

MEDIA WEEK

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TELEVISION

A New Year's Shakeup for Sales Execs

Barbera resurfaces with Odyssey; Siegel exits MTV; Guariglia joins Pax

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THE MARKETPLACE

AT&T Rings Up \$8-10 Mil In Cable Buys

Basic networks get windfall from giant's new image campaign

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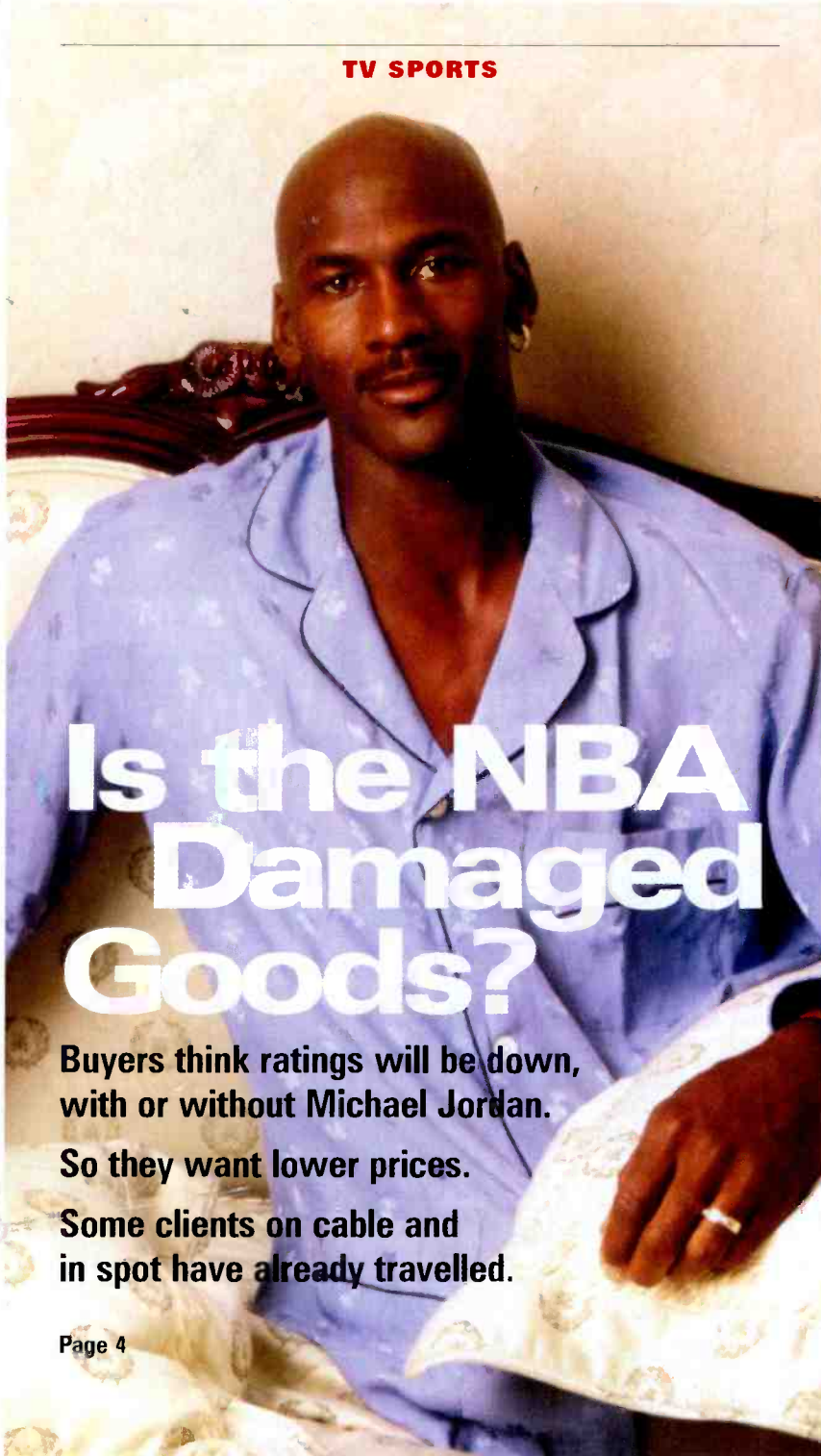
WASHINGTON

FCC Report On Ad Buying To Hit Hard

Analysis is expected to list examples of bias against and Hispanic radio stations

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TV SPORTS



Is the NBA Damaged Goods?

Buyers think ratings will be down, with or without Michael Jordan.

So they want lower prices.

Some clients on cable and in spot have already travelled.

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MARKET INDICATORS

National TV: Excited

With the NBA back on track, NBC is anxious to start selling the remaining half of inventory not committed during the upfront. Look for agencies to seek discounts for anticipated viewership declines.

Net Cable: Active

Big buys by AT&T have major networks feeling flush. First-quarter scatter is pacing at double-digit bumps over upfront.

Spot TV: Quiet

Auto advertisers that typically run during NBA telecasts have already committed their first-quarter dollars elsewhere. Business is soft, but second quarter is expected to be better, with ads for Internet search engines and pharmaceuticals.

Radio: Tepid

Inventory is open in the East and Midwest through January. The West Coast is beginning to buzz, with TV sweeps tightening up February inventory.

Magazines: Slow

Advertisers are beginning to come out of last fall's planning funk, now that quiet talk of recession seems to have subsided.



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Laura K. Jones

JAN 12 1999

AT DEADLINE

Ohlmeyer Said to Head Possible New League

According to NBC insiders, Don Ohlmeyer, who has announced plans to step down from his post as NBC West Coast president by the end of this year, could become the first commissioner of the upstart professional football league being considered by NBC and Turner Broadcasting System. A decision on whether the networks will go ahead with the league, which would compete with the NFL, has been postponed until February. Ohlmeyer was not available for comment, and Ed Markey, NBC vp of sports information, said, "I hadn't heard this." But insiders said the commissioner's role for Ohlmeyer has been discussed, and one exec told *Mediaweek*: "It wouldn't surprise me. The timing would be right since the league would not begin until 2000, Don's background is with *Monday Night Football* and *Wide World of Sports*, and this will be a TV-driven league."

Marquee, ISI to Handle Bowl 2000

Marquee/ProServ and Integrated Sports International have been selected as national sponsorship sales agencies for the Metro Atlanta Super Bowl XXXIV Host Committee. The agencies were picked from a group of 12. Super Bowl XXXIV will be played in the Georgia Dome on Jan. 30, 2000.

XM Satellite Radio Adds Sports Talk

Adding content in preparation for a 2000 launch, XM Satellite Radio last week announced a deal with 24-hour sports talk network One-on-One Sports, giving XM its first sports channel. Similar to its deals with Bloomberg and C-SPAN, XM will pick up One-on-One's satellite feed. Other arrangements XM has with content providers such as Hefstel Broadcasting, Radio One and Salem Communications call for original content to be produced. Intended to be advertiser-supported, XM will be competing with the traditional radio networks for media budgets.

Spot TV Posts Strong Numbers

According to the Television Bureau of Advertising, spot TV ad dollars, including national and local, rose 6.5 percent during the first nine months of 1998 compared to the same period in 1997. Spot revenue was flat in July and August but roared back in September with political spending. Buoyed by the double-digit gains in October (mainly from political spots), CMR Media Watch predicts local spot dollars for all of 1998 will top out in the 6-8 percent growth range that TvB forecasted in 1997. In addition, TvB reported that syndicated TV increased 9 percent and network TV rose 8.7 percent, bringing total increases in broadcast revenue to 7.8 percent.

Blow Replaces Mitchell at *George*

George senior editor Richard Blow has been named executive editor of the magazine. Blow succeeds Elizabeth Mitchell, who left the political monthly over creative differences. Prior to joining *George*, Blow was editor of the now-defunct *Regardie's* magazine, a business and politics monthly based in Washington, D.C. *George* is a joint venture of John F. Kennedy Jr.'s Random Ventures and Hachette Filipacchi Magazines.

Sussex Lands Country Music Title

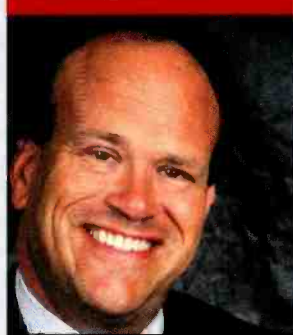
Sussex Publishers, owner of *Mother Earth News* and *Psychology Today*, last week added *Country Music* to its fold. The unaudited bimonthly, which Sussex acquired from Silver Eagle Publishers, claims a readership of 3 million. Sussex group publisher Lawrence Rose takes over as president/publisher of the title.

Addenda: Hachette Filipacchi Magazines has put *Indie* on hiatus after two issues. The controlled-circ independent-film title, which launched last May and published a September/October issue, lacked advertiser support...

A.H. Belo has upped three execs at its stations to the title of president and general manager: Kathy Clements-Hill of Dallas-based ABC affiliate WFAA-TV; Peter Diaz of Houston-based CBS affil KHOU-TV; and Allan Cohen of St. Louis-based CBS outlet KMOV-TV... **AT&T** and Tele-Communications Inc. last week bundled their respective cable, internet and wireless businesses into a new unit called **AT&T Wireless and Broadband**. The new unit will be headed up by TCI president and COO Leo Hindery... **Thomas McMillan**, former executive vp/CFO of Marcus Cable, has been named chief financial officer of Chancellor Media following the resignation of Matthew Devine, who left to pursue other interests... **ESPN The Magazine** has raised its circulation rate base to 700,000 from 500,000. The sports biweekly launched last March with a guaranteed circulation of 350,000. *ESPN* finished 1998 with 1,245 ad pages. In July, the Disney-ESPN-Hearst joint venture plans to increase its rate base again, to 850,000, with plans to hit 1 million by January 2000.

Correction: A data-entry error in the *Mediaweek* Magazine Monitor charts for the weeklies' Dec. 21 issues produced an artificially high year-to-date improvement for *Business Week*. *BW* was actually up 1.11 percent, en route to a +1.59 percent finish.

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MEDIA WIRE

Digital Radio Leaps Forward With Broadcast Backers

USA Digital Radio, one of three companies in the race to develop digital broadcast radio using in-band, on-channel technology (IBOC), has taken a quantum leap ahead of its competitors with the announcement last week that it has the financial backing of radio's biggest groups. Along with original owner CBS Corp., USA Digital Radio equity investors now include Chancellor Media, Citadel, Clear Channel, Cox Radio, Cumulus Media, Emmis, Entercom, Gannett, Heftel, Jacor, Radio One, Sinclair and the Chase Capital Partners investment firm.

"The world is moving to digital, and a number of broadcasters have realized they have a role to play. By participating in USADR, they can have a voice," said Jeff Jury, vp/business development and operations, USADR.

In an attempt to jump-start radio's transition to digital broadcast, USADR filed a lengthy petition in October to the FCC for implementing a digital audio broadcasting standard. The National Association of Broadcasters supported the petition.

Currently three companies—USADR, Lucent Digital Radio and Digital Radio Express—have been testing their respective technologies in order to be considered as the standard. Despite USADR's newfound broadcaster support, a Lucent spokesman said the company was still committed. USADR's move "doesn't affect the decision-making process of the FCC," said Chris Pfaff of Lucent. "The FCC will make decisions based on the best interests of the industry and the consumers."

The FCC has yet to act, but with nine of the top 10 radio broadcasters throwing their money behind USADR, a de facto standard may already be determined. —*Katy Bachman*

AAF Teams Up With P&G To Assess Industry Diversity

Procter & Gamble and the American Advertising Federation foundation are cosponsoring a survey to gauge the extent of diversity and multicultural marketing that (continued on page 6)

NBA Is Back, Hobbling

Buyers, expecting lower ratings, say pricing will have to fall

TV SPORTS / By Jim Cooper, John Consoli and Megan Larson

Both buyers and sellers suddenly found themselves off the bench last week, scrambling to figure out how the resurrected, 50-game NBA season would be scheduled, priced and sold. While the details were unclear, buyers said they would be asking for price adjustments that reflect an anticipated ratings drop for at least the first half of the shortened season.

"If I were negotiating with a network, I would make them take the ratings down by at least 10 to 20 percent. The audience is going to take a few games to get up there," said one buyer, who would not speak for attribution.

In concert with the predicted drops in ratings, the \$500 million in annual ad revenue the networks make on NBA telecasts might also dip depending on whether the market will succumb to the buyers' demand for lower CPMs.

Turner Broadcasting last year sold 30-second spots for regular-season NBA for \$18,000-\$20,000 and \$40,000-\$50,000 during the playoffs. Buyers said Turner's prices are comparable to and sometimes lower than those on Fox's regional networks, which often nets better ratings from local fans.

Turner was hurt the most by the lockout, missing 31 games of 80 scheduled to air. Turner ad sales executives were unavailable for comment. A Turner representative said that until a schedule is set, it would be impossible to discuss the ad sales picture. But asked about the status of Turner's NBA advertisers, the representative said about 75 percent of the networks' 48 advertisers were staying, while one-quarter of advertisers representing far less than 25 percent of NBA adver-

tising dollars had gone elsewhere. Half of Turner NBA advertisers moved their fourth-quarter money to the first quarter. The new schedule is expected to include an additional weeknight of games, and Turner will probably include that night in its schedule in order to recover lost revenue.

Fox Sports Net executives were also unavailable to discuss how the NBA would roll out on its regional services, although one ad sales staffer estimated the ratings decline at 12 percent to 15 percent at the outset of the season.

In general, media buyers are in no hurry to cut deals for their clients because there are too

many variables that have not been resolved. "We haven't heard the propaganda yet," said Tim Spengler, senior vp, national broadcast, Western International Media.

An average 30-second spot on NBC's NBA regular-season games cost advertisers about \$100,000 last year, according to several buyers. That price would need to be adjusted downward by as much as 10 percent to account for an anticipated loss of audience and by another 15 percent if Michael Jordan decides not to play, buyers said. (At presstime, Jordan had not yet announced his intentions.)

The agencies estimate that Jordan played in about a third of all games televised on both NBC and Turner last season and that ratings dropped significantly in televised games not involving his Chicago Bulls team.

Also likely to push ratings downward is the fact that the compacted schedule will be based more on geography than on attractive nationwide matchups, with in-conference games predominant over out-of-conference.



TOBY NIKHAIKAP PHOTO

The players are back, but many fans won't be.

NBC Sports president Dick Ebersol acknowledged that ratings will probably be down initially since it will take time to win back the "casual" NBA viewer. But Ebersol believes that a majority of the core fans will return immediately. NBC's first game telecast will be on Sunday, Feb. 7, and the season will be extended two weeks. Ebersol said this will enable NBC to air 27 or 28 of 31 games it had originally planned to air. For the postseason playoffs, however, where the viewing audience soars, there will be the same number of telecasts and they will follow last season's format. Ebersol said NBC's NBA telecasts, which were to begin with a doubleheader on Christmas day, were about 50 percent sold out during the upfront. He added that no advertiser scheduled to run has pulled out.

Ebersol said that to insure good ratings even if Jordan decides to retire, NBC will schedule an assortment of regional games as backups to air nationally in place of the Bulls if a Jordan-less team has a poor season. He also said consideration is being given to airing a special program on the lockout on Sunday Jan. 24.

Working for NBC and Turner is that there are not many places for advertisers to reach a younger male audience. "If NBC decides to hold up its pricing, we may have no choice but to pay it if we want to be there," said one agency exec, who asked not to be identified. "Other than the Triple Crown races, where you have to hope in a two-hour telecast to get the few minutes before the big race, or some big tennis or early baseball games, there is not as good a way to reach young men in the spring as NBA basketball. NBC knows this."

The amount of money available that has not yet been reallocated is still significant. "Some money has been allocated to other places such as the NCAA tournament (in March on CBS), but there is still money to be spent, said an agency buyer who also would not speak for attribution. "The NBA playoffs are still a desirable place to be."

Not so in the spot category. With a majority of their clients' dollars recommitted elsewhere this quarter, spot buyers find little room to accommodate the reemergence of the NBA on the screen. Auto advertisers, the leading spot spender in this arena, already placed buys for the year during the upfront. And with so many variables up in the air, most will likely wait on making second-quarter buys, said Bonita LeFlore, exec vp and director of local broadcast for Zenith Media in New York. "These games are going to be a hard sell," she said. Stations will recoup an estimated 30 percent of what they earned during last season, said one rep who requested anonymity. "And that's if they're lucky," he said. ■

New Year Sales Shuffle

Barbera in at Odyssey, Siegel out at MTV, Guariglia joins Pax

TELEVISION / By Jim Cooper and Michael Bürgi

The new year has ushered in a spate of management changes in the ad sales divisions of several television networks. As one well-liked sales executive abruptly departed MTV Sales last Monday, another sales veteran took the reins at Odyssey Channel, a newer service that's in the midst of a major programming and management overhaul.

Todd Siegel, vp of ad sales for MTV, resigned on Jan. 4, leaving, according to an MTV representative, "to pursue other opportunities." His departure comes on the heels of what company sources said was a \$1.1 billion ad sales year in 1998. Doug Rohrer, senior vp of ad sales for MTV and VH1, said he will temporarily take over Siegel's duties (Siegel had reported to Rohrer) and will replace him with either a new hire or from within at a future date. Siegel is a sales veteran of Turner Broadcasting Sales and CNBC.

Independent of Siegel's departure, MTV has hired an account executive, part of a long-term plan by MTV Nets management to get more salespeople on the street. MTV executives declined to identify the salesperson.

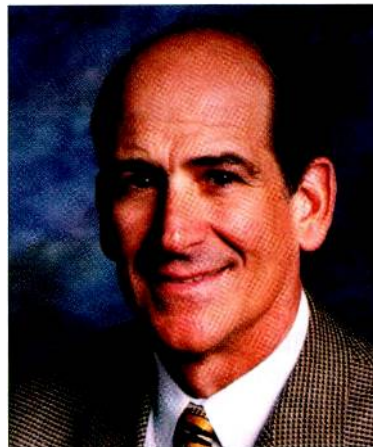
Hitting the street for Odyssey, longtime ad salesman John Barbera was named executive vp, advertising sales, Odyssey Channel. A 29-year veteran of the cable and broadcast sales, Barbera has already started at Odyssey, leaving behind J.B. Communications, his own consulting firm. Aside from a brief stint in 1996 as head of ad sales for the defunct WBIS+, the New York City TV station that had been co-owned by Dow Jones and ITT, Barbera had been president of Turner Broadcasting Sales, spending 16 years at the company until his abrupt departure in January 1994.

Odyssey is changing the service from a religious channel to a family-oriented entertainment service, tapping partners Hallmark Entertainment and the Jim Henson Co. for a dozen original movies and five to six series per year.

