sandra Packert, at (516) 674-8256 or email to sandy@erinedwards.com

ERIN EDWARDS
Communications, Inc.

Two Oaklawn Avenue, Glen Head, New York 11545
www.erinedwards.com

SHORELINE STUDIO SEEKS SR. DESIGNER

Mature, creative senior Graphic Designer needed for busy studio with diverse clients. Min. 4 years professional proficiency in Mac-based programs Photoshop, Quark, Illustrator, Word. Must be organized, detail oriented and able to manage all phases of design projects, pre-press production and 4/C film and printing. Some PC knowledge a plus. Professional, fast-paced studio, excellent benefits. Send cover letter, favorite samples and resume to Amy Perry, Sr. Water Design, 68 Pepperbox Rd., Waterford, CT 06385. Fax: 860-437-8407, email: amy_smizer@cyberzone.net

HELP WANTED

Wild things are happening.

At Bell Atlantic, we are committed to being a trusted guide in the confusing world of communications. Here, you'll have a chance to work with some of the best and brightest people in the industry on projects that are changing the face of communications. Not an idle promise, big things are happening here, and we're poised to become the premier communications company in the 21st century. To help us get there, we are now seeking the following individual.

ADVERTISING MANAGER

If selected, you'll be based in our Philadelphia, PA, office and work with a market team that serves 1.8 million business customers across 12 states plus the District of Columbia. Your role will be to develop a creative strategy that supports overall marketing objectives, including acquisition, winback, usage and retention. You will produce creative briefs for all major campaigns and secure subsequent approvals, as well as recommend strategies, develop budgets, and set campaign objectives. You'll also present creative briefs to planning agencies after reviewing and approving creative execution; then, you will oversee integration with the campaign elements, such as collateral, TV, print, and new program launch requirements. In addition to directly managing agency ad production and securing final approval, you will conduct creative testing and provide critical input back to the agency; and approve estimates and bills for creative production.

To qualify, you must possess a Bachelor's degree (or equivalent) and 9 years' background in specialty advertising and marketing communications. You must also be a strong team leader, as well as an integral partner to the market team. Experience in managing multiple teams, along with the ability to present creative and abstract concepts to all levels of management, is essential; you will also need fluency in presentation software, spreadsheet development and general communications. Advertising agency and telecommunications experience is required.

Bell Atlantic offers competitive salaries and a comprehensive benefits package to include a 401(k) plan. Interested candidates please send resume to: Bell Atlantic, Employment Department, Room 200, 125 High Street, Dept. JR-AM-PI, Boston, MA 02110; Fax: (617) 743-7164.

Bell Atlantic is an affirmative action/equal opportunity employer.



www.BellAtlantic.com

BROADCAST BUYER Needed For In-House Agency

- Minimum 3-5 years agency experience in negotiations and buying broadcast media.
- Must be computer literate, knowledge of TvScan and Excel a plus.
- Strong project management, communication and prioritizing skills are essential.

Offer will include generous salary/benefits package. Education Management Corporation is a national leader in proprietary post-secondary education. Respond by forwarding resume with cover letter to: **Steve Ace, EDMC, 300 Sixth Avenue, Suite 800, Pittsburgh, PA 15222. Fax: (412) 562-0934. EOE**

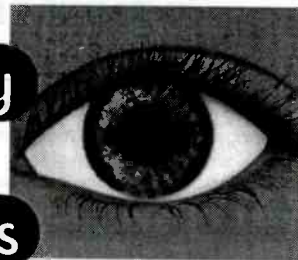
MARKETING OPPORTUNITIES

Focus on the

Opportunity

earn the

Rewards



Arrow Electronics, Inc., is the world's largest electronics distributor with over \$7 billion in sales, 200 sales facilities and 26 distribution centers in 32 countries. At present, we have excellent opportunities at our MELVILLE, LONG ISLAND, NEW YORK corporate headquarters for the following marketing professionals:

MARKETING COMMUNICATION ADVERTISING MANAGER

This position will support the company in all of its marketing communication needs. Responsibilities include directing and managing all aspects of corporate and product-specific marketing communications projects from creative concepts through completion; planning and budgeting; and implementation of advertising, direct mail, brochures, newsletters, press releases, and other related collateral materials. Individual will manage an in-house creative services department and act as a liaison with all levels of corporate management, suppliers, ad agencies, and other outside vendors. Candidate will possess strong project management, communication, copy-writing, and organizational skills. Bachelor's degree in communications or related field, five to 10 years of experience, and ability to travel are required.

SENIOR PRESENTATIONS COORDINATOR

This position will supervise a team of professionals to create a variety of presentations, print graphics and web-related projects. Ideal candidate will have supervisory experience, extensive knowledge of power point and similar software and the ability to create 35mm slide/overheads/transparencies and computer graphics. This computer savvy (both PC and Mac) individual will also possess project management skills and the ability to handle multiple projects and meet tight deadlines under pressure. Some travel necessary. Bachelor's degree in communications or related field and 3 to 5 years of experience required.

PUBLICATIONS COPYWRITER

This position requires a detail-oriented self-starter with excellent writing, communication and organizational skills. Candidate will write copy for the company's internal newsletters and high-tech publications. In addition to producing crisp and clear copy, this person will have project management skills and the ability to meet tight deadlines. PC knowledge/MS Word a must. Production or publishing background and experience using Quark/Photoshop is a plus. Bachelor's degree in journalism or related field and 3 to 5 years of experience are required.

We offer competitive salaries and comprehensive benefits packages, which includes tuition reimbursement, employee stock ownership, health and dental plans, 401k and a unique sabbatical program of up to 13 weeks paid-time off. Please send/fax resume indicating position of interest, with salary requirements to: **Arrow Electronics, Inc., Attn: HR-HG, PO Box 8901, Melville, NY 11747. Fax #516-391-1501. Equal Opportunity Employer. See us on the Internet at www.arrow.com**

ARROW ELECTRONICS, INC.

Looking for the perfect job?
ADWEEK CLASSIFIED

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

HELP WANTED

One of the leading, best-recognized names in marketing and media research has two senior level openings in its New York office:

GENERAL MANAGER TECHNOLOGY RESEARCH

This position is responsible for overseeing the Company's newly-formed Technology Research business unit, primarily comprised of the Company's existing technology industry studies. Responsibilities include: development and implementation of an annual business plan for each of these studies; development of study specifications; client management and some direct sales; public "spokesperson" representation of these and other studies; and oversight and development of other new Internet - and technology-based offerings and Joint Ventures.

The successful candidate will be a motivated, autonomous self-starter with a strong background in primary research, media research (magazines a plus), and sales & marketing, with work experience in the technology sector.

The position reports directly to the President, and offers a competitive compensation package in a challenging environment. Please respond with resume and salary requirements.

DIRECTOR OF BUSINESS DEVELOPMENT CUSTOM RESEARCH SERVICES

This is a sales and business development position, responsible for creating presentations and proposals that win business on behalf of the Company's Custom Research group. The candidate will oversee at least one sales person, and must work well in a team-oriented environment in conjunction with the Custom Operations group. The position will be responsible for leading the company's initiatives in responding to RFP's; for developing new business strategies based on the company's expertise and capacity for conducting primary research; and, for developing new services that can become ongoing, syndicated service offerings. In addition, face-to-face presentations will typically be required to close business.

The successful candidate will have a proven track record of success writing winning research proposals; a thorough understanding of primary research; excellent presentation skills; and some direct sales experience. Knowledge of the media business--especially magazines and Cable TV --is a plus.

The position reports either to the EVP, Sales & Marketing, or to the President and offers a competitive compensation package in a challenging work environment. Please respond with resume and salary requirements.

ADWEEK Classified, Box 4096
1515 Broadway, 12th fl., New York, NY 10036
conad@adweek.com Subject: 01-M-0180

ADVERTISING

SENIOR ART DIRECTOR

Healthcare advertising agency seeks Senior Art Director. The ideal candidate will possess 5+ years agency experience; healthcare, biotech, or high-tech experience a plus. Strong creativity and ability to think strategically a must. Hands-on, strong team skills, and high energy important.

We are a dynamic, privately owned agency that has built a reputation on our strong creative work. We offer a competitive benefits and compensation package, and are willing to relocate the right person. For more information on our company, please go to our website at www.ssw1.com.

Interested candidates should send their cover letter, resume, and three nonreturnable samples to:

Sperling Sampson West
Attn: Human Resources
650 California St., 5th Floor
San Francisco, CA 94108

Or fax to:
(415) 421-8666
Or email to:
sarah@ssw1.com

EOE



REGIONAL SALES MANAGER

ZapMe! has an immediate opening for a senior sales professional to head our national sales office in New York. You should possess a successful diversified media sales and/or broadcast media (network, cable or spot) background, with contacts at both agency and client levels.

We are currently in the midst of launching our revolutionary new, satellite-delivered, high-speed, interactive, private on-line network, the ZapMe! Knowledge Network, for schools K-12. ZapMe!'s unique combination of bandwidth, educational content and Internet access offers major consumer packaged goods their first viable online branding opportunities.

The ideal candidate will possess sales or promotional experience in youth marketing and a proven record in the formulation and implementation of effective business development strategies. You must be a performance oriented creative thinker and a master of high-concept consultive selling.

ZapMe! offers tremendous growth potential and an excellent compensation and benefits package. For immediate consideration, mail or fax a brief cover note and resumé attention to Frank Darien: ZapMe!, 3000 Executive Parkway, San Ramon, CA 94583, fax: 925-543-0301, or email FDarien@zapme.com No phone calls, please.

VP, MANAGEMENT SUPERVISOR - INTERACTIVE

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EOE/M/F/AD/V

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Infonautics Corporation
900 West Valley Road, Suite 1000, Wayne, PA 19096
Fax it to: 610-225-6322 or e-mail it to: humanresources@infonautics.com

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Yvonne Hartung

NY Human Resources Director
Meredith Corporation
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New York, NY 10017
FAX: (212) 551-6919

EOE

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National Geographic Society
1145 17th Street, NW
Washington, DC 20036-4688
Attn: Human Resources/PT
Fax: 202-857-7741

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Send resume and salary requirements in confidence to:
National Cable Communications

Attn: Promotion Position

114 W. 47th St, 17th Fl

New York, NY 10036

Fax: (212) 730-7479

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(310) 768-2026

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CULTURE TRENDS

MTV's BUZZWORTHY

BUZZWORTHY are usually by new, up-and-coming artists who MTV believes have special potential. Of the videos that MTV designated as BUZZWORTHY, the vast majority have been certified gold or platinum.