"We're going to relaunch this with Henson and Hallmark programming in April and I'm looking at a 0.7 [Nielsen universe rating] in prime time as the average for the first nine months of 1999," said Barbera, adding that Odyssey currently averages about a 0.1 to a 0.2 rating. He had done consulting work with Odyssey last summer before signing on with the 30 million subscriber network. Odyssey formed a partnership with Hallmark and Henson last year, naming Margaret Loesch as

its president.

Barbera says advertisers are clamoring for more family-based entertainment product and that he hopes to make the network's ad base 100 percent retail. "I want it to be wall to wall with Ford, Nestle, Johnson & Johnson and Coca-Cola," he said. In doing so, Barbera's main competition will be Fox Family Channel. The top ad sales executive there, Rick Sirvaitis, used to be one of Barbera's top lieutenants at



He's ba-ack: Barbera takes on Odyssey sales responsibilities.

Turner in the 1980s and '90s.

In a sales executive change on the network side, Michael Guariglia, former vp/director of sales and marketing for CBS, has replaced Michael Gannon at Pax TV as vp of network sales. At Pax TV, Guariglia will manage network revenue and coordinate all network sales activities. During his CBS tenure, Guariglia signed several major advertisers for the Winter Olympics telecast last January. From 1991 to 1996, he developed marketing plans for CBS Sports and handled such clients as GM, Ford, Chrysler, AT&T and Nike, as vp of sports sales. Before that, he served as director of sales for ESPN.

Gannon had joined Pax last summer after a 12-year stint with ESPN, where he rose to the post of vp of national sales, managing the network's sales team for national accounts across all dayparts. Guariglia was among several sales execs let go by CBS in a departmental shakeup last fall aimed at trimming the sales management staff and increasing the salespeople on the street. —with John Consoli ■

MEDIA WIRE

exists in the advertising industry.

Spearheading the study is Robert Wehling, P&G senior vp and the founding chairman of the AAF foundation's 21st Century Leadership Program, which brings together companies and their senior executives to provide funding and ideas to advance diversity and inclusiveness of racial and ethnic minorities in advertising.

The survey, which has taken six months to develop, will be mailed this month to CEOs at the 100 largest advertisers, agencies and media companies, along with AAF corporate members. The results will be announced in April.

The survey will look at the number of minorities employed at entry, professional and executive levels; employment by ethnic group; spending on ethnic consumers; spending with minority media and agencies; and the number of firms that use diversity as an agency selection criteria. —John Consoli

Comcast Forms VC Group To Invest in Internet Deals

Comcast Corp. last week formed Comcast Interactive Capital Group, a new division of the company that will function as a venture capital fund to find, acquire and run investments associated with the Internet. The \$100 million fund will be managed by Julian Brodsky, whose vice chairman title with Comcast will change to chairman. Comcast Interactive Capital group.

"CIC will provide a vehicle to invest in new technologies that will leverage Comcast's broad-based platform, content and e-mail business," said Brian Roberts, Comcast president, in announcing the creation of the new fund. Comcast is the fourth-largest cable company, serving 4.5 million cable customers nationwide. The MSO also owns majority stakes in the giant home shopping network QVC and in E! Entertainment Television.

Comcast's new media future was launched two years ago, when Microsoft chairman Bill Gates invested \$1 billion in the company, a ringing endorsement of cable. Gates' investment signaled that cable's pipe would probably be the best conduit for a (continued on page 8)

Hearst Regroups Titles

Black divvies up responsibility for most books between 2 top execs

MAGAZINES / By Lisa Granatstein

Hearst Magazines president Cathleen Black delivered two of her top lieutenants a belated Christmas gift last week. Michael Clinton, senior vp/chief marketing officer, and Anne Fuchs, senior vp/group publisher of *Marie Claire*, *Harper's Bazaar* and *Town & Country*, were handed the group publishing responsibilities of executive vp Robert Brink, who retired from Hearst last month.

In the new world order, Clinton will oversee *Esquire*; the new home/lifestyle group, which includes *House Beautiful*, *Gardener* and *Country Living*; and corporate marketing responsibilities for Hearst-Dow Jones' *SmartMoney*. Clinton will also continue to direct group ad sales, marketing and brand-building. Fuchs will run the new women's group, expanding her purview to include *Redbook*, *Victoria* and *Healthy Living*.

"This is like a double win," Black said of the new structure. "In no way does it change the publishers' responsibility. It's value-added, with stronger, larger groups that are very targeted."

The publishers of *Cosmopolitan* and *Good Housekeeping* will continue to report to Black.



Fuchs watches women's books; Clinton adds home mags, *Esquire*

VP/group publisher Jay McGill will continue to direct the men's active team, whose titles include *Popular Mechanics* and *Sports Afield*.

"Organizationally, it does give some structure that wasn't there before," one Hearst executive observed. "It's a management structure that can help us run our business more efficiently. It's not necessarily going to change the way we approach the marketplace."

Martin Walker, chairman of Walker Communications, said it may be significant that *Redbook* was placed in the women's group and not teamed alongside *Good Housekeeping*. "It may mean that they're positioning *Redbook* as more of a women's magazine with *Cosmo* and *Glamour*, and not as a service book," Walker said.

While Black will remain heavily involved with all aspects of the magazines, including the occasional sales call, the realignment will ease her load and allow her to focus on other areas. "We're expanding as we continue to launch internationally," Black said. "And all the changes in the marketplace—the wholesalers, distributors and retailers—need my thinking and my time." ■

1-800-Spend on Cable

AT&T drops \$8-10 million in first-quarter scatter on basic nets

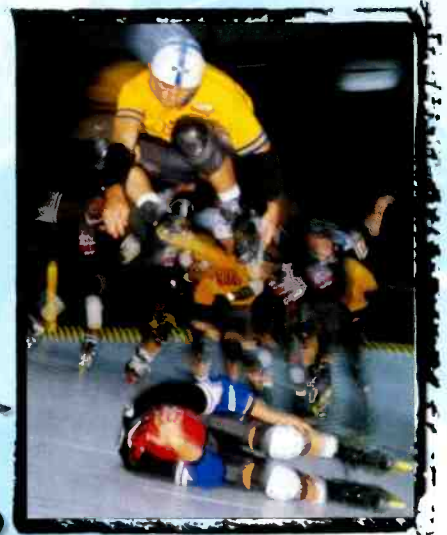
THE MARKETPLACE / By Jim Cooper

AT&T has launched its largest-ever marketing push on basic cable. The communications giant has already dropped \$8 million to \$10 million of first-quarter scatter money onto a raft of networks. The outlay is in support of several of its newest products as well as an overall image campaign touting AT&T as the home of all things communications at the end of the millennium. AT&T plans to spend considerably more in second- and third-quarter scatter as well.

"They're spending a boatload of money," quipped one cable ad sales executive, who declined to speak for attribution.

"We will be buying commercial time and running spots that are less tied to a particular product or service and more tied to the ease of which people can come to AT&T and find all of their communications desires satisfied," said Burke Stinson, an AT&T representative, who confirmed that AT&T will spend more on cable and the Internet than ever before. "As this century ends, cable has reached critical mass in the eyes of many advertisers, including AT&T," he added. Stinson would not say how much AT&T would spend on cable. Bob Igiel, executive vp/broadcast director at The Media Edge, AT&T media buyer, confirmed AT&T's cable buy but also declined to elab-

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variety of data and other communications into the home. —*Jim Cooper*

SRDS Adds Three Niches To Consumer Listings

It isn't every year that the Standard Rate & Data Service directory of consumer magazines adds a new subject category. But changing consumer markets and the emerging publishing niches that follow have prompted SRDS to add three new classifications beginning with the January book: adventure/outdoor recreation, ethnic and lifestyle.

"Consumer preference usually dictates the changes we make," said George Carens, vp/marketing at SRDS (which is owned by *Mediaweek* parent VNU-USA). "The growing appetite for adventure travel has created a proliferation of new magazines targeting that niche. It's no longer good enough to just group them with camping and outdoors."

Although the launch of *Adventure Journal* and *National Geographic Adventurer* were catalysts for the new classification, such titles as *Audubon*, *Field & Stream* and *Outdoor Life* will run duplicate listings there also.

Carens said the lifestyle category was created because of a proliferation of magazines formerly carried in the general editorial segment that didn't really belong there. Headliners include *InStyle* and *Town & Country*, as well as *American Cowboy*, *Bonkers*, *Eating Well* and *Fitness*. —*John Masterton*

USA Broadcasting's Ware Keeps His Options Open

Adam Ware, who resigned last Tuesday as executive vp of USA Broadcasting, said he has been approached by several players within the business but is in no hurry to make a decision about his next move.

Ware offered a "no comment" to reports that he is talking to UPN about taking a position that would include affiliate relations. Ware said that while he is not interested in a position devoted to affiliate distribution (a job he handled for six years at Fox), he would be interested in a post that included that responsibility. —*Megan Larson*

orate on the amount.

Several cable networks reported that large buys have been made for products such as "Call AT&T;" "00 Info," a rival to MCI's 10-10 9000 directory assistance service; and "The Personal Network," a grouping of new communications services.

Ad sales execs say AT&T is spending at least \$1 million at each of the following: ESPN, Comedy Central, Discovery, A&E, CNN, TBS and TNT, MTV Networks and USA Networks. While a Turner representa-

tive would not confirm the dollar amount, he did say that AT&T recently increased its spending with the company's news division and substantially increased its scatter buying with the entertainment networks.

AT&T's spending follows in the footsteps of the \$80 million or so MCI dropped on cable last year. Buyers said that as the merger of AT&T and cable giant Tele-Communications Inc. increasingly appears more likely, AT&T is freeing up advertising budgets that have been held up by the pending deal. ■

FCC's Ad Study to Hit Hard

Report to cite examples of bias against minority-formatted stations

WASHINGTON / By Alicia Mundy

Federal Communications Commission chairman William Kennard issued his agenda for 1999 late last week, indicating that one of his key priorities will be anti-minority bias in broadcast advertising. On Jan. 13, Kennard is expected to release the results of an FCC analysis of advertising practices related to minority-focused radio stations. The commission initiated the study last summer, after it received reports of advertisers and agencies directing budgets away from minority-formatted stations, particularly those with urban and Hispanic formats.

Sources at the FCC said that attorney Kofi Ofori of the Telecommunications Civil Rights Forum in Washington, who coordinated the study, has submitted "quantitative and anecdotal data" showing how major advertisers of, for example, luxury cars, have been steered away from advertising on urban music and talk radio and Spanish-language stations.

Ofori and FCC staffers' analysis of advertising rates is said to show that some top-rated urban and Hispanic stations in major markets are forced to sell their airtime for significantly less than what lower-rated easy listening and other "mainstream" formats are able to charge.

Sources involved with the survey said the process was hampered by station sales reps who declined to go on the record with the FCC regarding certain media buying agencies and advertisers. "They have tried to help us with data, but when it comes to naming names, they say that in such a sensitive business, they fear repercussions," an FCC staffer said last week.

Yet sources said the report will identify some advertisers and agencies that have acceded to "no urban format" policies.

Also on Kennard's agenda for this year is a decision on the "must-carry" issue. The chairman said last week that he does not want to preemptively rule that cable operators should carry all broadcasters' digital TV signals until he sees how the market is taking shape. One factor that must be considered is whether Congress passes a new law to allow satellite services to transmit local broadcast signals, thereby making DBS a more formidable competitor to cable. With the expansion of EchoStar, some of the problems DBS has faced in carrying most local

stations may be resolved. That in turn, could alter the marketplace and the must-carry strategy for cable operators, which have balked at having to carry all broadcasters' digital channels.

Kennard said the FCC plans to ask Tele-Communications Inc. for more information regarding its proposed merger with AT&T. Although the Justice Department's antitrust division has tentatively approved the merger, the FCC has been lobbied heavily by consumer groups about how the

deal will affect cable competition.

Regarding the end of cable regulation, set for March 31, Kennard said that in the past the FCC "was probably too liberal in allowing those 100 percent pass-throughs of programming costs to consumers," which have pushed up cable rates. Kennard said his agency will do everything possible to keep rates down, though it is uncertain whether the FCC will have any influence over Congress in determining cable deregulation. ■



Kennard: Must-carry, dereg also on agenda

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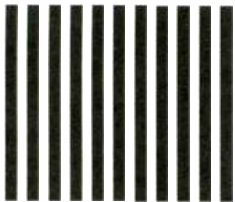
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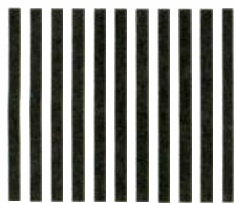
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CABLE TV

Tele-Communications Inc. and Time Warner last week moved to create several joint cable-system ventures that will serve about 1 million customers in Houston, southern Texas and El Paso. The deal follows similar alliances between other large MSOs to swap, sell and merge cable systems in order to create clusters of customers that are easier to serve and to reach with advertising. The systems to be combined are the TCI and Time Warner systems in Houston and TCI holdings in southern Texas and Time Warner's system in El Paso.

TNT snapped up the exclusive off-networks rights to *Law & Order* last week for about \$600,000 per episode. TNT's deal with Studios USA gives the Turner network the rights to *Law & Order* episodes produced for broadcast network television beginning with the current (1998-1999) season. The pact is for a maximum of six seasons and will begin in September 2001. TNT also acquired the second-run syndication rights to the first 181 episodes of *Law & Order*, starting in September 2002. In announcing the acquisition, Brad Siegel, president, TNT and Turner Classic Movies, said TNT has the flexibility to run *Law & Order* in prime access or prime time. The Dick Wolf-produced drama's cable rerun window is currently on A&E.

Court TV's *Homicide: Life on the Street* marathon on New Year's Day scored an average 0.7 household rating, a 600 percent improvement over the network's average prime-time rating for all of 1998. The 0.4 total-day rating was the net's highest ever for nontrial programming.

PrimeTime 24 last week suffered yet another defeat in court to broadcasters eager to shut the long-distance signal satellite service down. A Miami federal court ordered the company to stop making CBS and Fox distant network signals available to ineligible customers who signed up before March 11, 1997. The order goes into effect April 30 and could block signals for up to 1 million customers. The decision could be amended by a judge on Feb. 1 to accommodate the FCC's ruling revamping the standard for determining signal eligibility. —*Jim Cooper*

Post-NFL Monday Melee

While ABC schedules movies again, the competition is heating up

NETWORK TV / By John Consoli

ABC is hoping that a return to a Monday-night movie after a one-season hiatus will enable the network to hold on to a larger segment of that night's audience following the end of the Monday Night Football schedule. But the competition, including pro wrestling on cable, expects to pick away at that audience.

During the 1996-97 midseason, when the movie was last run on the Monday-night schedule, it averaged a 12.2 household rating from January through May. And during the five seasons prior to being dropped from the post-football schedule, it averaged an 11.9. Those numbers in today's market would be considered better than average.

ABC hasn't officially announced its complete Monday movie schedule. The first of its Monday-night movies, *What We Did Last Night*, a thriller starring *NYPD Blue* co-star Rick Schroder, is set to air at 9 p.m. on Jan. 18. Other movies slotted for that run include *My Last Love*, a romance starring Nancy Travis; Tom Clancy's *NetForce*; and Stephen King's *Storm of the Century*. A fourth weekly edition of ABC newsmagazine *20/20* will air Mondays at 8 p.m. beginning Feb. 1, marking the return of Connie Chung as host.

No matter what ABC airs in football's place, a sizable segment of its audience will be lost. "It's not like when football goes away the other networks pick up 20 percent of that audience," said Marc Berman, associate programming director at Seltel. "That doesn't happen, but they do pick up some."

CBS, which used to be highly successful at 10 p.m. on Mondays, has dropped the ball in recent years. *Lou Grant* from 1978-82, *Cagney & Lacey* from 1982-88 and *Northern Exposure* from 1991-95 were top-25 shows. An *NBC Monday Night Movie* abandoned three seasons ago used to consistently

beat or tie *Monday Night Football's* ratings from the late 1970s through the '80s.

Last season after football, ABC lost a whopping 40 percent of its male 18-49 Monday-night audience, while CBS, with a much smaller base, increased in that demo by 20 percent. ABC did, however, grow its female 18-49 audience by 52 percent, again against a smaller base. The ABC mix of Monday movies has appeal to both genders. But that may not stop the dueling Monday cable wrestling shows on TNT and USA from siphoning off a good percentage of men 18-49. Last season after *MNF*, basic cable viewing in the male 18-49 demo increased by 20 percent. ■



Can *NetForce*, starring Scott Bakula, hold on to male demos?

Witz Seeks Fits as Strip

Unapix to help secure daily clearances for late-night comedy show

SYNDICATION / By Michael Freeman

Steve Belkin, independent distributor of the syndicated comedy/improv show *Quick Witz*, is teaming up with Unapix Entertainment in an effort to expand the weekly series for daily stripping in late night this fall. With Unapix's involvement and financial support, *Quick Witz* "will have a bigger budget and be

primed for stripping," says Belkin. The show, which features players from Chicago's Second City comedy troupe, has averaged a 1.8 rating/8 share in its three seasons in weekly syndication. New York-based Unapix will offer *Witz* to stations on a 3.5-minute local and national barter ad split. Mediacast will handle national barter sales.

Unapix will be looking to expand *Witz's* dis-

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tribution beyond its base of NBC-owned stations and affiliates. Many NBC stations have scheduled the weekly as a lead-out from *Saturday Night Live*, but they would be unlikely to strip the show in late night because of commitments to *Late Night With Conan O'Brien*. Belkin says Unapix will target ABC affils, which are free to program late night after *Politically Incorrect* (which concludes at 12:35 on the East and West coasts and 11:35 elsewhere), as well as affiliates of Fox, the WB and UPN.

ABC affiliates have some history with the show; *Quick Witz* first hit the air in 1995 in a summer test run on five ABC outlets in Wisconsin. Still, some ABC affiliates may have trouble making room for the show every night. Hearst-Argyle Television's WCVB-TV in Boston, for example, is full up in the daypart with an hour-long repeat of its late newscast, a second run of its hour-long *Chronicle* newsmag and

ABC News Overnight following *PI*.

"We really like the show very much in terms of it being a strong weekend utility player in late and daytime, but we just don't have an open half-hour slot on weeknights," says Liz Cheng, WCVB program director. WCVB airs *Witz* at 1:35 a.m. on Saturdays and in occasional weekend daytime slots in between sports telecasts.

Quick Witz does have the advantage of being one of the first pure late-night vehicles to launch for the 1999-2000 season. The only late-night vehicle that is getting good buzz is PolyGram Television's *Blind Date*, a reality show about first dates.

Unapix, which is looking to become a bigger player in syndication, last fall hired George Back to run the unit. Back recently brought on Bruce Casino as his No. 2. Both men are former execs of All American Television, which was folded into Pearson Television in 1997. ■

Newbies Win Growth Race

Online, cable and radio show strong advances in Veronis report

THE INDUSTRY / By Jim Cooper, with staff reports

Cable, radio and new media ventures begin the last year of the millennium as the communications-industry high flyers, while more traditional media such as newspapers, magazines and broadcasting lumber along. According to Veronis, Suhler & Associates' annual "Communications Industry Report," released last week, revenue for media and communications companies rose 12.3 percent to more than \$227 billion in 1997.