Week of 12/28/98

Artist/Group: **New Radicals**

Song/Video: **"You Get What You Give"**

Director: **Evan Bernard**

Pop culture, the record biz, society as a whole, a landscape so filled with cowardly leaders, Pamela Anderson pornos, vague dismissals of real issues- all amidst an arsenal of soulless fake punk, wannabe icons who tug at the pant leg of mainstream consciousness. Curiously, kids still look down, only to see melodyfree careerists with huge media profiles and music so hyped, yet uninspired that said "icons" are household names barely peek to platinum. Is it because the kids want to buy videogames? Is it because they all fled to rap? Or is it because...they smell a rat? Well the New Radicals smell it too and there here to show us the light!

Artist/Group: **Limp Bizkit**

Song/Video: **"Faith"**

Director: **Fred Durst**

These Jacksonville gents possess one helluva monstrous sound that will literally knock the wind right out of you. Furious, enlightening and energetic-Limp Bizkit redefines any and all musical genre barriers while creating an entirely new standard for aggressive music. Their debut album, *Three Dollar Bills, Y'all\$* blends the perfect amount of street-wise attitude, honest emotion, slammin' grinds, instantly infectious grooves and powerful lyrics into one huge, bubbling cauldron of intense power

© 1998 MTV

The Hollywood Reporter's Box Office

For 3-Day Weekend ending January 2, 1999

This Week	Last Week	Picture	3-Day Weekend Gross	Days In Release	Total Gross Sale
1	New	Patch Adams	25,262,280	3	25,262,280
2	New	Stepmom	19,142,440	3	19,142,440
3	1	You've Got Mai	18,101,967	10	47,439,770
4	2	The Prince of Egypt	15,119,107	10	40,058,288
5	New	The Faculty	11,633,495	3	11,633,495
6	New	Mighty Joe Young	10,602,042	3	10,602,042
7	3	A Bug's Life	10,126,455	38	114,492,154
8	4	Star Trek: Insurrection	7,304,179	17	47,734,318
9	6	Enemy of the State	5,295,377	38	87,486,865
10	5	Jack Frost	3,903,021	17	22,518,287
11	8	The Rugrats Movie	2,666,292	38	82,015,627
12	22	Shakespeare in Love	2,609,894	17	3,589,742
13	7	The Waterboy	2,332,774	52	145,577,190
14	18	Waking Ned Devine	1,664,179	38	3,875,646
15	New	Down in the Delta	1,636,678	3	1,636,678
16	28	Rush Hour	1,551,791	101	134,772,462
17	12	Life is Beautiful	988,234	66	9,434,954
18	10	Elizabeth	854,052	52	14,620,584
19	--	Urban Legend	531,732	94	37,052,806
20	9	Psycho	526,985	24	20,030,270
21	19	A Simple Plan	444,014	17	1,643,369
22	24	Everest	394,813	297	55,072,637
23	9	I Still Know What You Did Last Summer	804,063	31	37,155,814
24	15	Practical Magic	311,435	73	46,262,588
25	New	The Thin Red Line	282,534	5	369,357
26	13	Babe: Pig in the City	272,085	33	15,345,375
27	53	Dancing at Lughnasa	251,134	45	738,104
28	27	There's Something About Mary	249,334	166	174,151,288
29	23	The Siege	223,548	52	39,716,979
30	32	Gods and Monsters	222,423	54	1,493,656
31	26	Home Fries	176,167	33	9,972,175
32	40	Little Voice	170,974	24	523,695
33	21	I'll Be Home for Christmas	170,105	45	11,811,407
34	New	Hurlyburly	164,826	3	164,826
35	11	Meet Joe Black	151,795	45	43,116,505hey

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CULTURE TRENDS

MTV Around the World

Week of 1/2/99

MTV Europe

Artist	Title
1. George Michael	Outside
2. Alanis Morissette	Thank U
3. U2	Sweetest Thing
4. Cher	Belive
5. Lauryn Hill	DooWop (That thing)

MTV Latin America (North Feed)

Artist	Title
1. Alanis Morissette	Thank U
2. U2	Sweetest Thing
3. Garbage	Special
4. The Cardigans	My Favorite Game
5. Natalie Imbruglia	Wishing I Was There

MTV Brazil

Artist	Title
1. Garbage	Special
2. U2	Sweetest Thing
3. Alanis Morissette	Thank U
4. New Radicals	You Get What U Want
5. The Cardigans	My Favorite Game

MTV Japan

Artist	Title
1. U2	Sweetest Thing
2. Alanis Morissette	Thank U
3. Jon Spencer Blues	Talk About the Blues
4. Oasis	Acquiesce
5. Hide W/Spread Beaver	Hurry Go Round

Billboard's Top 15 Singles

Compiled from a national sample of top 40 radio airplay monitored by *Broadcast Data Systems*, top 40 radio playlists, and retail and rack singles sales collected, compiled, and provided by *SoundScan*. January 2, 1999

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	10	I'm Your Angel	R. Kelly & Celine Dion
2	2	2	14	Nobody's Supposed To Be Here	Deborah Cox
3	3	1	17	Lately	Divine
4	5	4	7	...Baby One More Time	Britney Spears
5	6	3	14	Because Of You	98 Degrees
6	4	4	31	From This Moment On	Shania Twain
7	7	1	8	Doo Wop (That Thing)	Lauryn Hill
8	12	8	9	Trippin'	Total (Missy Elliott)
9	9	9	10	Have You Ever?	Brandy
10	8	7	8	Love Like This	Faith Evans
11	11	11	2	Goodbye	Spice Girls
12	10	8	15	Lullaby	Shawn Mullins
13	13	12	15	Save Tonight	Eagle-Eye Cherry
14	14	7	42	This Kiss	Faith Hill
15	15	5	11	Hands	Jewel

©1998 Billboard/SoundScan, Inc./Broadcast Data Systems

Billboard's Heatseekers Albums

Best selling titles by new artists who have not appeared on the top of Billboard's album charts. January 2, 1999 Provided by *SoundScan*.

This Week	Last Week	Wks. on Chart	Artist	Title
1	2	8	New Radicals	Maybe You've Been Brainwashed Too
2	3	22	Five	Five
3	4	7	Divine	Fairy Tales
4	5	12	Shakira	Donde Estan Los Ladrones?
5	6	16	The Flys	Holiday Man
6	7	24	Cleopatra	Comin' Atcha!
7	8	18	Jennifer Paige	Jennifer Paige
8	10	18	The Wilkinsons	Nothing But Love
9	13	16	Tatyana Ali	Kiss The Sky
10	1	2	Full Blooded	Memorial Day
11	19	12	Org	Candyass
12	9	5	TQ	They Never Saw Me Coming
13	11	8	Rebecca St James	Pray
14	26	2	Bob & Tom	Back in '98
15	14	11	Tyrese	Tyrese

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Magazines

BY LISA GRANATSTEIN AND JOHN MASTERTON

A New Book of Lists

Reader's Digest is quickly mastering the art of database marketing

Amid all of *Reader's Digest's* bad press of 1998 (missed rate bases, missed marketing opportunities), Greg Coleman, president of U.S. magazine publishing, vowed that the 76-year-old book would redouble efforts to market its storied subscriber database in more lucrative, innovative programs. Some scoffed that the country's largest monthly (14.7 million paid circulation) wasn't dexterous enough to master the focused-niche programs many advertisers covet. But new additions like "Viewpoints on Health" (single-sponsor booklets on medical ailments) and the "Entry Point Database Co-Op" (direct response ads in themed booklets) have been early sellouts, which, *RD* vp/U.S. publisher Bernadette Haley says, have helped boost the title's fiscal 1998 revenue 10 percent over 1997's record mark. (Even so, in '98, *RD* ran 1,019.03 ad pages, down 6.22 percent from 1997.)

Latest evidence of the marketing effort is a regional travel advertising special, dubbed "Travel Choices" that will put geographically targeted ads in 4.1 million subscription copies of *RD* along with its 600,000-circulation sister title, *New Choices*. Slated to debut in May, the program is designed to give local and regional travel marketers some of *RD's* heft while sparing them the prohibitive expense of buying run-of-book ad schedules.

"We're unique because we have the mass tonnage, but we can also niche it to do special programs for individual states or regions," says Haley, who returned to *RD* last summer after a stint at *Good Housekeeping*.

Results can also be special. One *RD* regional travel account, Tennessee's Chattanooga Area Convention & Visitors Bureau, boasts of a 90 percent conversion rate—those who visited or planned to visit—from 26,000 responses to a three-time schedule it ran last spring.



Haley's comet: Making stars of local travel advertisers.

"I've done a lot of conversion studies in my 13-year tourism career, and that's the highest I've ever seen," says Landon Howard, director of marketing and communications at the bureau, which will repeat the effort with the "TC" component this spring. "Publications that offer limited-circulation programs with specific geographic areas [nearby 'feeder market' states that produce much of his area's vacationers] are the ones that will get my attention."

"TC" is also unique in that it marks the first formalized combo sell of two Reader's Digest Association-owned magazines.

And, to underscore its connections to the travel industry, *RD* has partnered with the 18,000-member American Society of Travel Agents, which will carry the "TC" advertising section in the May 1999 issue of its in-house magazine and display all three publications at two spring conferences.

Haley says that growth in the travel category—which through October had soared to \$9.3 million, up 82.3 percent over 1997—is no accident. "We've now got a full program in place to target the category [including using local rep firms to bring in local travel advertisers], and I'm convinced

that Travel Choices will be a winner." Travel advertising is booming elsewhere, too, with four monthly travel books tracked in the *Mediaweek Magazine Monitor* growing a combined 12.7 percent in 1998 ad pages. —JM

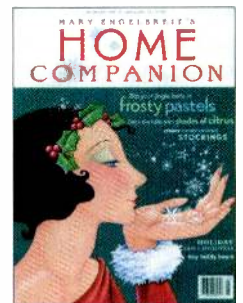
Post-Martha Modernism

A new subcategory meets conspicuous consumption

Beyond the mass and upscale, nestled between cozy home books such as Hearst's *Victoria* and Meredith's *Country Home* and their regular panoply of scone recipes and throw pillows, is a growing subcategory—"artistic home" magazines, led by *Martha Stewart Living*, offering readers a more personal touch.