Media segment gains in 1997 were led by the consumer online services, which grew 47.4 percent to \$3.8 billion, helped along by the drop in computer and online subscription prices. Surprisingly, revenue

the TV column. Consequently, VS&A's 1997 radio revenue of \$3.4 billion falls drastically short of the Radio Advertising Bureau's estimate of about \$13.6 billion.

Subscription video services (cable, DBS, wireless cable and pay-per-view network companies) enjoyed \$34.4 billion in revenue for 1997, almost an 18 percent increase. "The

Comcasts and Cablevisions and TCIs are all [generating] cash flow. Not too long ago, these guys were hard up for cash and their stocks were down. This shows how well cable has rebounded," said Brad Adgate, senior vp, corporate research director at Horizon Media.

The traditional media, including broadcast TV and print, had a solid 1997, despite slower growth rates. Newspaper revenue climbed 9.3 percent to \$24.2 billion. Revenue for consumer magazine companies rose just 2.1 percent to \$9.5 billion, due to divestitures and some companies' inclusion of poorly performing nonmagazine operations in publishing totals. Revenue for the broadcast networks climbed 10.8 percent. ■

Category	'97 Revenue (billions)	'93-'97 % Gain
Television	\$30.1	10.4%
Radio	3.4	23.8
Subscription Video*	34.3	16.5
Newspapers	24.2	8.0
Consumer Magazines	9.5	3.8
Consumer Online	3.8	72.1

SOURCE: Veronis Suhler & Associates
*Includes cable, DBS, wireless cable and pay-per-view

from radio, a mature medium that is undergoing massive consolidation, grew 33.4 percent to \$3.4 billion. Radio's revenue total is subject to some dispute. Since Veronis' report relies on segment revenue figures provided by the publicly held companies, revenue for an entire division gets lumped under a different unit. For example, both CBS and ABC did not separate revenue for TV and radio; the dollars end up in

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NEW YORK/RADIO

For Chancellor, the Oldies Are Golden

• CHANCELLOR MEDIA IS PUTTING ALL ITS CONSIDERABLE marketing muscle behind the expansion of its Jammin' Oldies format, a lineup of R&B and soul hits and party tunes from the '60s, '70s and '80s. Chancellor's WBIX-FM in New York introduced the format Dec. 4, supported by an advertiser bash featuring Kool and the Gang, one of the format's core artists. Late last month, WBIX gave \$50,000 to

the winner of a listener contest to rename the station (formerly "Big 105," now "Jammin' 105"). During a live simulcast on the station and Fox Broadcasting's WNYW-TV, WBIX DJs showed up at the winner's door with a check, à la Publishers Clearinghouse.

In November, Chancellor staged similar events in Chicago supporting the introduction of Jammin' Oldies on its WRCX. Chancellor hopes that the new format will bring listeners back to WRCX, which last summer lost popular morning shock-jock Mancow Muller to Emmis Broadcasting's WKQX-FM.

Back in New York, WBIX's switch from Hot Adult Contemporary to Jammin' Oldies is part of Chancellor's effort to lift the listener share of its five Gotham stations up to a 20. John Fullum, senior vp of regional operations for Chancellor, admits that WBIX had a "tough" 1998 as a Hot AC. He expects Jammin' Oldies to add 2 to 3 share points for Chancellor's New York cluster in the coveted 25-54 demographic, where the group earned an aggregate 18.5 in last summer's Arbitron book (see chart).

"The Hot AC arena was too crowded" for WBIX to make an impact, says Kathy Stinehour, vp/general manager for BIX and classic

rock outlet WAXQ. "It would have taken three years for the station to mature. Financially, this was not the appropriate return on investment."

At the same time, research showed the Jammin' format to be a better fit with Chancellor's goal to make its New York stations stronger among women listeners. Only one of the group's Gotham outlets, WAXQ, skews male. With Jammin' Oldies on WBIX, Stinehour

says, "we're going after the girlfriends of the WAXQ listener."

Chancellor's "Wall of Women" strategy in New York is registering with media buyers. "There's no denying that if you have a women buy, you can't ignore [the Chancellor stations],"

said Dennis McGuire, vp/senior account supervisor for Carat. Other stations in the market with strong female listenership include CBS' Heritage Oldies powerhouse WCBS-FM and Spanish Broadcasting System's WSKQ-FM.

The Jammin' format was created by Steve Rivers, who also programmed Chancellor's disco-music station in New York, WKTU. Unlike rival WCBS, which uses audio techniques to recreate the sound of old Top 40 radio, Jammin' Oldies uses a contemporary presentation around artists such as Marvin Gaye, the Temptations, Smokey Robinson, Tina Turner, Earth Wind & Fire, Aretha Franklin and Barry White. But WCBS is fighting back, airing promos that "nobody plays more Motown."

David Lebow, Chancellor vp of research, expects WBIX's audience to be 55 percent white, 30 percent African American and 15 percent Hispanic. While Jammin' broadly targets 25-54-year-olds, Lebow says the New York station's core audience skews slightly older (35-54), reflecting the city's population, and 60 percent female.

WBIX is just a month into the new format, but station and Chancellor group executives are optimistic, based on Jammin' Oldies' performance in other markets. The first Chancellor station to launch the format was KISQ in San Francisco, in July 1997. Billed as "the station

'Wall of Women'			
4 of Chancellor Media's 5 stations in New York skew female			
	12+ Rating	25-54 Rating	Target Demo
WBIX*	1.6	1.9	Women 35-54
WLTW	5.5	5.9	Women 35-54
WKTU	3.9	4.6	Women 25-40
WHTZ	4.6	3.6	Women 18-34
WAXQ	1.7	2.5	Men 30-45
Total	17.3	18.5	

* Before format switch to Jammin' Oldies Sources: Chancellor Media, Arbitron 1998 summer book

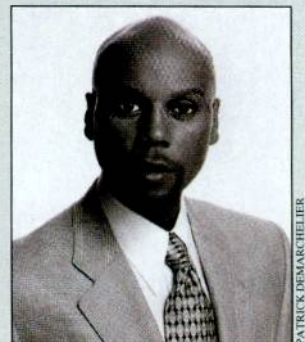
RADIO

Jammin' the Airwaves in Multiple Markets

With stations in five major markets signed on to its Jammin' Oldies format, Chancellor Media is considering offering the outlets to advertisers as a single, combined package. "This epitomizes the goal of consolidation," John Madison, Chancellor senior vp for regional operations and entertainment marketing, says of the possible network-type ad pitch. The stations already plan to cooperate on concerts, promotions and other non-spot revenue opportunities. In the works for spring is a Jammin' Oldies artists tour.

In another expansion for the format, Chancellor's AM-FM Networks last weekend launched a Jammin' Oldies version of its *RuPaul Radio* network show. The special edition is airing two hours per week in New York and San Francisco.

The Jammin' version of *RuPaul* has the same features as the main show (including bits such as "RuPaul's Fashion Rescues" and the host's favorite video picks) but with R&B classics substituted for some dance and disco tunes. —KB



RuPaul: A new, retro edition from AMFM

that makes you feel good," KISQ's switch has produced ratings that make Chancellor feel pretty good too; the outlet jumped up to a 4.1 among adults 25-54 in the summer '97 Arbitron book from a 2.5 that spring. KCMG "Mega 100" in Los Angeles, which signed on to Jammin' a few months later, has danced from a 1.6 (25-54) in fall 1997 to a 2.8 in winter 1998 to a 4.2 last summer. Both stations rank second in their markets among adults 25-54.

The two newbie Jammins—in Dallas and Chicago—have not been around long enough to produce a full Arbitron ratings book. However, based on extrapolations of monthly data, KTXQ in Dallas has increased its share from a 2.3 since it signed on last Aug. 31 to a 4.9 in November. First-month returns for Chicago's WRCX show its share more than doubled, from a 1.2 to a 2.6.

As with any format change, stronger ratings can trigger defections of advertisers. Yet WBIX reports that all but two of its advertisers have stayed on board so far, including Bloomingdale's, Home Depot, Yahoo and McDonald's.

"The format took off in L.A. and San Francisco," notes Colleen Kelly, senior broadcast negotiator at Western International Media, which handles Bloomie's, Home Depot and Yahoo. "People are going to sample it. We needed some change in the market." —*Katy Bachman*

LOS ANGELES/RADIO

Big City Asks the FCC For a Tower of Power

• IF YOU WANT MORE PEOPLE TO HEAR YOU, speak a little louder. That's the strategy of suburban Los Angeles radio station Y107 as it moves toward boosting its broadcast signal and fine-tunes its format to lasso rock music listeners in the country's most competitive radio market.

In just over a year on the air, Big City Radio-owned Y107 has won a following among 18-34-year-olds (about 750,000 listeners per week) with its take on modern rock—an emphasis on older, proven hits rather than heavy rotation of current favorites. The station attracted about \$8 million in ad revenue in 1998, says David Howard, general manager. In the summer Arbitron book, Y107 earned a 1.5 rating among its core 18-34 demo.

The modern-rock format in L.A. is dominated by CBS Radio's top-rated KROQ (6.2 among listeners 18-34 last summer) and Chancellor Media's KYSR (5.1). KYSR, with 1.2 million weekly listeners, took in \$27 million in revenue in 1998, according to the auditor Miller Kaplan.

Y107, which is registered under the call letters KYYY-FM, is actually a trimulcast of three

outlets: KLYY in Arcadia, which broadcasts to the L.A. metro; KYYY in the Oxnard/Ventura area north of L.A.; and KSYV in Fallbrook, south of Los Angeles County.

Looking to become more of a revenue player in year two, Y107 is planning to increase its signal strength by moving its transmission tower. Big City has asked the FCC for permission to move its transmitter to a higher elevation above the San Gabriel Valley, giving Y107 the equivalent of 100,000 watts of power and increasing its signal penetration from a fuzzy 80 percent of the L.A. market to a clear 90 percent or more. Big City hopes to have the project completed in about 18 months.

"It's taking a pretty healthy patient and trying to make more people aware of it, because it's relatively new and doesn't have the recall that KROQ does," Howard says.

Media buyers say improving the clarity of its broadcasts is essential for Y107. "It's always had problems with its signal strength," says Otto Bischoff, senior broadcast buyer at J. Walter Thompson in L.A. "They have improved it, but they need to do more." Bischoff notes that Y107 offers lower advertising rates than its competitors, but because of its sometimes spotty signal, "they are far behind KROQ, which I can buy just as efficiently."

Y107 last month hired a new programming chief—John Duncan, former program director of ABC Radio. "We're going to focus a little more narrowly by playing to a subset of modern-rock fans," Duncan says. "Part of the problem has been Y107 was trying to shadow KROQ rather than finding something for itself."

In addition to the Y107 cluster in L.A., Big City owns three outlets in New York and two in Chicago. The company's strategy is to buy underperforming stations in or near major markets. Big City is led by Stuart Subotnick, a partner in John Kluge's Metromedia. —*Mira Schwirtz*

EUGENE, ORE./TV STATIONS

More News Seen As Good News for KMTR-TV

• THE ACKERLEY GROUP, A STAUNCH ADVOCATE of local news at its stations, has news expansion plans for KMTR-TV, the company's recently acquired NBC affiliate in Eugene, Ore. By the end of the first quarter, Seattle-based Ackerley plans to add an hour and a half to KMTR's daily news menu, for a new total of four hours. The outlet, dubbed News Source 16, will

launch its first midday newscast (at 11:30 a.m.), kick off the morning news a half hour earlier at 5:30 and add a half hour in the evening at 6:30 (following *NBC Nightly News* at 6 and local news from 5 to 6). KMTR also airs late news at 11 p.m.

"We want to beat our competition to the punch, so to speak," said Christopher Ackerley, the group's exec vp of operations and development, noting that no other stations in the market (the country's 120th-ranked) program news at 5:30 and 11:30 a.m. (competitors' newscasts come on at 6 and noon).

The 6:30 p.m. newscast is returning after an absence of more than a year. KMTR discontinued the program in fall 1997 after an 18-month run, opting for the syndication premiere of *Frasier*. KMTR currently runs *Entertainment Tonight* at 6:30 p.m., *Mad About You* at 7 and *Frasier* at 7:30; with the return of news at 6:30, *E.T.* will be pushed back to 7, to be followed by *Frasier*. *Mad* will shift to 11 a.m.



Early bird: Ackerley gets Eugene's news day started at 5:30.

KMTR general manager Brian Benschoter is happy with the programming shuffle. "From a flow standpoint, I'd be hard-pressed to find a better lineup from 4 p.m. to 8," he says. NBC's *Days of Our Lives*, which moved to KMTR's 4 p.m. slot this fall, earned a 14 household share in November—beating the 11 share scored by *Rosie O'Donnell* on CBS affiliate KVAL-TV.

KMTR's revived evening news will go up against the 6:30 news on market leader KVAL, which Fisher Broadcasting acquired in November from Retlaw, and against a newscast on Chambers Communications' KEZI-TV (ABC).

Michelle Snyder, media director at Portland agency Sullivan, Pattison, Clevenger, said there may be a market for KMTR's 5:30 a.m. news. With fewer working people making it home in time for evening news shows, many viewers are getting their TV news in the morning. "It depends on the demo, but [the newscast] would be great for 25-54," Snyder says.

KVAL led the a.m. news race in November, earning an average 2 rating from 6-7 a.m., double the 1 rating for both KMTR and KEZI.

Ackerley in early December purchased KMTR and its two Oregon satellites, KMTZ-TV in Coos Bay and KMTX-TV in Roseburg, from Wicks Broadcasting for \$26 million. While Ackerley awaits FCC approval of the deal, the parties negotiated a local marketing agreement that gives Ackerley carte blanche to begin making changes at KMTR. "The idea is to get in there and work with the station to let them know what it is to be an Ackerley property," Christopher Ackerley said. No staff changes have been made. —*Megan Larson*

WASHINGTON

Alicia Mundy*Gore's Disappearing Act*

The v.p. has done
little facetime to
push free airtime
for his eponymous
commission



Kids used to make a certain prank phone call. They'd dial up the local tobacco shop and ask, "Do you have Prince Albert in a can?" When the tobacconist responded "Yes," the kids would snap, "Well, let him out!"

That joke seems to symbolize the situation with America's own Prince Albert Gore, the vice president, whose eponymous Commission on the Public Interest Obligations of Digital Broadcasters has not seen hide nor hair of him in over a year. Its members released their final report on Dec. 18, and except for a statement emanating from Gore's press office in the White House, Gore has said nothing publicly about it.

Behind the scenes, the White House folks feel the report was too weak because it did not demand free airtime for political candidates. Instead, it recommends broadcasters *voluntarily* donate 5 minutes between 5 p.m. and 11:35 p.m. for the 30 nights running up to national elections. Even so, Robert Decherd, chairman of A.H. Belo, a major broadcast group, objected, preferring that broadcasters alone decide how they would give airtime. The consensus document was no easy win.

And there's much to praise in the 160-page package, starting with "mandatory minimums." No, not prison sentences—although that's how some broadcasters view this provision. The report sets up minimum standards of public interest that broadcasters must fulfill, regarding public service announcements, educational TV, news, political discourse and

local outreach. Many broadcasters balked at those mandates, and the National Association of Broadcasters was at first adamantly opposed to any such suggestions.

Commission member Gigi Sohn of The Media Access Pro-

ject, a strong proponent of various mandates for broadcasters, is generally satisfied with the report. "I'm not going to sugarcoat it," she says, acknowledging the *realpolitik* view. "If we had done a majority report mandating free airtime—and we had the votes to do so—none of the broadcasters would have signed on to it. If we had then sent Congress a document that only represented the views of public interest advocates, it would have no credibility and [would] be ignored."

Of the 22 commission members, 16 signed on to a couple separate statements strongly advocating free airtime, representing a clear majority. Unfortunately, that majority, as Sohn pointed out, did not include one single broadcaster.

Paul Taylor of the Alliance for Better Campaigns agrees with Sohn that a stronger document would have meant nothing. "As it is, we're now in a position to see if broadcasters will do this voluntarily. We'll see how serious they are," he says.

Those words sound a lot like what president Clinton has been saying about Saddam Hussein—this time for sure we'll see if Hussein's serious about complying with U.S. demands.

Gore said about the same in his statement, noting, "A prompt, broad and deep commitment by broadcasters to this...would be a strong signal of their willingness to respond to public interest needs. If broadcasters choose to ignore the call for free time on a voluntary basis, we believe the Federal Communications Commission will have a duty to take appropriate action."

Well, there's an "or else" for the ages. You and who else, Mr. Gore, are going to force the FCC to commit hara-kiri over free airtime?

"The FCC doesn't want to touch this right now," said Gore Commission co-chair Norman Ornstein, head of the American Enterprise Institute. Ornstein added that when FCC chairman Bill Kennard raised the airtime issue last year, "He spent three months fighting to keep Congress from abolishing his agency." Even so, FCC sources say they may solicit comments on the report and restart their consideration of rules on broadcaster obligations now.

Meanwhile, Gore's statement added that he and Clinton are still behind free airtime. Great. Get out from behind your desk and flak it. Make broadcasters' duties and free airtime public issues. Back your commission.

Yes, Dec. 18 was unfortunate timing for the "Gore Report"—with America bombing Iraq and Clinton about to be impeached. But there are many days on the calendar. A little political muscle would at least raise public notice.



RICARDO WATSON/UPI

Where's the veep? Gore issued only a statement.

If Gore's silence is a mystery, the braying by several major newspapers is positively stupefying. Recent editorials in *The New York Times* and *Los Angeles Times* squealed about the final report and its lack of free air mandate. The *L.A. Times* called it "A National Scandal," and kicked at commission co-chair Leslie Moonves of CBS. The *N.Y. Times* called it "a hash...a vague jumble," adding that "the broadcasters conquered."

But, as Peggy Charren, another commission member, said pointedly: "You can get Congress to deal with digital payback only when you get the public screaming for it. And you do that by making it an issue in the media. Where were they?"

The two newspapers are being hypocritical in their hysteria. *The New York Times* barely paid lip service to covering the commission's meetings (which, with USA Network's Barry Diller's occasional outrageous outbursts, Moonves' laconic asides, and various "let-them-eat-cake" stances by broadcasters, were certainly more entertaining than most other news stories). The *L.A. Times* didn't do much either. Only the trades covered the meetings throughout the past 13 months, but that doesn't get the public's attention.

If the *Times* (both of them) were seriously troubled by these issues, they should have treated them as mainstream press stories, devoted some resources to getting the issues on the front page, and not ignored them for a year.