While Martha Stewart spun off her 2.24 million-circ magazine into an empire, greeting-card queen Mary Engelbreit has found modest success with her 2-year-old bimonthly, *Mary Engelbreit's Home Companion*. Targeted at boomer women with a creative streak, the St. Louis-based magazine was a spinoff from a series of Engelbreit home decorating books. "We wanted to feature artists' homes...and see big pictures of what's in them," says Engelbreit. "We didn't want to see a lot of decorator homes without many personal things."

The magazine is a mixed bag of simple recipes, do-it-yourself crafts, features on



Magazines

artists' and collectors' homes and gardens and Engelbreit's artwork all the way through.

Launched with a circ of 100,000 in the fall of 1996, *HC*'s rate base steadily climbed to 350,000 last year and 450,000 effective with this year's Feb./March issue. The increase may prove to be a challenge. Through June of last year, *HC* reported a paid circ of 328,261, according to the Audit Bureau of Circulations.

The magazine, co-published by Engelbreit, Cox Newspapers Inc. and Andrews McMeel Publishing, has hard-core fans—Engelbreit's greeting cards and licensed tchotchkes brought in an estimated \$100 million in 1997. *Home Companion's* year-end tally of mostly endemic ads (food and home furnishings), which are not measured by the Publishers Information Bureau, came in at roughly 100 pages, notes

publisher Deborah DuCharme. While *HC* will focus on growing circ and non-endemic ad pages next year (automotive, liquor and financial services), Engelbreit will branch out into cable. In February, she'll tape two segments for Discovery Channel's *Home Matters*. She's also talking to HGTV and Lifetime about a showcase of her home and office, the latter an old church.

While Engelbreit's book may not be as big as Martha's, her empire may be pretty close.

A new title is poised to enter the field from Barbara Smith, whose empire includes a TV show, three restaurants and a book. Smith is partnering with American Express Publishing to launch *B. Smith Style* late this year, a more user-friendly, multi-culti *Martha Stewart Living*.

So what accounts for this subcategory? "We're back to conspicuous consumption," explains Martin Walker, chairman of Walker Communications. "But the baby boomers that spend all this money are married with children. So instead of spending money on exotic cars and vacations, ... the place to put the money is in your home and your gardens and make your statements there."

Still, not all these magazines are a sure bet. Gruner+Jahr USA Publishing purchased the New York Times Co.'s *Mary Emmerling's Country* back in 1993 as part of a package that included *Family Circle* and *McCall's*. It had folded by the time the acquisition closed. Maybe it was ahead of its time. —LG



BARBARA ELLIOTT MARTIN

Mediaweek Magazine Monitor

Weeklies
December 28, 1998



People always seem to get a bit behind this time of year, and after a two-week holiday hiatus, we have some ground to make up with weeklies' end-of-year ad-page results.

Overall, our group of 14 titles posted a modest 2.9 percent gain in ad pages on the year. *Time* used an ad-laden year-end double issue—in which antagonists Clinton and Starr were named "Men of the Year"—to help achieve an estimated 4.7 percent improvement. Things went the other way *(continued on facing page)*

	Issue Date	Current Pages	Issue Date Last Yr.	Pages Last Yr.	Percent Change	YTD Pages	YTD Last Year	Percent Change
News/Business								
Business Week ^{Dbi}	28-Dec	135.08	29-Dec	114.33	18.15%	4,175.22	4,109.99	1.59%
Economist, The ^{Dbi}	19-Dec	63.00	20-Dec	56.05	12.40%	2,851.32	2,900.28	-1.69%
Newsweek ^{Dbi}	28-Dec	43.81	29-Dec	58.78	-25.47%	2,488.64	2,647.21	-5.99%
People ^{Dbi}	28-Dec	69.58	29-Dec	87.5	-20.48%	4,045.81	3,998.90	1.17%
Sports Illustrated ^{Dbi}	28-Dec	61.98	29-Dec	77.43	-19.95%	2,742.14	2,905.21	-5.61%
Time ^{Dbi/E}	28-Dec	117.8	29-Dec	99.17	18.79%	2,912.08	2,781.11	4.71%
US News & World Report	DID NOT REPORT							
Category Total		491.25		493.26	-0.41%	19,215.21	19,342.7	-0.66%
Entertainment/Leisure								
AutoWeek	28-Dec	23.8	29-Dec	17.33	37.33%	1,544.12	1,433.73	7.70%
Entertainment Wkly. ^{Dbi}	25-Dec	61.70	26-Dec	70.12	-12.01%	1,920.26	1,937.43	-0.89%
Sporting News	28-Dec	11.99	29-Dec	9.62	24.64%	824.82	699.28	17.95%
Time Out New York	31-Dec	54.00	31-Dec	62.00	-12.90	3,315.15	2,511.71	31.99%
TV Guide	DID NOT REPORT							
Category Total		151.49		159.07	-4.77%	7,604.35	6,582.14	15.53%
Sunday Magazines								
Parade	27-Dec	16.52	28-Dec	13.64	21.11%	636.33	680.81	-6.53%
USA Weekend	27-Dec	8.32	28-Dec	7.83	6.26%	609.60	673.58	-9.50%
Category Total		24.84		21.47	15.70%	1,245.93	1,354.39	-8.01%
TOTALS		667.58		673.8	-0.92%	28,065.49	27,279.23	2.88%

E = ESTIMATED PAGE COUNTS. NOTE: 1998 YTD TOTALS FOR EW AND SI ARE MEDIaweek ESTIMATES; DBL = DOUBLE ISSUE.



Biweeklies
December 28, 1998

Post-holiday catch-up is the name of the game here, too. As we close out the year for biweeklies, two factors really helped beef up the category's ad-page counts: the March introduction of Disney's *ESPN The Magazine*, which put almost 1,250 ad pages on the scoreboard its first year out; and vast improvement at William Buckley's *National Review*, *(continued on facing page)*

	Issue Date	Current Pages	Issue Date Last Yr.	Pages Last Yr.	Percent Change	YTD Pages	YTD Last Year	Percent Change
BUSINESS/ENTERTAINMENT								
ESPN, The Magazine	28-Dec	73.25	N.A.	N.A.	—	1,245.23	N.A.	N.A.
Forbes	28-Dec	73.62	29-Dec	54.19	35.86%	4,734.00	4,664.04	1.50%
Forbes ASAP/FYI (Supp.)	No Issue This Cycle							
Forbes (Total)	28-Dec	73.62	29-Dec	54.19	35.86%	4,734.00	4,664.04	1.50%
Fortune	No Issue This Cycle							
National Review	31-Dec	13.75	31-Dec	10.25	34.15%	575.32	418.59	37.44%
Rolling Stone	No Issue This Cycle							
TOTAL		168.62		64.44	148.26%	12,270.26	10,541.19	16.40%

Mediaweek Magazine Monitor



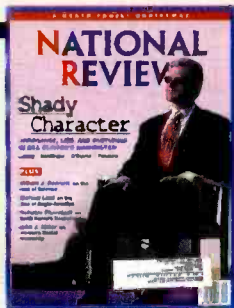
Weeklies

December 21, 1998

(continued from facing page) at *Newsweek*, whose "Perspectives 98" special was off 25 percent, bringing the book in down almost 6 percent. As expected, *People* broke the 4,000-page plateau. Even though the year-end double issue was down 18 pages, the Time Inc. cash machine chugged home with 4,046 ad pages. Biggest percentage gainers on the year were *The Sporting News* (up 18 percent) and *Time Out New York* (up 32 percent), which is writing quite a story in NYC entertainment advertising. —JM

	Issue Date	Current Pages	Issue Date Last Yr.	Pages Last Yr.	Percent Change	YTD Pages	YTD Last Year	Percent Change
News/Business								
Business Week	21-Dec	52.79	22-Dec	55.37	-4.66%	4,040.14	3,395.66	18.98%
Economist, The	12-Dec	52.75	13-Dec	44.63	18.19%	2,788.32	2,844.23	-1.97%
Newsweek	21-Dec	28.61	22-Dec	34.52	-17.12%	2,444.83	2,591.68	-5.67%
People	21-Dec	75.65	20-Dec	62.15	21.72%	3,976.23	3,911.40	1.66%
Sports Illustrated ^E	21-Dec	63.44	22-Dec	81.28	-21.95%	2,680.16	2,785.70	-3.79%
Time ^E	21-Dec	48.50	22-Dec	40.99	18.32%	2,794.28	2,767.07	0.98%
US News & World Report	DID NOT REPORT							
Category Total		321.74		318.94	0.88%	18,723.96	18,295.74	2.34%
Entertainment/Leisure								
AutoWeek	21-Dec	20.31	22-Dec	20.53	-1.07%	1,520.32	1,416.40	7.34%
Entertainment Weekly ^E	18-Dec	45.69	19-Dec	40.7	12.26%	1,858.56	1,808.55	2.77%
Sporting News	21-Dec	8.33	22-Dec	16.43	-49.30%	812.83	689.66	17.86%
Time Out New York ^{DBL}	16-Dec	101.05	17-Dec	59.00	71.27%	3,261.15	2,449.70	33.12%
TV Guide	DID NOT REPORT							
Category Total		175.38		136.66	28.33%	7,452.86	6,364.31	17.10%
Sunday Magazines								
Parade	20-Dec	6.00	27-Dec	9.99	-39.94%	619.81	667.18	-7.10%
USA Weekend	20-Dec	7.36	21-Dec	7.83	-6.00%	601.28	665.75	-9.68%
Category Total		13.36		17.82	-25.03%	1,221.09	1,332.93	-8.39%
TOTALS		510.48		473.42	7.83%	27,397.91	25,992.98	5.41%

E = ESTIMATED PAGE COUNTS. NOTE: 1998 YTD TOTALS FOR EW AND SI ARE MEDIAWEEK ESTIMATES; DBL = DOUBLE ISSUE.