Without serious public awareness, press attention and political power, the Gore Commission was probably doomed from the start. Still, Gore himself could help a great deal, said a half-dozen commission members who did not want to be identified. To the question, "Where is the vice president?" they unanimously responded, "We don't know. If you see him, tell him to speak up."

That's because there's more than free airtime at stake. The commission managed to include a recommendation that broadcasters who "multiplex" in the digital format pay back the public either through a fee of 2.5 percent of revenue generated or by devoting more time or even special channel space to pub-

lic interest, government coverage and educational TV. Multiplexing refers to the broadcasters' option to use its extra spectrum to create separate signals rather than devoting it to the broadcast of high-definition TV. (Members cited a recent Forrester Research study that called multiplexing the best economic model for broadcasters, over HDTV.) This obligation would be imposed in addition to the 5 percent fee recommended by the FCC for broadcasters who use the digital spectrum for paying services.

Ornstein calls that "the provision I'm proudest of. The broadcasters did not favor it at all. But we got them to sign on to it in the final report."

Ornstein got high marks from Sohn for managing the delicate negotiations with warring factions. Surprisingly, the well-known wheeler-dealer in the group,

To the question, "Where is the vice president?" members

said, "We don't know. If you see him, tell him to speak up."

Moonves, was less effective in his role as "fixer," according to several commission members. One who admires Moonves sighed, "I'm sure he got up every day for the past year wishing he hadn't taken the job. He was stuck between a rock and a hard place—his boss, [CBS CEO] Mel Karmazin, who doesn't want to concede anything, and his golfing buddy, the president."

Moonves could not be reached for comment. Neither could the vice president. His office did not return several phone calls.

That frustrates many members of the commission. But one group apparently not concerned is the NAB. Sneered one commission member: "They

haven't released a statement on this because they didn't win. They would like it to be buried and forgotten."

Dennis Wharton, the organization's spokesman, said that the NAB's television board was set to meet Jan. 9-10 and might have a comment later. But for now, he replied for what may be his first time: "We have no comment." ■



Wheeling and dealing: CBS' Les Moonves, left, was caught between boss Karmazin and golfing buddy Clinton. Ornstein received high marks for his ability to negotiate between warring factions.

MOVERS

TELEVISION

Carol Michel has joined the Gannett-owned CBS affiliate WTSP-TV in Tampa Bay, Fla., as nightside executive producer. She was news operations manager at NBC affil WXIA-TV in Atlanta...**Joe Lewin** was named president of Harrisburg Television, the subsidiary of Allbritton Communications Co. that owns WHTM-TV, the ABC affiliate in the Harrisburg-Lancaster-Lebanon, Pa., market. Lewin will also head the ABC outlet as general manager... WETA-TV, the PBS outlet in Washington, D.C., named **Dalton Dean** exec vp and chief programming officer. He had been exec vp, programming and creative director for the Sundance Channel...**David Intrator** was named to the new position of vp, cable development for A.H. Belo's broadcast division. Prior to joining Belo, Intrator was vp of programming for Marcus Cable... **Stephen Segaller**, most recently director of national and international programming for Oregon Public Broadcasting, was named director of news & public affairs programming at WNET-TV, the New York-based PBS affiliate...**Dan Spangler** has joined the WB as vp, affiliate marketing. He was director of creative services at the network's No. 1 affiliate WATL-TV in Atlanta. **David Zaccaria** also recently joined the WB as vp, on-air promotion. He was previously director, on-air promotion for dramas and specials at NBC...**Shannon High** was named news director at Miami-based CBS O&O WFOR-TV. High had been assistant news director at Fox affiliate WSVN-TV in Miami.

(continued on page 19)

The Media Elite

Edited by Anne Torpey-Kemph

Clinton on Ice

Lots of people will go the extra mile to raise money for a good cause, but Michael Clinton?—He doesn't just lace up his Nikes and run a 10K, he straps on his ice-climbers and ascends a glacier. Clinton, senior vp/chief marketing officer for Hearst Magazines, spent the recent holiday doing a 300-mile walking tour through Argentina's mountainous Patagonia region in one of his biannual fund-raising efforts for the Starlight Children's Foundation. Clinton sits on the organization's board, which grants wishes to terminally ill children. In 1994 he climbed

Mt. Kilimanjaro for the cause; in 1996 he trekked in Nepal.

Clinton heads off to these



He found adventure and a client in Patagonia.

distant outposts with serious pledge commitments, and his contributor list reads like a

Who's Who in publishing: Hearst president Cathie Black; Dan Brewster, president of American Express Publishing; *Cosmo* editor Kate White; *Travel & Leisure* editor Nancy Novograd; and Mary Berner, publisher of *Glamour*. This year Clinton hopes to match the \$10,000 he raised by scaling Kilimanjaro. So far he's about two-thirds of the way there, he says, with pledges still coming in.

The trips may be good for business, too. Recounts Clinton of his latest expedition in Patagonia, one of Earth's last frontiers: "I was sitting down, putting on my crampons on the glacier, and who comes walking up but a client." —*Mira Schwirtz*

SPOTLIGHT ON...

Mark Merkin

President, KSL Sports

Like when he was an All-American point guard for the University of North Carolina, Mark Merkin is once again driving to the net. Now, though, it's the Internet, which Merkin has been using in event planning and clients' media mixes to great effect.

This past Thanksgiving KSL Sports, the sports marketing arm of New York-based agency KSL Media, spearheaded the first simulcast of the Puerto Rico Shootout on ESPN and its Web site, ESPN.com. For the recent Shootout, an eight-team NCAA hoops tournament that KSL created three years ago, Merkin "wanted to test the integration of both mediums"—the Internet and broadcast—"where one augments the other's capabilities."

The Netcast offered game segments, player stats and bios, and human-interest bits. Web heads even got a taste (via online vignettes) of Thanksgiving dinner with University of Pittsburgh players, the underdogs that wound up

going to the tourney finals.

According to Nielsen Media Research, the regular and semifinal games, broadcast on ESPN2, earned an average 7 rating—a 300 percent increase over the events' 1997 broadcasts on Fox—and 13,000 site visitors downloaded digital stills from ESPN.com in the first hour of the broadcast. Those results prompted the network to air the championship game on its primary channel, ESPN.

The added value for the advertiser—over-the-air and Web exposure—follows the KSL philosophy "to create events that go above and beyond a pure media buy," says Merkin. "It's more than [buying] a 30-second spot...it becomes relationship marketing."

Sponsors like National Car Rental and K-Swiss advertised via audio streams and online banners, but Merkin expects video-streaming of ads by next year.

"If you look at what [the Internet] has become in three years, where it took television 40 years, you can see its impactfulness," says Merkin. "We're going to see a lot more of this." —*Megan Larson*



Sports site-seer

MEDIA DISH



The Rosen Group hosted publishing clients at its holiday bash at New York's Clementine: (l. to r.) Chip Scully, account manager, *Cooking Light*; Jessica Kleiman, senior account exec, The Rosen Group; and Stephen Bohlinger, sales director, *Cooking Light*



At New York's Tavern on the Green for *Popular Science's* recent Best of What's New awards, *PS* editor Fred Abatemarco (l.) greets Ed Volkwein, executive vp/global brand management, Philips Consumer Electronics, sponsor of the event

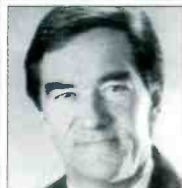


At a recent luncheon at New York's Plaza Hotel, Diana Rowden, chairman of the board of the Susan G. Komen Breast Cancer Foundation (r.), presents the 1998 LPGA Komen Award to *Golf for Women* editor Leslie Day for the mag's "Rally for a Cure" program



Senator Robert Torricelli (D-N.J.), one of *Yahoo Internet Life's* "10 Most Net-Friendly Members of Congress," with *Y!L* vp/publishing director Jim Spanfeller (r.)

MOVERS



Segaller moves to WNET-TV



Smith in for Weight training



JWT taps Finnegan



Runner's World ups Malley

(continued from page 18)

AGENCIES

Sean Finnegan has joined J. Walter Thompson New York as interactive media director. Finnegan had been assistant media director at APL Digital.

RADIO

WJMK-FM in Chicago has hired **Weezie Kramer** as general manager to replace outgoing veteran Harvey Pearlman. Formerly of CBS-owned WMAQ-AM, Kramer will take over the Infinity-owned oldies station... **Michael Saunders** has been named program director at Chancellor Media's urban-

formatted Los Angeles station KKBT-FM. Saunders was program director at WJLB-FM in Detroit.

PRINT

Gabrielle Smith has joined *Weight Watchers* as sales account executive in the New York office. She had been an account exec at ABC-TV... Rodale Press monthly *Runner's World* has upped **Claudia Malley** from advertising director to associate publisher... Veteran journalist **Anita Busch** will join *The Hollywood Reporter* (owned by *Mediaweek's* parent company, BPI Communications) in mid-January as editor.

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CALENDAR

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

The **Association of Local Television Stations** will hold its annual convention on 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 from Jan. 25-29. For registration information on NATPE, contact Deanna Varscsack at 310-453-4440, ext. 209.

The **Strategic Research Institute** will hold its fifth annual conference on marketing to U.S. Hispanics and Latin America, on Jan. 25-26 in Miami Beach. Presentations from Procter & Gamble and Burger King will be featured. For more information, call Rupa Ranganathan at 212-967-0095, ext. 252.

Radio Advertising Bureau will hold its annual **market leadership conference** from Feb. 4-7 in Atlanta. For more information, call Dana Honor of the RAB at 972-753-6740.

The **Strategic Research Institute** will present a workshop called "Targeting Women: Winning Positioning and Segmentation Strategies" in New York on Feb. 8-9. Call Rupa Ranganathan at 212-967-0095, ext. 252.

Media Notes

NEWS OF THE MARKET

Edited by Greg Farrell

Capitol's Digital Tower

Raleigh, N.C.-based Capitol Broadcasting is building a new tower to carry the digital signal of its CBS affiliate, WRAL-TV, also in Raleigh. Sharing the real-estate are WRAZ-HD, the digital antennae for the market's Fox affiliate, and WNCN-TV and WNCN-HD, the analog and digital antennae of NBC affiliates WNCN-TV. The site is scheduled to be up and running this fall.

CBS to Provide for AOL

CBS New Media last week signed a deal with America Online for CBS News to become the exclusive provider of broadcast news on AOL and CompuServe online services. In addition to providing news, CBS has committed to involving its broadcasters in the development, production and promotion of AOL live chat events. In addition to providing news for AOL, there will also be links on those Web services to the CBS.com Web site.

CBS Remains Tops in Nielsen

CBS was No. 1 in prime-time household viewership for the fourth consecutive time in the week ended Jan. 3, according to Nielsen Media Research numbers. CBS won the week in households with a 9.2/15 rating. ABC was second in households at 8.5/14, followed by Fox and NBC, which tied at 7.1/12. In adults 18-49, ABC came out on top with a 5.2/14 rating followed by Fox with a 5.1/12. For the season to date, CBS has supplanted last season's leader, NBC. CBS is averaging a 9.1/15, followed by NBC at 8.7/15, ABC with 8.5/14 and Fox at 7.1/12. In adults 18-49, NBC holds a slim season lead with

5.2/15, followed by ABC with 5.0/14, Fox at 4.9/14 and CBS at 4.0/11.

Great Day Having Good Days

Great Day America, an hour-long lifestyle talk show on Pax TV, has expanded its list of sponsors for its second cycle of broadcasts. Among the show's advertisers are Sears, Revlon, Coty, EarthLink, Clean Shower, Value America, The Money Store, Holt Educational Outlet and Jenny Craig.

Nielsen Gets Agency Support

Nielsen Media Research has signed multi-year contracts with 14 advertising agencies. All the agreements cover the full range of national ratings information offered by Nielsen. Among the agencies signing deals were the WPP Group, which includes J. Walter Thompson and Ogilvy & Mather; the Interpublic Group, which includes McCann-Erickson Worldwide, Campbell Mithun Esty, Campbell-Ewald, Western International Media,

DraftWorldwide, Lowe & Partners/SMS, the Martin Agency and Hill, Holliday, Connors and Cosmopolos. Also signing deals were Grey Advertising/Media Com, Earle Palmer Brown, Holland Advertising and Arnold Communications.

Rescue Mission for GMA

Charles Gibson will return to ABC's ratings-troubled *Good Morning America* as co-host, just eight months after he departed. He will be joined by Diane Sawyer, who also currently anchors two editions of the ABC news program *20/20*. They replace Lisa McRee and Kevin Newman. McRee will become a West Coast correspondent for ABC News, while Newman will become a correspondent for ABC's *Nightline*. The move is seen as a stopgap measure while ABC News attempts to come up with a format that works better and a pair of permanent hosts. For the season to date, household ratings for the morning news show are down 15 percent

NBG Lands Big Tuna

In an agreement with the Captive Audience Entertainment Group, NBG Radio Network has signed into syndication *The Top 30 Countdown With Charlie Tuna*. NBG picked up Tuna after the show was dropped by the Jones Radio Network on 120 stations. The show, which premiered on the first weekend in January on some 60 stations, is a three-hour country music countdown show hosted by radio veteran Charlie Tuna. Tuna is also the longtime morning host on KLAC-AM Los Angeles, a Chancellor Broadcasting station.



NBG keeps up with Jones, signing Charlie Tuna.

at 2.9/12. NBC's *Today* is the audience leader at 5.3/22, while *CBS Morning News* trails with a 2.5/10.

Katz Deal: America's Health

America's Health Network (AHN) is entering the radio business through an alliance with Katz Dimensions. The partners will create an unwired radio health network. Katz Dimensions, a subsidiary of Katz Media Group, has started to produce segments. AHN will provide healthy living tips to accompany the network's advertising messages, which in turn will be customized to advertisers' target demographic group and region.

HH Rhythm Count Is Up

Since it launched in September, AMFM Radio Networks' *Hollywood Hamilton's Rhythm Countdown* has added nearly 40 affili-

ates. Recent sign-ons for the three-hour weekly show targeting 18-34-year-olds include KYLD San Francisco, WZJM Cleveland, WKSS Hartford, KXFR Phoenix, WHHH Indianapolis, and WWLD Tallahassee.

Rockline Adds New Night

Rockline, the 90-minute Monday-evening show that gives listeners a chance to interact with rock stars, added Wednesdays beginning Jan. 6. Syndicated by AMFM Radio Networks on more than 100 stations and hosted by Bob Coburn, Mondays will feature active rock artists while Wednesdays will highlight mainstream bands.

Amill Moves to Times Mirror

Andrew Amill, formerly of Wenner Media, has been named vp of corporate sales at Times Mirror. Amill had been publisher of *Us* magazine for two years before

shifting over to associate publisher of *Men's Journal* last July. Amill will report to Jason Klein, senior vp, Times Mirror Magazines. TMM publishes such titles as *Golf Magazine*, *Field & Stream* and *Popular Science*.

Telmar Expands in Canada

Telmar Group, which bills itself as the world's leading supplier of advertising media planning software, has acquired a majority stake in Harris Media Systems, the leading media planning software company in Canada. Harris' current president/CEO Brent L. Bernie, will continue to run the division.

Dukmejian to Mutual Funds

Michael Dukmejian, *Sports Illustrated* director of sales development, has been appointed publisher of *Mutual Funds* magazine. Time Inc. purchased the financial monthly last March.

Chancellor Bulks Up

Chancellor Broadcasting has begun setting up 25 field offices, beginning with Chicago and San Francisco, for Chancellor Marketing Group, the company's non-traditional revenue arm, formed when it purchased Global Sales Development last year. "National brands want big promotion ideas executed locally," said Alison Glander, president of Chancellor Marketing.

MacCleod Up at Buena Vista

Kim MacCleod has been promoted to vp, magazine group development of Buena Vista Publishing Group. Until recently, MacCleod had been Buena Vista's vp/group publisher. Buena Vista's magazine titles include *Discover*, *Disney Adventures*, *Disney Magazine* and *Family Fun*. Prior to joining Buena Vista, MacCleod was the publisher of *Working Mother*.

"Essential reading for these turbulent times."

—Erwin Ephron, Ephron, Papazian, & Ephron

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—Peter Spengler, VP Marketing Services, Bristol-Myers Squibb Company

"Fascinating and useful analysis of the most fundamental forces affecting brand marketers today."

—John Costello, Senior Executive Vice President, Sears, Roebuck & Company

"Jack Myers has brilliantly distilled 20 years of inside information, astute observations and innovative theory resulting from his unique role as witness and provocateur to the profound changes the telecommunications industry has undergone in the U.S. market."

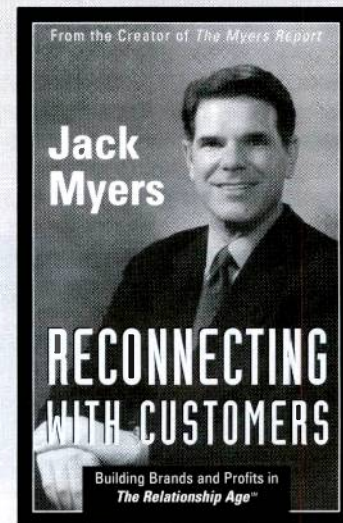
—Whitney Goit II, Executive Vice President, A&E Networks

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—Michael Drexler, Chairman, TN Media

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—Steven Heyer, President/COO, Turner Broadcasting System, Inc.



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Fax: (203) 531-1406
E-Mail: morano@qba.com
URL: <http://www.sunbeambread.com>

Brand Name, Brand Marketer, Address, Telephone, Fax, URL, Headquarters/Parent Company, Product/Service Category, Media Expenditures, Leading Ad Agency/Contact, Key Personnel

Brand Established: 1942
Product/Service Category: Food
Media Expenditures: \$10,000
Media Expenditures By Medium: \$500,000, Syndicated TV - \$350,000, \$500,000, Spot Radio - \$100,000, Newspapers - \$350,000, Trade Publications - \$100,000, Outdoor - \$175,000, Interactive - \$100,000
Media Budget: Up 10%
1997 Sales: \$401,000,000 exact
Budget Set: Mar.
Lead Advertising Agency/Contact: QBA Advertising & Communications, Greenwich, CT (203) 532-3244. Morano, Vice Pres.
Additional Advertising Agencies: Calvert & Co., Upper Montclair, NJ (973) 783-0600. Dale Calvert, Dewitt Media, Inc., New York, NY (212) 512-0120. Bob Flores

MEDIAWEEK Directory

Entertainment Weekly

Time Inc.
1675 Broadway
New York, NY 10019
Phone: (212) 522-5600
Fax: (212) 522-0074

Frequency: Weekly

Total Circulation: 1,200,000

Audit: ABC

Single Copy: \$1.50

Editorial: Popular culture, the people, increasing

Target Reader: active and involved entertainment

Key Personnel:

Mng. Editor: James W.

Pres.: Michael J.