Biweeklies

December 14, 1998

(continued from facing page) which showed consistent issue-to-issue growth en route to finishing up 37.4 percent on the year. Combined, the two books added 1,400 ad pages to the sector. *Rolling Stone* inched in three-quarters of a page over 2,000 ad pages, reaching that plateau for the first time as it bested its previous high mark of 1,990 ad pages back in 1990. —JM

	Issue Date	Current Pages	Issue Date Last Year	Pages Last Year	Percent Change	YTD Pages	YTD Last Year	Percent Change
BUSINESS/ENTERTAINMENT								
ESPN, The Magazine	14-Dec	61.74	N.A.	N.A.	—	1,110.24	N.A.	N.A.
Forbes	14-Dec	180.50	15-Dec	171.97	4.96%	4,660.38	4,609.86	1.10%
Forbes ASAP/FYI (Supp.)	No Issue This Cycle							
Forbes (Total)	14-Dec	180.50	15-Dec	171.97	4.96%	4,660.38	4,609.86	1.10%
Fortune ^{DBL}	21-Dec	195.04	22-Dec	185.94	4.89%	3,714.99	3,599.77	3.20%
National Review	21-Dec	27.83	22-Dec	14.92	86.53%	561.57	408.34	37.53%
Rolling Stone ^{DBL}	24-Dec	156.73	25-Dec	161.41	-2.90%	2,000.72	1,858.79	7.64%
TOTAL		621.84		534.24	16.40%	12,047.90	10,476.76	15.00%

60 SECONDS WITH...

Elizabeth Crow
Editor in chief
Mademoiselle



Q. Why give February's *Mademoiselle* a makeover? **A.** Well, it's an upgrade, really. In the five years I've been here, we've basically overhauled the magazine three times. The competitive set changes, obviously, but mostly the state of being 20-something changes constantly. A magazine that talks to that audience has to stay five minutes ahead of the reader. **Q.** How would you describe its new and improved look? **A.** It's a reach into the near future. I suddenly realized that far from competing with the Internet, magazines are completely compatible. It seemed to me we could create a wonderful service to the readers by helping them go deeper and further than a magazine can take them alone by creating these "Mille" (pronounced Millie) links throughout the magazine. They are recommended Web sites that a reader can turn to to get more information, join forces with other people or buy merchandise online. The overall design has rich sari-like tones that are very modern and is both pretty and strong. We have new typefaces, and a slight change in the logo. **Q.** Are there any new sections? **A.** There's a whole new section called "Break-through," which is a get-it-done guide on money, work, health and home. And we've expanded our health and fitness and style sections, as well as expanded our entertainment coverage. **Q.** In January's issue you predicted some hot PostModern trends like *LSD Weekends*? Will you...? **A.** Not me. No. That stuff rots your brain [chuckles]. I was a grown-up in the '70s. I'm not going to do that again. However, I see it coming. I also see communal living... **Q.** So, the violin is more your cup of tea? **A.** I took classical violin lessons for about four years. But...I decided I'm really more interested in swing, Irish and bluegrass music. I play in a quartet with friends. **Q.** Are you ready to quit your day job? **A.** Uh-uh. No, that would be a fast route to the poorhouse. —LG

ADWEEK

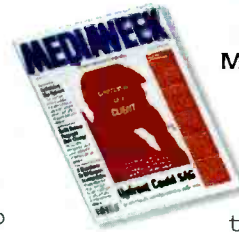
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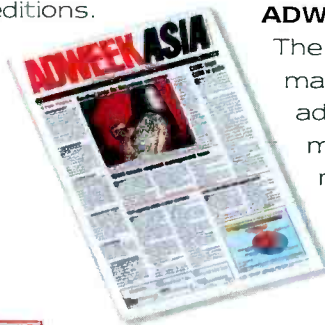
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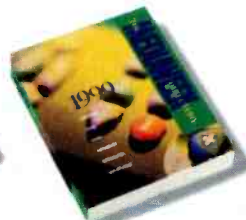
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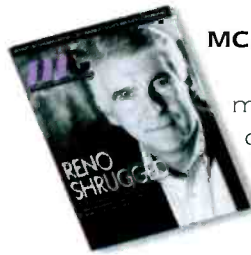


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Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

'99 Benign? Nein!

WHAT KIND OF A YEAR WAS 1999? PEERING BACK from our dark, cold and so very doomed world of Y2K,

it's easy now to see where we went wrong and what we should have done, but alas, it's too late. We all (not just Media Person, for once) seemed oddly lethargic and passive throughout this anticlimactic year, mesmerized like startled deer by the oncoming millennial headlights. Poor '99. From the start, it seemed like a particularly lame duck, not unlike our beleaguered former president who, banished by the Senate to exile in Guam, met a tragicomic end, devoured by wild pigs while returning

in the dark from his secret counseling work at a leper colony for underprivileged girls. The National Day of Mourning and Snickering proclaimed in his honor by President Hastert (who had been sworn in only the week before, following President Gore's mysterious accidental demise while duck hunting with Charlton Heston) was a solemn occasion with processions of cigar-twirling, black-beret-clad interns marching in all major U.S. cities.

The economy was as disheartened as the citizenry, with the stock market soaring in May, plummeting in August and scuttling sideways in November. European markets were thrown into turmoil with the introduction of the continent's new currency, the euro. A crack team of urologists (Well, who else would you call?) was flown in to diagnose the problem and traced the root of the crisis to France, where the banking system was paralyzed because French officials disagreed violently over whether to pronounce the word "yoor-oh" or "oo-rawh." Meanwhile the White House faced an unprecedented foreign-affairs emergency when Saddam Hussein proposed that this year Iraq should do the bombing and the U.S. hide the weapons. U.N. Secretary General Kofi Annan said he would break the stalemate by flipping a euro. At almost the same time, Russia announced it had decided to give up trying

to become a modern nation and would revert to an old system that had always worked well in the past: barbarism, superstition, alcoholism and mass hysteria with every man for himself.