Pub.: Mi

Vice Pres., Ent. Mktg./Bus. Devel.:

Vice Pres., Consumer Mktg.:

Circ. Dir.:

Dir., Finance/Admin.:

Assoc. Pub.:

Prodn. Dir.:

Assoc. Pub.:

Dir., Promo./Pub. Affairs:

Dir., Mktg. Devel.:

Rates:

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Fields Served: Automotive, Entertainment, Financial Services, Banks, Savings & Food, Retail Stores, Chains

Employees: 55 **Year Founded:**

1997 Billings: \$36,002,300

1997 Billings By Medium: Network TV

\$6,128,041, Cable TV - \$891,130, Radio

\$5,793,183, Newspapers - \$5,710,441

Publications - \$1,038,411, Trade Publications

\$274,104, Direct Marketing - \$756,000

Collateral - \$3,843,904, Other - \$1,000,000

(Pub. Rel./Sales Promotion) - \$1,000,000

1997 Fee Income:

Agency Name, Address, Telephone, Fax, E-mail, URL, Services Offered, Fields Served, Annual Billings, Billings by Medium, Key Personnel, Major Accounts/Clients

Address, Telephone, Fax, E-mail Address, URL, Key Personnel, Services Provided, Ad Specifications, Accounts, Strategic alliances, Company Profile

IQ Directory

Company Profile: We are a premier Internet/Intranet service provider with an in-house staff of artists and programmers.

Primary Accounts: America Floral Services (www.americafloral.com); Lillian Vernon (www.lillianvernon.com); New Century Network (www.newcentury.net); Silly Classix (CD-ROM); Tech

Strategic Alliances: Apple Computers; Bell Atlantic; Microsoft; UPN-Paramount Channel 20.

Site Developed By: In-House.

Ad Placement Contact: Jim Hatch, Dir., Mktg.

Base: Flat Fee.

Header Sizes in Pixels (width x height): 468x60, 125, 120x240, 120x90, 120x60, 88x31.

Minimum File Size: 50 Kilobytes. **File Formats:** GIF, JPEG, PNG.

Sponsorships Available: Yes.

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67-71 Yellowstone Blvd., Ste. 6D

Forest Hills, NY 11375-2846

(718) 268-1493

E-Mail: harry_widoff@msn.com

URL: <http://www.digitalscribe.com>

Project Mgr. Harry Widoff*

Mktg./Sales William Corsa

Programmer Joseph Gonzalez

Animation Dir. Steven Spear

Year Established: 1989 **Employees:** 15

Operations: CD-ROM Development, Consult

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BEFORE THE RAT RACE BEGINS.

DAILY NEWS ON THE NET.



Blueberry, lime, grape. They sound like sherbet flavors, but in fact they are the new colors in which Apple is offering its iMac. It sounds like so much window-dressing, but there's something else going on—it indicates a change in how consumers perceive their computer's role in their lives. The idea of selling computers in colorful clothing is a throwback to those wooden TV consoles that were popular in the '60s and '70s; both indicate that the box is being treated with new reverence in the home.—*Catharine*

[@deadline](#)

Jeopardy Categories

Sony Online Entertainment, New York, plans to launch two new versions of the Jeopardy! Online game on The Station@sony.com. Sports Jeopardy! Online, to debut Feb. 8, will include categories such as "March Madness." Jeopardy! 2001 Online, launching Jan. 18, is geared to tech enthusiasts and includes such categories as "Bots" and "Netspeak." The games will be supported through online ads and e-mail campaigns, and online and offline promotions.

Ads to Go Live on TV

Go Network, the portal from **The Walt Disney Company**, Burbank, Calif., and **Infoseek**, Sunnyvale, Calif., tomorrow mounts its TV ad campaign from **USWeb/CKS**, Cupertino, Calif. The tagline, "Are you ready to Go?" supports the end of the beta site and the launch of the integrated network of 60 sites.

NFL, Lycos Launch Game

A new contest launched yesterday on the Superbowl.com site sponsored by the **National Football League**, New York, and Waltham, Mass.-based **Lycos**. Called the Lycos Superbowl.com Instant Win Game and Sweepstakes, it gives users a virtual game card, created by **RealTime Media**, Haverford, Pa., on which they "scratch" off prizes of NFL- and Lycos-branded items using their mouse. The site is also giving away a trip to the 2000 Super Bowl in Atlanta.

E*Trade Puts Stock In Novo on New Account

By Susan Kuchinskas

Now that U.S. investors have gotten the E*Trade habit, the Palo Alto, Calif.-based Web brokerage will extend its reach, adding from five to 10 foreign language sites over the next two years. E*Trade already has English-language sites for Australia and Canada, and a Chinese-language site for Chinese-Americans. After a review of approximately three dozen interactive firms, the business has been assigned to Novo/Ironlight, San Francisco.

"It's not surprising that they're more aggressive [than competitors Charles Schwab and Fidelity Investments] in trying to build a customer base outside the U.S.," said Paul Johnson, an analyst with IDC Research, Framingham, Mass. "While the benefits of penetrating foreign markets are obvious," Johnson said, accomplishing it is difficult. "There are a lot of regulatory and cultural barriers."

"We chose Novo because they had the experience building international consumer sites," said Pamela Kramer, vice president of product management and development for E*Trade. "We have a model we'll be repeating country after country and we'll be working through that model with Novo." Novo/Ironlight completed a number of international

gateways for furniture retailer Ikea in 1997.

"This is one of the most exciting things we've undertaken," said Novo/Ironlight CEO Kelly Anthony Rodrigues. "I'd call it the globalization of a business. There is a certain amount of pixel-pushing, but before that we're doing a lot of international strategy and cultural design work." Rodrigues said the work was worth "multiple millions."



Novo's Rodrigues spun international Ikea work into E*Trade biz.

Language translation is only the beginning, said George Johnson, associate creative director for Novo/Ironlight. "It requires a fair amount of research, not in just traditional interface design, but also in human computer interaction. Whereas we use symbol look-up, for example, people in other countries know what the symbols are but that's not how they search for market indices." Similarly, U.S. online conventions such as buttons and tabs are not the same from country to country. The first site, for Sweden, is scheduled to launch in March.

Rodrigues noted the high stakes for his company on this assignment. "[We've] got to redeploy something in another country which is very successful in North America. There's a tremendous amount of expectation and that makes us very proud." ■

bits

• **Agency.com**, New York, has taken a significant minority investment position in **The Edge Consultants**, a Singapore-based technology consultancy. The company will be known as The Edge Consultants, an Agency.com affiliate, and founder Dinesh Singh Bhatia will continue as managing director. Terms were not disclosed.

• **Dreamworks** has teamed with AT&T's **a2b music**, both New York, to promote the *Lost World: Jurassic Park* action/adventure video game release *Trespasser*. An enhanced CD with eight songs, five videos and three pieces of software, including the a2b music player, has been packaged with the first 100,000 games shipped. The a2b music Web site will offer a download of a previously unavailable track from Elliott Smith and links to the Dreamworks and Elliott Smith sites.

• **T3 Media**, New York, has opened a Seattle office to handle its Web development work for Microsoft and future Northwestern clients. The agency expects a Seattle staff of 25 to 30 by the end of the year.

• Health and wellness publisher **OnHealth Network Company**, Seattle, has entered into agreements with **Advance Internet**, New Jersey, **iSyndicate**, San Francisco, and **Planet Direct**, Boston, to feature content from OnHealth.com within their own services. Tailored content will include the OnHealth Personal Health Tracker, daily news briefs, health tips, in-depth reports, resource links and city health guides.

• Athletic company **Adidas**, Portland, Ore., has hired New York-based marketing agency **Digital Pulp** for two unidentified Web-based global projects.

• **America Online**, Dulles, Va., named **CBS News**, New York, the exclusive provider of broadcast news on AOL, CompuServe and AOL.COM, knocking out ABC News as a content provider to the company. In addition, CBS will promote AOL during each of its news broadcasts, including "CBS Evening News with Dan Rather" and "60 Minutes." CBS and AOL will share ad revenue generated through areas on the AOL brands incorporating CBS News programming.

• **Hearst New Media & Technology**, New York, has acquired online horoscope provider **Astronet**, New Canaan, Conn., and will make it the astrology channel on its Home-Arts Network of women's sites. Terms were not disclosed.

No Gamble: P&G Looking To Put More Brands Online

BY ADRIENNE MAND—In the wake of its Future of Advertising Stakeholders Summit, Procter & Gamble, which commands the world's largest marketing budget, is doing new online work for several brands.

Red Sky Interactive, San Francisco, has created banner work for P&G's Hugo Boss fragrance. And Blue Marble, New York, has landed a total of eight new brands.

Following the FAST event, where Red Sky did its first work for P&G, the agency was hired to create banners for the Hugo Boss fragrance, which ran on Women.com and Papermag.com.

Red Sky CEO Tim Smith said P&G has taken a "very investigative and almost speculative look at where we were and where we need to go," including creating new ad models.

Blue Marble won online marketing assignments for Crest, Nyquil, Vicks, Chloraseptic, new mop product Swiffer,

Sunny Delight, Charmin and Folgers.

Late last year, Giant Step, Chicago, announced it had won Vidal Sassoon and Pert Plus, as well as strategic work for P&G's corporate site, pg.com.

All of the new projects add up to what looks to be a stronger Internet presence for P&G in 1999. Much of the decision-making

will be handled by the P&G interactive marketing group, which acts as research and development consultants for the individual brands.

Vivienne Bechtold, associate director of interactive marketing, said that in addition to new ad models, P&G will try online sampling and

study broadband and convergence issues.

Some in the industry have criticized P&G's push for more interstitials and other large ad formats as being anti-banner, but Bechtold countered that view. "I don't think Procter and Gamble is really anti-banner," she explained. "It isn't necessarily an effective ad model for what we're trying to do online." ■



Blue Marble basks in P&G's Sunny Delight.

Darwin Digital's Evolution Nets Three New Accounts

BY ADRIENNE MAND—The San Francisco office of Darwin Digital said last week it had landed three accounts—Macromedia, E*Trade and Yack!—for which the agency will perform a range of interactive services.

Yack!, an online aggregator of live Internet events and chats, named the Saatchi & Saatchi unit agency of record, a six-figure assignment. Darwin will do online branding and marketing for the 2-year-old Emeryville, Calif.-based company. Those ads will launch in April, and Darwin may create some radio and print ads.

"What we're hoping to achieve with Darwin ... is to create brand awareness and drive traffic to our Web sites," said Jody Broughton, vice president of marketing at Yack!. Darwin was one of 10 agencies to pitch the business.

The work will focus on the different reasons people should stay tuned to Yack!—the fear of missing out, the desire to socialize with celebrities and the desire

to express themselves.

For Web publishing tool provider Macromedia, San Francisco, Darwin created banners announcing two new products, Dreamweaver 2.0 and Director 7. The ads are currently running on sites including Wired News and Yahoo!.

For online investment company E*Trade, Darwin will relaunch its intranet for employees at the end of the month.

"What we are attempting to do with our intranet is really to try and make our company as real-time information [focused] as possible," said Lisa Nash, vice president of customer management at E*Trade, Palo Alto, Calif. The original site was created in-house. Employees will continue to contribute content.

"What I attribute to our success is we haven't taken on the traditional advertising model or the production house model," said Teresa Julian, San Francisco general manager. "It's a new hybrid of the two." ■



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Net Financials Sites to Partner

The realms of business and academia will unite today as Worldly Information Network, New York, producer of the online financial information resource worldlyinvestor.com, will announce a strategic alliance with online investment education company Investment Challenge Corp. The Buffalo, N.Y.-based company runs investment simulations.

Worldlyinvestor.com offers analysis, commentary and reports on how global events affect investment situations. The site is free to users and ad-supported. President and CEO Lewis Gersh said the site's banner inventory usually sells out at an average CPM of \$45.

On the other hand, Investment Challenge's Web-based stock market simulation has not run advertising. Users of the service, mainly high school and college students, pay a monthly fee to manage a fictional \$500,000 brokerage account, using real-time market quotes, with access to online resources provided by, or linked to, Investment Challenge.

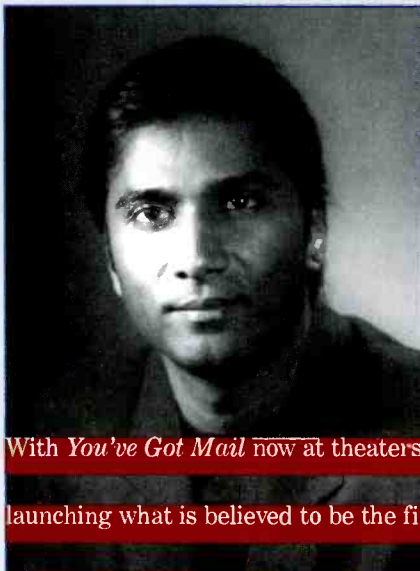
The deal calls for some of that content to now come from Worldly, while Challenges will run on the Worldly site. Ad banners on ichallenge.net will be sold by Worldly for a share of the revenue.

Just as important for Worldly is access to the college professors and business students who take part in the Challenges. "It's an excellent market for advertisers," said Tim Logan, CEO of Investment Challenge. "These are going to be the people who make the big bucks when they get out of school."

—Susan Kuchinskas

Movers

Jim Moloshok took the new position of president of Warner Bros. Online, Burbank, Calif. He previously served simultaneously as senior vice president for Warner Bros. corporate marketing and advertising services and senior vp for Warner Bros. ... **Alan Segal** was named to the new post of director of new media strategies for Saatchi & Saatchi, Los Angeles. He moved up from associate creative director for interactive media ... Atomic Vision, San Francisco, has added **Dennis Dimos** as design director. He was formerly design group director, marketing services for *Wired* ... **Vince Pellegrini** and **Lyndi Walter** have joined Giant Step's Strategic Consulting Group. Both were previously Chicago-based Giant Step senior consultants.



With *You've Got Mail* now at theaters everywhere and Calvin Klein Cosmetics

launching what is believed to be the first ad campaign to promote e-mail

addresses along with its CK One fragrance, the man who calls himself

Dr. E-Mail is asking marketers: "Are you ready to listen?"

Listen, that is, to what customers are saying in e-mail.

V.A. Shiva, the 35-year-old president and chief executive officer of General Interactive, Cambridge, Mass., is making his mark in intelligent messaging: the process of sorting through, understanding, classifying and responding to the thousands of daily e-mail messages being received each day from customers by wired companies.

Licensed users of General Interactive's proprietary software platform, called EchoMail, include Nike, Allstate Insurance, Walt Disney, Lycos and Calvin Klein Cosmetics Company. Wieden & Kennedy of Portland, Ore., first introduced General Interactive to Nike, and most recently in December to Calvin Klein, when the New York-based fashion designer took its first stab at "modern" communication by tapping into the Internet, not with a conventional Web site but by building a character-driven story through e-mail messages designed to reintroduce the CK One fragrance.

Featuring three characters—Tia, Robert and Anna—with e-mail addresses, the idea is to develop a storyline that engages consumers and thereby gain consumer profiles not available through traditional media. The

Insider

DOCTOR E-MAIL

By Judy Warner

consumers' e-mail responses are read, stored, classified, routed, logged and responded to by EchoMail. "We're always looking for new ways to advertise [and] the Internet was a natural answer," CK One representative Diana Lin says.

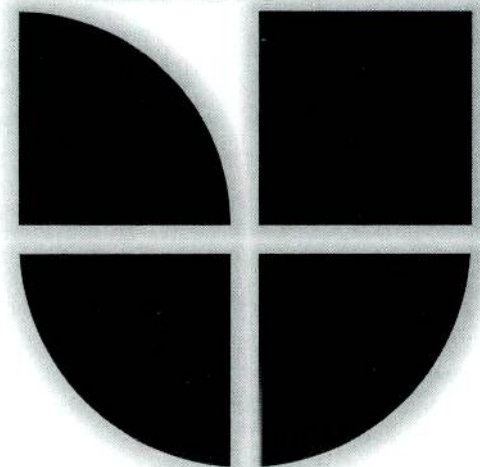
The Indian-born Shiva holds degrees from MIT in electrical engineering and theoretical mechanics, and professes more than a passing interest in the graphic arts. He worked for Hewlett-Packard and Lotus before starting his own company, Millennium Cybernetics, a technical and creative services company that primarily built ad-supported Web sites. Last May, in an effort to reduce costs and combine the creative and technical components, Millennium was bought out by General Interactive, another company started by Shiva.

The only marketers not ready to listen are those who could be held accountable for what EchoMail has to say. "What happens is an interesting contradiction," Shiva observes. "What [marketers] are saying is, 'I really want to know what my customers are thinking.' Now that you actually do know you have to tell your boss, and maybe the folks in research and development.

"That kind of data in an enterprise is extremely political. ... You know, if you're running ads and no one is responding, that's a problem for someone." ■



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Point of View



A Net News Junkie Tells All

How to cope with information overload. **By Douglas Ritter**

It may be the central quandary of the Information Age: as the amount of information available grows, the ability to absorb that information—not to mention the seeming necessity of doing so—becomes ever more of a strain.

Take following the advertising industry as one example of how much has changed. It used to be easy. There was the advertising column in *The New York Times* and the advertising trades. Gradually, the choices widened as *USA Today*, *The Wall Street Journal* and others began to show more interest in media and marketing.

But if keeping up with those publications required 10 minutes on the train over a cup of coffee, the Internet changed everything. There are now at least 15 magazines that cover the Internet and online media, and, of course, each of these has a Web site, some of which update such

information-junkie favorites as the Microsoft antitrust trial several times a day. The amount of information can quickly overwhelm you. But that doesn't quiet that voice in your head telling you that it might be good for your career to keep on top of what's going on in online media.

Fortunately, you're reading the work of an information junkie, one of the few in their right minds who reads all of this. And even more fortunately, I've decided to outline the methods I use to support my news habit.

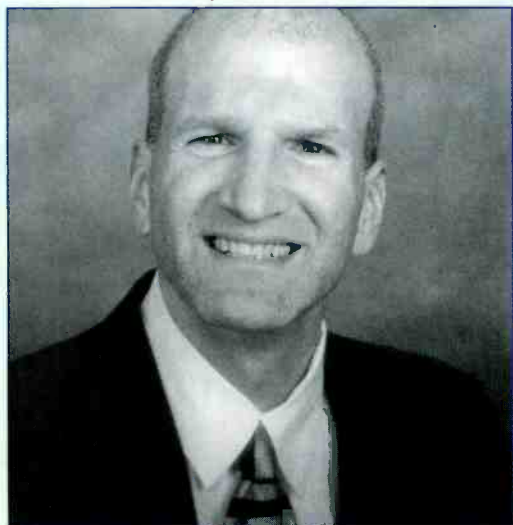
It all starts with your portal of choice (in the

off-chance you're not familiar with the term, it refers to what is often a Web user's default homepage. Formerly known as search engines, the sites now serve as windows on the Web, offering up news, weather, stock quotes and other must-have information). For a lot of us, that portal of choice is Yahoo!. Located at Yahoo.com, it, like many of its competitors, has a personalization feature, accessible by clicking on "My Yahoo!" at the top of the homepage. It also provides a free daily update on cool sites at the online version of the Ziff-Davis-produced print magazine *Yahoo! Internet Life*, yil.com. I can't say enough about Yahoo!, a site so good that it's a lifestyle.

However, I use Microsoft's latest portal entry at <http://home.microsoft.com> for its simplicity. Like most portals, you can customize it to include news, weather and sports from online media services such as ESPN, MSNBC and *The New York Times*, and it will keep track of your stock portfolio by providing updated quotes. The site provides audio and video clips of news and it can be customized so that, for example, you can receive, as I do, inning-by-inning updates of New York Yankees games as they're being played.

There are numerous other portals out there all covering the same waterfront—Excite, Netscape's Netcenter, NBC's Snap, and the just-launched "Go" from Disney, to name a few. And it may be trial and error to discover which one, or ones, floats your boat. For instance, Netcenter allows you to customize your own site to receive daily coverage of the Internet, and others have their own particular attributes.

As you scout for an online news service that meets your needs, it's important to remember how truly individual online tastes can be. Despite the critical drubbing that PointCast (www.pointcast.com) has taken in its recent past, I confess that I love PointCast as an informational screen saver.



Douglas Ritter

(above) says the

Internet is a gold-

mine of free busi-

ness information.

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Yes, it's a bandwidth hog, and push technology may be last year's—or maybe the year before's—hype, but if it's running over your company's T-1 line instead of your telephone line, it's of no concern to you. It's free and provides a wealth of information in a dozen category-specific channels such as news, lifestyle and sports. The channels rotate through your screensaver, or can be accessed at any time by clicking through to them. My only gripe with PointCast is its reliance on Reuters for general news, which always seems to be a bit behind the rest of the world.

While we're on the subject of push technology, there are a number of online news services that you can easily subscribe to. Most are free, and are just as easy to unsubscribe to if your e-mail box gets too full. I think the most comprehensive is @NY (www.atnewyork.com), which covers the New York Internet scene on a weekly basis.

Another favorite site of mine, if for nothing else than its irreverent editor, Michael Tchong, is Iconocast, which covers online advertising and media weekly. Available free at www.iconocast.com, it's full of interesting and timely tidbits about the

Web scene, as well as Tchong's column, The Jacobyte. Imagine Hunter S. Thompson online (now there's a scary thought) and you've got some idea of what The Jacobyte is all about. For instance, these days he's offering prizes to people who send him juicy rumors about the online world, and, to The Jacobyte, publishing a copy of the e-mail sent to ZD employees informing them that their lavish Christmas parties have been canceled—complete with off-

color commentary—is completely within the rules. It may be a little close to personal journalism, but it does have personality. But the easiest place to go for a comprehensive listing of available online newsletters may be the Association for Interactive Media at www.interactivehq.org. Their site provides free online subscriptions to a number of information-rich newsletters including a listing of open Internet positions at companies on both coasts.

As a worker bee in the Information Age, you may also feel compelled to follow investments.

For that, I find that ZD's online publication, The Day Ahead, provides a neat listing of IPOs and what's going on in the Internet community of investments. Subscribe by going to

“Fortunately, you’re reading the work of an information junkie, one of the few in their right minds who reads all of this.”

www.zdnet.com/zdii/lists/thedayahead/subscribe.html. If you just need to look up information about almost any public company try www.hoovers.com. It's all there. For free.


For real in-depth intelligence on emerging Internet companies, Red Herring Online is the place to be, at <http://redherring.com>. It covers the “Business of Technology” with daily material and has recently been totally revamped.

Lastly, there are two newsletters that, while pricey, provide outstanding in-depth information on the Internet industry. The first is online guru Esther Dyson's Release 1.0 (www.edventure.com/release1/release1.html), which goes for \$695 and comes out monthly. You'll also get an invite to her PC Forums which (from what I gather) are quite a scene for the digerati.

George Gilder is also in that league, although at half the price: \$295 for 12 issues at www.gildertech.com/html/gtr.html. Gilder is a contributing editor to *Forbes ASAP*, *Forbes'* digital publication. Dense and a bit cerebral, it's best to sample his newsletter before you subscribe.

Armed with all this information, you may be able to storm the ramparts of your organization. Or maybe you'll just feel that you're finally up to speed on the digital news. Happy surfing! ■

Douglas Ritter is assistant vice president, marketing communications of GTE Business Development and Integration in Irving, Calif.

Netscape  Netcenter



Questions? Portals and sites like Netcenter, Hoover's and Iconocast have answers.

“When I bought PAXtv
for Stern’s Department Stores,
some people thought I didn’t know
how to shop.”



Jeanine Domich

Media Director, Dom Camera Associates

When Jeanine Domich added PAXtv to her media buy for Stern’s Department Stores, a few of her pals thought it was time to cancel her charge card. “But Stern’s has built its reputation on convenience, quality, and value,” said she with a smile. “And I was convinced that PAXtv’s consistent delivery of adult women made it a must for Stern’s. Sure, the PAX family-friendly broadcast network was the new game in town. But retailers thrive on the excitement of

new looks. And the sales-and-research team at WPXN-31 New York were experienced pros who helped us to tailor a schedule for Stern’s. Results? The cash register tapes speak for themselves. We know our advertising on PAXtv is bringing buyers into Stern’s.” Shopping for a bargain in TV broadcast advertising in the New York metro? Call Larry Strumwasser at (212) 757-3100 and say, “Hey, PAXtv me!” He’ll give you a perfect fit.



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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 9, 1999

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	11	I'm Your Angel	R. Kelly & Celine Dion
2	2	2	15	Nobody's Supposed To Be Here	Deborah Cox
3	9	3	11	Have You Ever?	Brandy
4	4	4	8	...Baby One More Time	Britney Spears
5	3	1	18	Lately	Divine
6	5	3	15	Because Of You	98 Degrees
7	8	7	10	Trippin'	Total (Missy Elliott)
8	7	1	9	Doo Wop (That Thing)	Lauryn Hill
9	10	7	9	Love Like This	Faith Evans
10	6	4	32	From This Moment On	Shania Twain
11	11	11	3	Goodbye	Spice Girls
12	12	8	16	Lullaby	Shawn Mullins
13	13	12	16	Save Tonight	Eagle-Eye Cherry
14	14	7	43	This Kiss	Faith Hill
15	21	15	8	Ghetto Cowboy	Mo'Nasty/Fam/W Bone/Thugs-N-Harv

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Billboard's Heatseekers Albums

Best selling titles by new artists who have not appeared on the top of Billboard's album charts. January 9, 1999. Provided by *SoundScan*.

This Week	Last Week	Wks. on Chart	Artist	Title
1	1	10	New Radicals	Maybe You've Been Brainwashed 'Til Now
2	2	24	Five	Five
3	3	9	Divine	Fairy Tales
4	4	12	The Flys	Holiday Man
5	5	18	Tatyana Ali	Kiss The Sky
6	10	13	Tyrese	Tyrese
7	8	14	Shakira	Donde Estan Los Ladrones?
8	12	7	TQ	They Never Saw Me Coming
9	7	20	The Wilkinsons	Nothing But Love
10	13	14	Orgy	Candyass
11	6	26	Cleopatra	Comin' Atcha
12	9	20	Jennifer Paige	Jennifer Paige
13	11	10	Rebecca St James	Pray
14	15	14	Lee Ann Womack	Some Things I Know
15	22	10	Fatboy Slim	You've Come A Long Way Baby

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CULTURE TRENDS

The Hollywood Reporter's Box Office

For 3-Day Weekend ending January 8, 1999

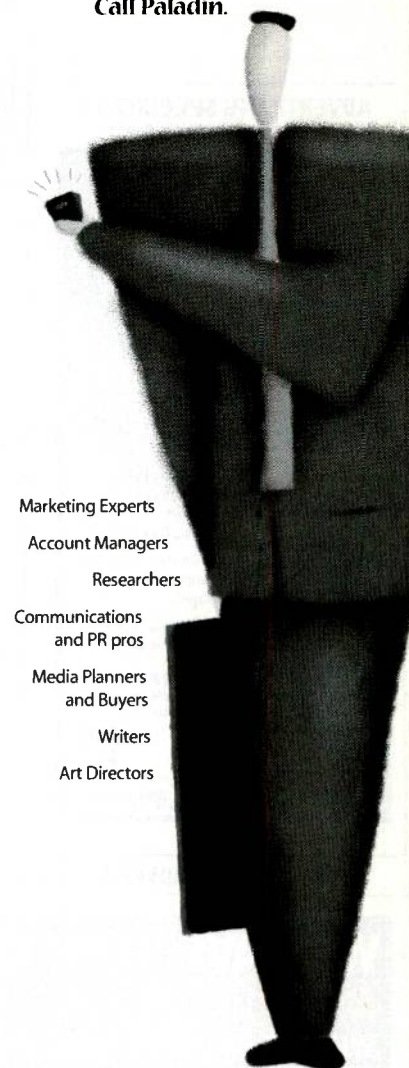
<i>This Week</i>	<i>Last Week</i>	<i>Picture</i>	<i>3-Day Weekend Gross</i>	<i>Days In Release</i>	<i>Total Gross Sale</i>
1	1	Patch Adams	19,050,675	10	65,495,000
2	2	Stepmom	14,582,227	10	50,017,838
3	3	You've Got Mail	14,176,243	17	77,938,617
4	4	The Prince of Egypt	11,244,612	17	66,351,243
5	7	A Bug's Life	8,830,882	45	136,420,446
6	6	Mighty Joe Young	8,119,749	10	28,148,105
7	5	The Faculty	7,485,668	10	25,894,803
8	9	Enemy of the State	4,788,756	45	96,816,659
9	8	Star Trek: Insurrection	4,748,716	24	58,644,099
10	12	Shakespeare in Love	3,172,107	24	9,411,676
11	10	Jack Frost	3,166,282	24	31,153,045
12	11	The Rugrats Movie	2,752,148	45	89,183,140
13	13	The Waterboy	2,142,483	59	150,037,914
14	14	Waking Ned Devine	1,619,160	45	6,954,620
15	16	Rush Hour	1,468,941	108	137,534,276
16	15	Down in the Delta	1,080,775	10	3,578,332
17	17	Life is Beautiful	1,073,415	73	11,409,840
18	18	Elizabeth	1,037,419	59	16,510,380
19	--	Antz	546,012	94	89,214,361
20	21	A Simple Plan	512,070	24	2,515,990
21	20	Psycho	412,815	31	20,776,265
22	22	Everest	403,799	304	56,145,919
23	25	The Thin Red Line	375,636	12	1,020,438
24	26	Babe: Pig in the City	364,030	40	16,132,210
25	19	Urban Legend	350,879	101	37,857,342
26	35	Meet Joe Black	301,365	52	43,542,070
27	28	There's Something About Mary	288,377	173	174,711,122
28	23	I Still Know What You Did Last Summer	278,096	52	39,167,980
29	--	T-Rex: Back to the Cretaceous	261,760	73	2,872,271
30	27	Dancing at Lughnasa	259,685	52	1,191,089
31	30	Gods and Monsters	255,344	61	1,922,758
32	29	The Siege	255,296	59	40,163,804
33	32	Little Voice	206,512	31	880,046
34	24	Practical Magic	206,408	80	46,611,204
35	34	Hurlyburly	171,302	10	463,298

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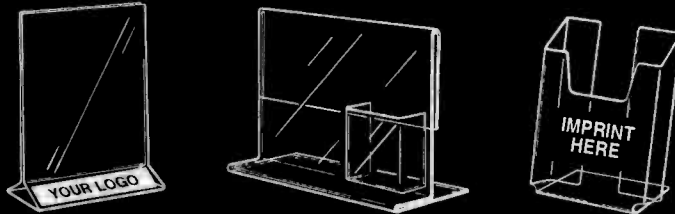
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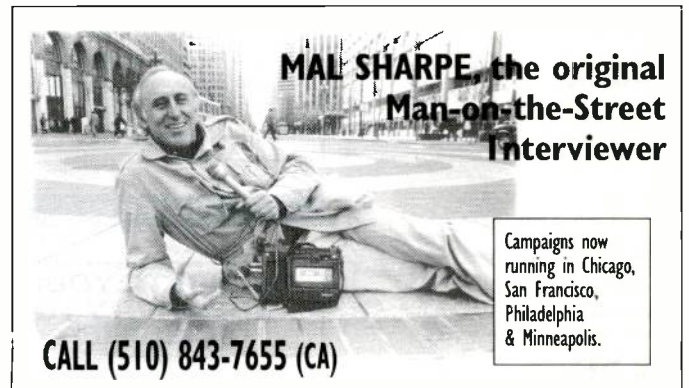


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conad@adweek.com Subject: 01-M-0180



Interactive Research Project Manager/Senior Analyst

Exciting opportunity exists to master the intricacies of the Web and grow with a new, dynamic Interactive sales force. This newly created position offers an out-of-the box thinker an exceptional chance to become a resource for a team in an aggressive growth area. Looking for an analytical person with 1-4 years experience in media (broadcast/cable network or agency experience required). Must have knowledge of traditional media research and planning tools (e.g. Nielsen, MRI). Familiarity with Interactive research sources is a plus, but not a requirement. Ideal candidate can undertake multiple projects, meet deadlines, and interpret numbers for sales support. Responsibilities include: retrieving competitive website audience data from syndicated research services for use in sales positioning pieces, assisting in the creation of category positioning decks, tracking competitive website data over time, updating research contained in all sales support materials, and handling research requests from Interactive sales force. Person should be detail oriented, proficient with PC and possess strong verbal and written skills. Fax or mail resume to:

Turner Broadcasting Sales, Inc.
Human Resources Dept., 6th Fl.
420 Fifth Avenue, New York, NY 10018
Fax# (212) 852-6886

1999 MEDIA OPPORTUNITIES

With the holidays over and everyone back to work now is the time to focus on improving your media career. We have excellent media opportunities for people looking to move up the ladder.

ACCOUNT PLANNING SUPERVISOR

One of NYC's hottest Media Services Shops wants you. Min 5 yrs exp. in Media Planning and Lcl Broadcast Buying. You will be working on a key National Retail Account. Great Opps for advancement.

PLANNER

Major national retail account looking for TV/Radio planner. Min. of 2-3 yrs experience. This is a huge fast paced retail account with a combination of fun and pressure. Great growth opps.

NETWORK RADIO BUYER

Tremendous opportunity if you have 1-2 years exp. buying Network & Syndication. This shop will help you progress and make more money. Great career move.

TV MEDIA BUYER

If you have min. 5 years exp. then your salary with this heavy TV shop will start with the same digit. Need a team player who works well under pressure.

MEDIA PLAN (4) & MEDIA PLAN SUPERVISORS (2)

If you are a planner with 2 years exp, know IMS, Donovan, Excel, PowerPoint and Word and can write well let's talk. On the other hand if you have had min. of 5 yrs exp as a planning svpr in TV Radio and Print we want to talk to you also but we want to pay you more money as a svpr.

MEDIA ASSIST (2) & ASSISTANT PLANNERS (2)

Great entry level into advertising. Min of 6 months experience. Will consider recent College Grads with demonstrated interest in advertising. Must know Word, Excel and PowerPoint.

EXECUTIVE ASSISTANT/ADV AGENCY/TV ENTERTAINMENT

Media Services/TV Ent. Company looking for a '96 or earlier grad to assist HR manager and CIO. Will work on 401K, benefits, policies and administrative items. If you have been working for 3 years or more this is a chance to get some exp. in Human Resources, Media and TV Syndication.

ASSISTANT MEDIA DIRECTOR

Top 5 NYC Agency looking for a pro heavy print plus excellent Radio and TV. Minimum 7 plus years exp. Package goods a must.

ACCOUNT EXECUTIVE BILINGUAL JAPANESE

Major worldwide agency with NYC office needs account executive with Japanese bilingual skills. Min of 2 years account work experience.

ACCOUNT COORDINATOR

Major worldwide agency with NYC office has great opportunity for recent college graduate with an advertising or marketing internship and 6 months of work experience. Must know Excel, Word and PowerPoint. Entry level salary plus OT.

SENIOR RESEARCH ANALYST-TOP CABLENET

These are the people who started it all number one cable network. If you have 3-5 years exp. at a Cable or Broadcast Net. in Research, know the Nielsen systems including Galaxy backwards and forwards then this is a great career move for you. One of the top cable conglomerates has an opening for one of its key cable networks.

All faxes must include salary history to be considered.

Lee Rudnick, President
DBI MEDIA, EXECUTIVE SEARCH

FAX: 212-338-0632
PH: 212-338-0808 Ext 5

Email: dbimedia@mindspring.com

Visit us on the web at <http://www.dbiny.com>



HELP WANTED

LICENSING EXECUTIVES DOMESTIC & INTERNATIONAL LICENSING

Playboy Enterprises, Inc. seeks two Licensing Executives to develop and take P&L responsibility for a diverse domestic and international (Europe and South America) licensing program focusing on apparel and lifestyle products. Responsibilities will include developing and executing a strategic plan, identifying potential partners, negotiating agreements and managing relationships to grow the business and leverage a powerful worldwide brand. Critical skills include high level of business and interpersonal skills in market analysis, business development, creative marketing, product development and retail merchandising. B.A. required, MBA preferred with a minimum of 5 years licensing or product marketing experience.



For immediate consideration send/e-mail resume and salary requirements to:



PLAYBOY ENTERPRISES
730 Fifth Ave., 3rd Fl
Attn: Gerry Nobile
New York, N.Y. 10019
gerryn@ny.playboy.com

Equal Opportunity Employer

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.

MEDIA SALES

Technology/Telecom Category Sales Manager
CA office of international monthly business magazine with strong presence in Latin America seeks top notch sales talent with technology sales experience to join its team. We are looking for a self-starter who wants to join one of the fastest growing business magazines. *Top income potential.*
Fax resume to **Beth Crowley at (305) 358-9761.**

DO YOU EVER FIND YOURSELF WONDERING . . .

*is it your job, or maybe the whole media business?
Or is it just you?*

Or are you maybe too talented to do a second-rate job in the under appreciated world of the media planner/buyer/researcher? Maybe you're working for an agency where the media department has been rebranded but the thinking hasn't.

Change your thought processes for a moment. Carat is the largest media specialist organization in the world. Our mission, here in the US, is to do nothing less than revolutionize the way the media business is conducted.

But now we need more of the right people --

Idea-driven, business and results-oriented, big-thinking, team-building, energetic, brilliant people.