Even the mightiest engine of western civilization, the show business sector, showed signs of lowered morale and incipient dysfunction.

The big TV networks failed once again to come up with any major new hits, but CBS achieved a modest success with its sitcom,

CBS had success with *Everybody Hates Kenneth*, starring Gary Shandling as an obsessed prosecutor who keeps trying to impeach his own wife.

Everybody Hates Kenneth, starring Gary Shandling as an obsessed prosecutor who keeps trying to impeach his own wife. WB's irony-laced action series, *Binky*, *Seductive Teenage Serial Killer*, won a following among the young as well as critical raves and Comedy Central's naughty cartoon show for children, *Ka-Ka Doo-Doo*, won an Emmy for coming incredibly close to being funny.

The highest-rated show of the season, Barbara Walters' interview with Monica Lewinsky, produced no shocking political revelations, but viewers were surprised when Walters blurted, "We are so much alike, I'm going to adopt you," following which, Lewinsky cried out, "Mom!" and the two hugged, bursting into tears as Whitney Houston and Mariah Carey

appeared and sang a soulful duet. The second-highest-rated show was Oprah Winfrey's interview with herself in which she announced her candidacy for president and was immediately declared the winner by the pollsters. She vowed to invite more celebrities to the White House and to meet individually with every single U.S. citizen. Viewers were inexpressibly saddened during the year when they learned that the Taco Bell Chihuahua had passed away while on a public-appearance tour of Taco Bell franchises, after being mistaken for a rodent by a nearsighted kitchen inspector and sprayed with nerve gas.

On the technology front, the rollout of high-definition television suffered a setback when the Christian Right complained that the new process enabled viewers to see through people's clothing. Sony introduced its newest electronic wonder, the Super High Digital Laser Micro Component System. Retailing at \$2,500 and totally revolutionizing home entertainment, it sold out in days, but unfortunately, no one had the faintest idea how to hook it up or what it would do if you could.

In Hollywood, DreamWorks continued its new old tradition of animated Old Testament drama with *Queen of Persia*, starring the voice of Fran Drescher as Esther and featuring the first duet ever by Yassir Arafat and Bibi Netanyahu. Not to be outdone, Disney struck back with *The Macabees*, a stirring saga of

a hive of heroic Hebrew honeybees and their struggle against the oppressive Roman Empire. Director Nora Ephron had another hit on her hands with her romantic comedy *E-Mail from Seattle*, starring Tom Hanks and Meg Ryan as strangers who meet on *The Jerry Springer Show* and beat each other senseless before realizing they are deeply in love.

It was all mildly diverting as well as infinitely depressing, but then along came New Year's Eve and, well, you all know the dark horror that descended then. But even in the worst of times there's always an upside, and that's true even today. Frankly, Media Person enjoys writing these columns with a pencil by candlelight and delivering them to you by hand. So much more personal. ■

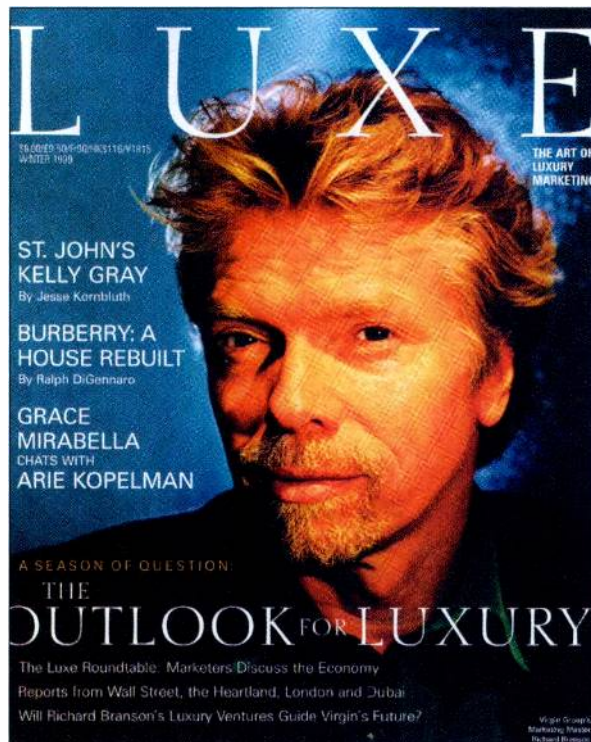
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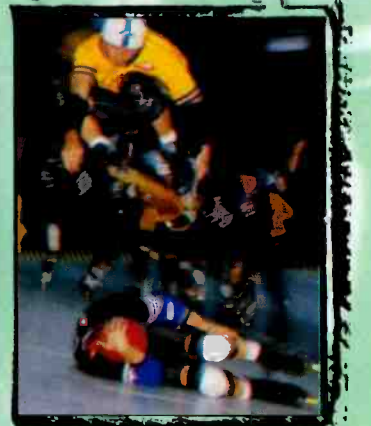
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