We can create positions for the right people at all levels, in all specialties: planning, buying, research, programming, interactive, accounting, MIS and support services. Most of the current opportunities are in New York, but we also have offices in LA, Boston, Chicago, and San Francisco.

Please fax or e-mail your resume, along with your view of how we can change the world together, to

Tina Quatela-Stein
at 212-689-6005 or
tquatela-stein@carat-na.com



CARAT

ACCOUNT SUPERVISOR

Immediate opportunity for an effective Account Supervisor with minimum 5 years experience. Position is key to managing national financial and BTB direct response clients. Need to be strategic, organized and impressive. Fax cover letter and resume with salary requirements to:

James Naylor, Axiom Communications, 410-752-3153

RECRUITMENT ADVERTISING

PAYOFF!!!

That's What It's About.

If you've been in our world of recruitment advertising, you know the drill. Unpredictable hours, wild Thursdays, deadlines, the challenges of "outside-the-box" thinking... value added projects, media plans, innovative internet strategies, company branding... the list goes on. If you've been thriving in this environment, but lacking in the "payoff" department, you need to talk with us. At BSA we know how important the payoff is...whether it's the self-gratification that comes from knowing you & your team are doing a great job, a paycheck you can live with, clients who truly appreciate you and your efforts...or a bonus at the end of the year that says your boss knows you're there. If you still find yourself looking for one or all of these, then we have some sales/new business opportunities you should look into. Oppies have opened up for those with sales exp or client service experience and a desire to move into sales. If you enjoy the rush that comes from a new biz win - you'll want to talk with us.

We've built an impressive nat'l & int'l presence while hanging onto our core values. BSAers enjoy competitive comp/benefits, and an open door management style. Learn more about us by sending a letter of intro/resume to:



wresume@bsa.com or call
1-800-BSA-4ADS
and ask for Wendy Surkis

Ogilvy & Mather

Atlanta

ACCOUNT SUPERVISOR

Exciting opportunity for enthusiastic team player who works well with clients and colleagues:

Solid Agency Account experience
(Retail/Consumer goods preferred)

Outstanding presentation
and written skills

Strategic thinking and analytical skills

Demonstrated leadership and
account management skills

Computer literate
(Word/Excel/Lotus Notes)

Travel required

This position offers significant career opportunities. Salary commensurate with ability and experience.

Please send resume and cover letter to:

Human Resources
75 14th Street, Suite 3000
Atlanta, GA 30309
or fax to: (404) 888-5147

NO PHONE CALLS PLEASE

MEDIA

Leading NYC ad agencies and suburban area corporations are seeking experienced media management professionals.

Dir, Media Innovation- to \$170K
Strategic mktg w/above and below line knowl.
Grow clients' biz, participate in new biz pitches.

Group Media Dir's, planning- to \$150K
Retail, hi-tech, consmr pkgd gds opp'tys.

Media Planning Sups- to \$50-80K
Maj pkgd gds, media/cable, retail, auto, cosmetics.

Media Planners- to \$45K
Openings on auto, telco, pkgd gds, service.

Fax resumes to Karen Katz

ACCOUNT MANAGEMENT

We're searching for agency professionals to handle the following high profile account assignments at leading NY area advertising agencies.

VP GRP AD/DTIC to \$140K

Sr. Consultant/Brand ID to \$130K

MS Retail- to \$100K

AS On-line Retailer,

adv, sales, promo, interactive- to \$65K

AE Hi-Fashion New Business- to \$65K

AE NJ/Westchester agencies- to \$50K

AE Interactive- to \$50K

Fax resumes to

Larry Margolin or Melissa Goldberg

Visit our website for detailed job descriptions.
www.forumpersonnel.com

FORUM

342 Madison Ave., NYC 10017, STE 509
212-687-4050 or Fax 212-661-2789

You don't have to ride the LIRR to work for a top 4A's agency.

We are one of L.I.'s largest and fastest-growing agencies. We offer a great opportunity to work in a fast-paced, professional environment without the hassle of a long commute.

MEDIA DIRECTOR
Self-starter with excellent media planning and negotiating skills, 3+ years experience handling B-to-B and consumer accounts.

COPYWRITER
Strong conceptual thinker with creative flair, 3+ years experience creating B-to-B ads, brochures and direct mail.

Both positions are salaried, plus benefits package & 401k plan. To apply, fax or mail your resume and salary requirements to:

**HARRISON LEIFER
MILLER & SPEYER**
100 Merrick Road
Rockville Centre, NY 11570
Fax: (516) 536-2641

HELP WANTED

**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
E.O.E.

Wanted: One Amazing Graphic Designer

Graphic Designer

The Long Island based, in-house marketing department of Computer Associates is looking for a talented and seasoned graphic designer to join their team. Must have great design skills, strong initiative, as well as the ability to manage multiple projects. Work will be varied and fulfilling -- includes brochures, product literature, direct mail, logo design, annual reports, etc. Requires a hands-on designer who isn't afraid of rolling up his/her sleeves. Should have a minimum of 3-5 years of solid graphic design experience. Mac skills required.

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

Computer Associates International, Inc.

Human Resources Dept -AW

One Computer Associates Plaza, Islandia, NY 11788-7000

Tel: 800-454-3788 • Fax: 800-962-9224

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

For fastest response, you may apply online at: www.cai.com/career/cajobs.htm

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ADVERTISING ACCOUNT EXECUTIVE -NEW YORK-

SRDS, a major publisher of media information, is seeking a detail-oriented and aggressive Account Executive to join our Interactive Sales team.

You will be responsible for selling display and online advertising in the Interactive Advertising Source. The ideal individual must possess 5 years of advertising space sales and/or media buying experience. Position requires proven new business development skills. Candidate must feel comfortable with cold calling to build business in a high potential territory. Familiarity with interactive media highly desirable, but will train the right person. Excellent written/oral communication skills are essential. Expertise with PowerPoint and ACT! along with SRDS product knowledge and/or advertising agency experience a definite plus. Travel required.

We offer a competitive salary and attractive benefits package. For immediate consideration, please mail, fax or e-mail your resume and salary history, in confidence, to: **SRDS, Attn: Human Resources, 1700 Higgins Road, Ste. 500, Des Plaines, IL 60018-5605. FAX: 847-375-5291. E-mail: tmphrs@srds.com**

EOE M/F/D/V

SRDS[®]

ACCOUNT EXECUTIVE NEW BUSINESS DEVELOPMENT

Established, successful Northern NJ advertising agency has unusual position involving ongoing contact with prospective clients. You'll be responsible for developing relationships using unusual mailers produced by the agency followed by telephone and personal contacts that lead to initial interviews for you and an agency specialist. Software technology makes your job easy and fun!

We can offer you an excellent compensation/benefits package in an exciting work environment.

Forward resume and cover letter to:

ADWEEK Classified, Box 4098
1515 Broadway, 12th fl., New York, NY 10036
Email: conad@adweek.com



Fast-paced Northern Virginia AAAA's advertising agency is looking for proven professionals to join our successful team. You'll be working in brand new office space located near the nation's capital.

PARTNERSHIP

Sharp, multi-tasked, detail-oriented SALES and MARKETING experts to develop partnership opportunities for dynamic AAAA's ADVERTISING AGENCY accounts. 3-5 years SALES, advertising, brand marketing, retail and promotional deal-making experience helpful.

ACCOUNT SUPERVISORS, SENIOR ACCOUNT EXECUTIVES AND ASSISTANT AE's

Sharp, multi-tasked, detail-oriented marketing and advertising experts to work on a dynamic national consumer account. Ad agency, brand marketing, retail and promotional experience required.

MEDIA DIRECTOR AND MEDIA BUYER

Detail-oriented, organized Media Director to oversee all media planning, buying and research in broadcast, print and outdoor media. Must possess strong negotiation skills and the ability to handle multiple tasks. 8-10 years advertising agency experience in media planning and buying required. Detail-oriented, organized Media Buyer to be responsible for selection and integration of media on assigned accounts. Must possess excellent research and communications skills. 3-5 years media buying experience required. Media planning experience helpful.

We offer a very competitive compensation package with excellent benefits. Send resume, cover letter and salary history to EJWCo., 13665 Dulles Technology Drive, Suite 150, Herndon, VA 20171 or fax to (703) 793-1499 Attn: Human Resources. No calls pls.

Account Supervisor — Hispanic

Growing multicultural communications agency in NYC seeks strategic thinker and team player to plan and oversee Hispanic campaigns for Fortune 500 clients in US and International markets

If you have in-depth knowledge of the Hispanic market, 5+ years of solid marketing communications exp., a passion for building business and a strong entrepreneurial spirit, write to us now.

Position offers competitive compensation and excellent benefits.

Please send resume, cover letter and salary history to HR dept.:

Y A R Communications, Inc., 220 Fifth Avenue, New York, NY 10001

www.yar.com

HELP WANTED

Become a leader with a leader;
the nation's premier interactive agency: **AGENCY.COM**

V.P. PROJECT MANAGEMENT

Manage and motivate a team of project managers involved in interactive products and services development; minimum eight years project management experience, with five years in a management role, ideally interactive, but traditional media considered; MBA preferred.

V.P. of MEDIA SERVICES

Strategize growth of Media Services; manage a team of interactive Media Planners/Buyers in developing innovative online campaigns; eight years combined experience with traditional and interactive media buying required; BA/BS required.

ACCOUNT DIRECTOR

Lead and guide Client Services team in development and implementation of interactive strategies for multiple Fortune 500 accounts; three years interactive services and management experience required; MBA preferred.

Please e-mail responses to jobs@agency.com

or fax to 212-228-0311

ASSISTANT & MEDIA PLANNERS BREAK OUT OF THE BOX

Come share our new business success and help develop strategic and creative media programs that enhance the power, potential and pull of the award-winning creative at one of New York's hottest agencies. you'll be working on our blue-chip roster of clients, including Heineken and Mercedes-Benz.

LOWE & PARTNERS/SMS
FAX: 403-7061

PR & PROMOTIONS MANAGER

The country's hottest toy company, located in Chicago's northern suburbs, is looking for a creative, energetic, public relations or promotions specialist with at least 3 years consumer agency experience. Must have excellent writing, phone, multi-tasking and placement skills.

All go-getters fax resume to (847) 913-8118, or mail to: 980 Woodlands Parkway, Vernon Hills, IL 60061, Attn: PR or email to: HR@tigertoys.com

TIGER ELECTRONICS

SPOT TV BUYER

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

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

AN EASY SELL...

Tremendous full or part-time financial opportunity with exceptional flexibility. New out-of-home Media Company is looking for experienced regional salespeople/ reps with strong client and agency relationships. An intuitive understanding of selling innovative media a prerequisite. Out-of-home experience a plus but not necessary.

Fax resume to 908-719-2888

Looking for a new job?
How about job training?
www.themediaschool.net

Training for anyone in the
advertising business.

The Media School
PO Box 110, Ardmore, PA 19003
610-649-0704 fax 610-642-3615

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



miningco.com™

Director of Membership

A marketing professional with prior experience in creating and implementing all aspects of online and offline membership retention strategies. Five years experience with online and offline direct marketing.

Manager - Membership Programs

A creative professional with experience developing, implementing and overseeing membership and community event programs. Five years experience in similar arenas.

Manager, Micro-Marketing

A creative and experienced grass-roots marketer and public relations professional to develop, implement and manage individual web-site marketing programs. Three years experience.

Please email resume and cover letter to hr@miningco.com or fax to (212) 849-2121. EOE.

Savannah

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

Account Executive
for regional and national accounts.

Also seeking the same
qualities and experience in a

Senior Art Director
that has exacting standards, thinks conceptually, and knows excellence in award-winning design.

No phone calls please.

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

The Hauser Group
Savannah · Atlanta

ADVERTISING SALES

NYC-based Television Production Company in the Health and Alternative Medicine field seeks an aggressive

Director, Advertising Sales to sell advertising on Network TV Stations, Cable TV and the Internet. Commissions, Bonus & Advancement available. 3-5 years selling or assisting experience in Network, Spot, Syndication or Cable a must. We are looking for a self-starter to initiate sales calls and meetings, as well as close deals with major health-related clients and advertising agencies.

Fax resume to: 212-858-9851

ATTN: FREELANCERS

ADWEEK can offer you the exposure you need in our Services & Resources section. If you need to get your service out to the people who matter, you need to advertise now.

Call for info

1-800-7-ADWEEK

HELP WANTED

ADVERTISING ANALYST

At Time Inc., informing and entertaining the world is our business. As the world's foremost magazine publisher and leading direct marketer of books, music and video, Time Inc. is continually expanding its powerful brands. We currently have an outstanding New York based opportunity for a results-driven professional.

In this role, you will produce local market advertising sales information. Key responsibilities include interfacing with team members to support the overall sales efforts.

To qualify, you must have experience in MRI, Scarborough, Claritas or Prizm, US Census, and other geo-demographic surveys, and a solid background in major analytical and presentational software, Excel, PowerPoint, and Word. Experience with MRI and CMR data retrieval systems and informational analysis is essential. Outstanding interpersonal, and team playing skills a must. A strong background in data retrieval languages, PC skills, and LAN or WAN is desirable.

For consideration, mail resume, including source code AW-111-AA and salary requirements, to: PO Box 378, Burlington, MA 01803 or fax to: 800-462-6943. To apply on line: timeinc@webhire.com. Only qualified candidates will be contacted. Equal opportunity employer.

Time Inc.

GSD&M Chicago

GSD&M's Chicago office is seeking:
National Broadcast Supervisor
minimum of 3 years of media buying experience.

National Broadcast Planner
1-2 years of media experience.

Responsibilities will include accounts such as MasterCard, Pennzoil, Fannie Mae, Wal-Mart and Chili's Grill & Bar.

Please fax résumés to 312-573-5790.

GSD&M

GREAT JOB...GREAT COMMUTE!

Growing 4As Northern NJ ad agency seeks bright account people. Immediate openings for AE/AS levels. Experience in financial services, high-tech or pharmaceuticals preferred.

We can offer you an excellent compensation/benefits package in an exciting work environment.

Forward resume with salary requirements to:

ADWEEK Classified, Box 4097
1515 Broadway, 12th floor, New York, NY 10036
Email: conad@adweek.com
Subject: 01-N-0157

Make
a
day
at
your
job
worth
a
day
of
your

life

Cunningham Communication is a team of talented and motivated public relations professionals who work with industry-leading, technology based clients. We have opportunities in our Austin, Texas, Cambridge, Mass., and Palo Alto, California offices.

Account managers with six or more years in public relations, including agency experience managing a PR account team. A technology background is preferred.

Account associates with three or more years in public relations, agency experience a plus, with strong writing and media relations skills required. A technology background is preferred.

We value innovation, leadership, quality and honesty; we offer excellent compensation, premium benefits & a unique, refreshing work environment.

Please send, fax or e-mail your resume today, indicating location desired to: Human Resources

1510 Page Mill Road
Palo Alto, CA 94304
Fax: (650) 858-3702
E-mail: kgreene@ccipr.com

cunningham communication inc

Visit our web site at: www.ccipr.com

MARKET RESEARCH

Manhattan based market research company specializing in media (especially Internet) and entertainment industries seeks individual with 3-5 years hands-on qualitative and quantitative research experience.

Candidates should have a genuine interest in working at a successful, small company and should enjoy working with people. Strong communication and writing skills, an outgoing personality and an excellent sense of humor are essential.

Please fax resume and salary requirements to:

(212) 785-7808

ACCOUNT SUPERVISOR

Established Denver agency with prestigious client list, that keeps getting bigger, needs capable Acct. Sup. with interest & ambition to quickly advance. Must be strategic thinker & have 10 years exp. with nat'l broadcast clients. Excellent opportunities. Great offices. Positive attitudes. Fun environment. Interested? Fax resume and salary history to:

David Henry
(303) 296-3410

DESIGNER & PAGE LAYOUT ARTIST

Designer and Page Layout Artist sought for Stamford, CT branch office of fast-paced growing communication consulting firm. Must be a creative, organized and responsible self-starter and a Macintosh expert (specifically Quark, Illustrator and Photoshop) with strong knowledge of electronic file preparation. We're looking for someone who shares our passion for meeting challenges in a creative, fun and rewarding work environment. The ideal candidates for these two positions will have the ability to work independently with support from our design studio in Glendale, CA headquarters. Salary commensurate with experience. Please respond with resume and salary history to:

Sheppard Associates
ATTN: Design Director
1055 Washington Blvd, 6th Floor
Stamford, CT 06901
FAX: (203) 359-3406

No calls please

REACH YOUR AD COMMUNITY WITH ADWEEK MAGAZINES

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YOU'RE SO MONEY AND YOU DON'T EVEN KNOW IT.

Adauction.com is looking for smart, experienced, highly motivated people who'd like to get in on the ground floor of one of the most dynamic start-up companies in the Internet advertising industry. We offer a challenging, fun, and rewarding work environment, competitive salary, and a generous stock option package.

POSITIONS: NY & CHICAGO- Sales Managers.
SAN FRANCISCO- Director of Media Sales, Media Sales Account Executives, Business Development Managers, Administrative Assistant, Traffic Coordinator.

RESUME TO: EMAIL: jobs27@adauction.com FAX: 415-597-4840
MAIL: Adauction.com, Attn: Human Resources Dept.,
188 The Embarcadero, 3rd Floor, San Francisco, CA 94105

For more detailed job descriptions go to
www.adauction.com/copp.htm

OPPORTUNITY CLICKS.SM



SALES PLANNER

Home & Garden Television, one of the fastest growing cable networks, has an immediate opening in the New York advertising sales department. We are seeking a highly organized individual who possesses strong written and oral communication skills, as well as a desire to learn the cable advertising sales business. Good computer skills are a must. BA/BS, cable/broadcast network or media experience preferred.

Please mail or fax resume
attn: Human Resources
9701 Madison Ave
Knoxville, TN 37932
Fax: 423-470-8954
(No phone calls please)

HGTV is an equal opportunity employer
providing a drug-free workplace through
pre-employment screening.

Trae Tu Corazón A San Francisco

Hispanic ad agency seeks
bilingual/bicultural Account Executive
with 2-4 years experience in the
following areas:

ACCOUNT EXECUTIVE

- Managing and coordinating day to day Agency efforts on client's behalf
- Managing and monitoring budgets and estimates
- Planning, executing and evaluating creative and media campaigns
- Establishing and maintaining positive client relationships
- DM experience a plus.

Fax or mail resume to:

Betty Lieboff
The Bravo Group - SF
88 Kearny Street, 20th Floor
San Francisco, CA 94108
Fax: (415) 477-4510

SENIOR MARKET RESEARCH ANALYST

Publisher of VIBE, SPIN & BLAZE Magazines is seeking a highly motivated and energetic self-starter to provide research support for the national advertising and marketing staffs. The person must be organized, efficient, and detail-oriented. Must have working experience with syndicated research studies such as MRI, TRU, J.D. Power. Experience with using IMS, MEMRI or similar media analysis programs is required. Must possess computer proficiency of Word, Excel and Powerpoint. Previous experience at a publication or ad agency preferred.

Please send/fax your resume to:

ADWEEK Classified, Box 4082
1515 Broadway, 12th fl.
New York, NY 10036
FAX: (212) 448-7400
Attn: Belle Fu

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/MF/D/V

www.paladinstaff.com

Top Agencies Looking
for Top People

ACCOUNT MEDIA-CREATIVE

Fax or Mail resume to
HART & COMPANY
Suite 7H
219 East 69th Street
New York, NY 10021
Fax: 212-585-1294

Magazine Ad Sales

Newest, coolest, and most effective type of inserts need to be sold to agencies, clients, and exposed to leading publishers. If you have experience in selling magazine ad space, and you have great ad agency and client contacts, fax:

Matthew at 310-768-2026
Sal/Com/Bnfts.

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Search ads from all six
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Mediaweek.

e-mail:

adweek@adweek.com

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<http://www.adweek.com>

HELP WANTED

AD SALES REP

New NYC based men's mag. seeks experienced p/t display advertising salesperson. Salary + commission.
Call 212-331-1220
 or fax: 212-331-1222
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MARKETING DIRECTOR

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ADDRESS _____

PHONE _____

FAX _____

PAYMENT

CHECK MASTERCARD VISA AMER.EXP.

Signature _____

Cardholder's Name _____

Card # _____ Expires _____

CULTURE TRENDS

MTV Around the World

Week of 1/2/98

MTV Asia

Artist	Title
1. Alanis Morissette	Thank U
2. Phil Collins	True Colors
3. Jennifer Paige	Crush
4. 98Degrees	Because
5. Robbin Williams	Mellenium

MTV Latin America (South Feed)

Artist	Title
1. Alanis Morissette	Thank U
2. U2	Sweetest Thing
3. Los Piojos	Desde Lejos No Seve
4. Bersuit Bergrabat	Se Viene
5. Oasis	Acquiesce

MTV India

Artist	Title
1. Chori Chori	Karreb
2. Khandala	Ghulam
3. Pyar To	Pyar To
Hona Hi Tha	Hona Hi Tha
4. O Jaane O Jaane	Piar Kiya To Dama Kya
5. O Jaane O Jaane	Piar Kisi Se Hota Hai

MTV Australia

Artist	Title
1. Will Smith	Miami
2. Master P	Nenny's Dead
3. Offspring	Pretty Fly
4. New Radicals	You Get What You Give
5. Metallica	Turn the Page

Billboard's Top 15 Country Singles

Compiled from a national sample of airplay.

January 9, 1999 Provided by Broadcast Data Systems.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	20	You're Easy On The Eyes	Terri Clark
2	3	2	17	Wrong Again	Martina McBride
3	2	2	21	You're Beginning To Get To Me	Clay Walker
4	4	4	13	Right On The Money	Alan Jackson
5	6	5	20	There You Have It	Blackhawk
6	8	6	23	For You I Will	Aaron Tippin
7	10	7	14	Spirit Of A Boy, Wisdom Of A Man	Randy Travis
8	9	1	18	Let Me Let Go	Faith Hill
9	11	9	10	For A Little While	Tim McGraw
10	12	10	14	Stand Beside Me	Jo Dee Messina
11	5	3	21	Someone You Used To Know	Collin Raye
12	7	1	16	Husbands And Wives	Brooks & Dunn
13	14	13	8	I Don't Want To Miss A Thing	Mark Chesnutt
14	15	14	11	Unbelievable	Diamond Rio
15	13	14	9	Wrong Night	Reba

© 1998 Billboard/Broadcast Data Systems

Billboard's Top 15 Albums

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

January 9, 1999 Provided by SoundScan.

This Week	Last Week	Peak Pos.	Wks on Chart	Artist	Title
1	New	1	1	DMX	Flesh Of My Flesh Blood Of My Blood
2	1	1	6	Garth Brooks	Double Live
3	2	2	40	'N Sync	N Sync
4	4	3	6	Jewel	Spirit
5	3	2	8	Celine Dion	These Are Special Times
6	7	4	6	Mariah Carey	# 1's
7	6	4	72	Backstreet Boys	Backstreet Boys
8	9	6	6	The Offspring	Americana
9	8	2	60	Shania Twain	Come On Over
10	14	1	13	Jay-Z	Vol. 2... Hard Knock Life
11	16	5	5	2Pac	Greatest Hits
12	11	2	5	Metallica	Garage Inc
13	12	10	48	Dixie Chicks	Wide Open Spaces
14	15	2	29	Brandy	Never S-A-Y Never
15	10	7	7	'N Sync	Home For Christmas

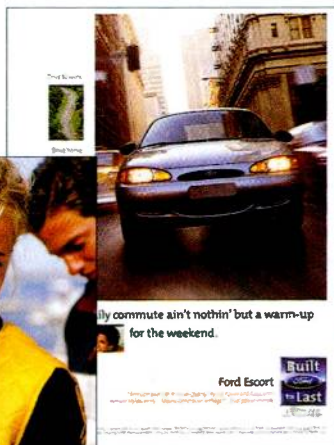
© 1998 Billboard/SoundScan, Inc.

Magazines

BY LISA GRANATSTEIN AND JOHN MASTERTON

Spending Outlook Brightens Considerably

Publishers show increasing optimism as economy keeps rolling along



Despite a typically slow start for the New Year, publishers' ad spending predictions are much more optimistic than last fall's bleak outlook. With Wall Street's resurgence and respectable holiday sales, many advertisers who delayed their plans or cut back on spending should be back in the marketplace by the second half of this year.

Like last year's mostly solid ad spending figures, many of the categories measured by the Publishers Information Bureau of the Magazine Publishers of America are expected to increase once again, though perhaps with less gusto than they did in '98.

A category that may make some good news for publishers is drugs & remedies. While it fell by

4.4 percent to \$758 million from January through November last year, due in large part to a shift to television, the category as a whole may see a comeback. "Serious medications [for cancer or diabetes]," notes *Prevention* publisher Ken Wallace, will likely grow in print as that category "may need more-targeted media." Others, such as allergy medication Alle-

Mediaweek Magazine Monitor

Weeklies
January 11, 1999



With staffs recharged after a long holiday break, most weeklies rejoin the 1999 fray in the year's second week. And we welcome three newcomers: *TV Guide*, *U.S. News & World Report*, and *The New Yorker*. Cheers to all! -JM

	Issue Date	Current Pages	Issue Date Last Yr.	Pages Last Yr.	Percent Change	Issue Date	Current Pages	Issue Date Last Yr.	Pages Last Yr.	Percent Change	YTD Pages	YTD Last Year	Percent Change	
News/Business														
Business Week	No Issue	—	No Issue	—	—	11-Jan	62.42	12-Jan	66.93	-6.74%	62.42	66.93	-6.74%	
Economist, The	No Issue	—	No Issue	—	—	2-Jan	35.00	3-Jan	35.02	-0.06%	35.00	35.02	-0.06%	
Newsweek	No Issue	—	No Issue	—	—	11-Jan	36.41	12-Jan	46.46	-21.63%	36.41	46.46	-21.63%	
People	11-Jan	79.32	12-Jan	81.82	-3.06%	18-Jan	51.00	19-Jan	56.46	-9.67%	130.32	138.28	-5.76%	
Sports Illustrated	No Issue	—	No Issue	—	—	11-Jan	38.94	12-Jan	46.78	-16.76%	38.94	46.78	-16.76%	
Time ^E #	No Issue	—	No Issue	—	—	11-Jan	37.20	12-Jan	49.84	-25.36%	37.20	46.46	-19.93%	
U.S. News & World Report	No Issue	—	No Issue	—	—	11-Jan	43.26	12-Jan	30.74	40.73%	43.26	30.74	40.73%	
Category Total		79.32		81.82	-3.06%		260.97		301.49	-13.44%	340.29	379.93	-10.43%	
Entertainment/Leisure														
AutoWeek	4-Jan	25.88	5-Jan	23.61	9.61%	11-Jan	19.35	12-Jan	31.91	-39.36%	45.23	55.52	-18.53%	
Entertainment Weekly	No Issue	—	No Issue	—	—	8-Jan	24.09	9-Jan	27.41	-12.11%	24.09	27.41	-12.11%	
New York	DID NOT REPORT					DID NOT REPORT								
New Yorker, The	No Issue	—	No Issue	—	—	11-Jan	23.69	5-Jan	18.88	25.48%	23.69	18.88	25.48%	
Sporting News	4-Jan	9.33	5-Jan	11.41	-18.23%	11-Jan	11.58	12-Jan	10.96	5.66%	20.91	22.37	-6.53%	
Time Out New York	N.A.	—	N.A.	—	—	6-Jan	45.00	7-Jan	50.20	-10.36%	45.00	50.2	-10.36%	
TV Guide	2-Jan	59.16	3-Jan	46.16	28.16%	9-Jan	66.35	10-Jan	49.07	35.21%	125.51	95.23	31.80%	
Category Total		94.37		81.18	16.25%		190.06		188.43	0.87%	284.43	269.61	5.50%	
Sunday Magazines														
Parade	3-Jan	9.89	4-Jan	9.73	1.64%	10-Jan	14.03	11-Jan	10.61	32.23%	23.92	20.33	17.66%	
USA Weekend	3-Jan	18.22	4-Jan	14.86	22.61%	10-Jan	8.04	11-Jan	10.98	-26.78%	26.26	25.84	1.63%	
Category Total		28.11		24.59	14.31%		22.07		21.59	2.22%	50.18	46.17	8.69%	
TOTALS		201.8		187.59	7.58%		473.1		511.51	-7.51%	674.90	695.71	-2.99%	

^E = ESTIMATED PAGE COUNTS # = SINGLE-SPONSORED, REGULARLY SCHEDULED ISSUE

Magazines

gra, will return to print, adds *Weight Watchers* publisher Jeff Ward. Moreover, pharmaceutical companies such as Eli Lilly and Pfizer are preparing to launch new products, perhaps as early as second quarter, with a mix of print and television ad campaigns.

Last year, travel spending through November performed respectably, increasing by 5.7 percent to \$570 million. And though consumers are hitting the highway in droves, "ads are slow out of the gate," says Ed Kelly, publisher of *Travel & Leisure*. But even so, he continues, "it's going to be another strong year given the strength of the economy." While domestic travel is heading in a solid direction, Asian ads, due to that region's poorly performing economy, remain limited. "We're guesstimating a relatively flat year in Asian travel versus a slightly down year in '98," Kelly says. And though domestic tourist boards remain strong, recently becoming strong marketers, brand-building campaigns by big-destination boards such as the United Kingdom, Scandinavia and Spain are eroding, explains Peter Hunsinger, *Architectural Digest's* publisher. "They have powerful brands, but it's hard for agencies to get the brand building [going] because their clients are governments and are obsessed with reporting results." Beyond some of the red tape, adds Dawn Drew, publisher of *National Geographic Traveler*, the problem stems from three years ago when the tourism boards cut back their spending, which has not recovered. Moreover, recently travel books have begun fighting cable; the Bahamas and other Caribbean islands are funneling their spending to TV.

Food spending, which grew through November of last year by 15.5 percent to \$730 million, like many categories is off to a crawl. That should change, however. More functional foods, such as Tropicana's calcium-fortified orange juice, are in test markets and an advertising blitz is expected. Kellogg's Ensemble and Lever's Take Charge, which both are said to lower cholesterol levels, will launch this spring. Still, food may not be as robust as publishers hope, given the hits taken last year by international food companies such as Kraft, Nestlé and General Mills due to the economic downturn in Asia. *Weight Watchers'* Ward, however, sees Campbell as "being pretty aggressive" this year.

The wine industry, which until recently had only a handful of advertisers, will likely step up its presence. In 1997, the industry spent about \$80 million and expectations are that it will have doubled in 1998, with strong showings projected for this year, says Pam McNeely, senior vp/group media director at

Mediaweek Magazine Monitor

Monthlies



January ad-page performance in most sectors indicates little for the year ahead. Media budgets often aren't even fully determined, and few advertisers are going great guns. Most prefer to sit back and gauge competitors' marketing plans. These are some of the reasons why many "monthly" magazines that actually publish only 10 issues a year or fewer take the month off. Because a slim January is nothing unusual, books that excelled in the month are noteworthy. Among the heavyweights is *Vogue*. Six months after his installation as publisher, Richard Beckman has the

	RATE BASE	CIRC.	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
DO-IT-YOURSELF								
Family Handyman ⁹ (no issue)	1,100,000	1,126,939 ^a						
Today's Homeowner ¹⁰ (No issue)	950,000	955,067 ^a						
Category Total			0.00	0.00		0.00	0.00	
ENTERTAINMENT								
Premiere	600,000	602,791 ^a	43.99	53.00	-17.00%	43.99	53.00	-17.00%
Source, The	400,000	402,040 ^a	116.80	106.31	9.87%	116.80	106.31	9.87%
Spin	525,000	535,392 ^a	63.06	57.76	9.18%	63.06	57.76	9.18%
Us#E	1,100,000	1,101,222 ^a	35.50	34.24	3.68%	35.50	34.24	3.68%
Vibe ¹⁰ (No Issue)	600,000	606,237 ^a						
Category Total			259.35	251.31	3.20%	259.35	251.31	3.20%
ENTHUSIAST								
Audio	None Claimed	100,370 ^a	56.49	47.67	18.50%	56.49	47.67	18.50%
Automobile	600,000	610,346 ^a	62.98	53.09	18.63%	62.98	53.09	18.63%
Backpacker	255,000	274,708 ^a	54.06	55.21	-2.08%	54.06	55.21	-2.08%
Bicycling ¹⁰ (Jan./Feb.)	273,000	276,528 ^a	35.21	48.88	-27.97%	35.21	48.88	-27.97%
Bike ¹⁰ (No Issue)	130,000	123,264 ^a						
Boating	None Claimed	208,814 ^a	158.11	127.54	23.97%	158.11	127.54	23.97%
Car and Driver	1,200,000	1,219,708 ^a	108.66	106.21	2.31%	108.66	106.21	2.31%
Car Craft	375,000	385,499 ^a	55.49	41.20	34.68%	55.49	41.20	34.68%
Chevy High Performance	175,000	188,419 ^a	61.20	64.75	-5.48%	61.20	64.75	-5.48%
Circle Track	130,000	130,016 ^a	69.38	69.70	-0.46%	69.38	69.70	-0.46%
Cruising World	146,000	147,095 ^a	97.00	93.67	3.56%	97.00	93.67	3.56%
Cycle World	310,000	323,854 ^a	68.77	75.56	-8.99%	68.77	75.56	-8.99%
Dirt Rider	170,000	179,979 ^a	127.24	88.80	43.29%	127.24	88.80	43.29%
Flying	None Claimed	308,654 ^a	63.73	46.01	38.51%	63.73	46.01	38.51%
Four Wheel & Off Road	350,000	377,317 ^a	71.45	84.54	-15.48%	71.45	84.54	-15.48%
Golf Digest	1,550,000	1,539,272 ^a	81.50	85.22	-4.37%	81.50	85.22	-4.37%
Golf Magazine	1,400,000	1,469,078 ^a	171.55	148.13	15.81%	171.55	148.13	15.81%
Hot Rod	750,000	818,010 ^a	68.63	112.75	-39.13%	68.63	112.75	-39.13%
Motor Boating & Sailing	None Claimed	124,470 ^a	135.12	145.41	-7.08%	135.12	145.41	-7.08%
Motorcyclist	240,000	240,599 ^a	44.39	53.13	-16.45%	44.39	53.13	-16.45%
Motor Trend	1,150,000	1,188,863 ^a	87.03	88.69	-1.87%	87.03	88.69	-1.87%
Petersen's Photographic	200,000	202,308 ^a	105.74	94.83	11.50%	105.74	94.83	11.50%
Popular Mechanics	1,400,000	1,425,396 ^a	46.54	48.11	-3.26%	46.54	48.11	-3.26%
Popular Photography	450,000	454,741 ^a	176.71	155.87	13.37%	176.71	155.87	13.37%
Road & Track	735,000	737,362 ^a	102.65	109.61	-6.35%	102.65	109.61	-6.35%
Rod & Custom	130,000	136,060 ^a	81.26	83.86	-3.10%	81.26	83.86	-3.10%
Sailing World ¹⁰ (No Issue)	60,000	60,138 ^a						
Salt Water Sportsman	150,000	150,354 ^a	100.94	96.42	4.67%	100.94	96.42	4.69%
Ski ⁸	400,000	418,332 ^a	91.24	93.18	-2.08%	91.24	93.18	-2.08%
Skiing ⁷	400,000	401,303 ^a	93.11	88.20	5.57%	93.11	88.20	5.57%
Skin Diver	200,000	200,169 ^a	63.95	95.68	-33.16%	63.95	95.68	-33.16%
Sport	750,000	751,059 ^a	26.14	30.82	-15.18%	26.14	30.82	-15.18%
Sport Truck	200,000	200,259 ^a	67.35	64.57	4.31%	67.35	64.57	4.31%
Stereo Review/ Sound & Vision [#]	400,000	400,313 ^a	59.16	58.33	1.42%	59.16	58.33	1.42%
Tennis ¹¹ (No Issue)	775,000	775,935 ^a						
Yachting	None Claimed	132,341 ^a	129.81	112.39	15.50%	129.81	112.39	15.50%
Category Total			2,822.59	2,768.83	1.97%	2,822.59	2,768.83	1.97%

Mediaweek Magazine Monitor

Magazines

Monthlies



so-called "fashion bible" out of the gate +61%, an encouraging start for a publisher who plans to leave his mark on the Condé Nast flagship. With CN's full marketing/promotion arsenal at Beckman's disposal, it will be interesting to see if *Vogue* can maintain the early pace. Its principal fashion rivals, *Elle* (+6.32%) and *Harper's Bazaar* (+7.99%), were also up, albeit more modestly. Two other early pacesetters are

continued on page 36

	RATE BASE	CIRC.	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
FASHION/BEAUTY								
Allure	750,000	799,373 ^a	59.68	78.22	-23.70%	59.68	78.22	-23.70%
Cosmopolitan	2,300,000	2,581,985 ^a	101.37	96.73	4.80%	101.37	96.73	4.80%
Elle	900,000	941,770 ^a	60.43	56.84	6.32%	60.43	56.84	6.32%
Essence	DID NOT REPORT							
Glamour	2,000,000	2,208,926 ^a	104.18	97.45	6.91%	104.18	97.45	6.91%
Harper's Bazaar	700,000	726,582 ^a	36.48	33.78	7.99%	36.48	33.78	7.99%
Jane ¹⁰ (Jan./Feb.)	400,000	428,670 ^c	58.00	43.16	34.38%	58.00	43.16	34.38%
Mademoiselle	1,100,000	1,158,274 ^a	49.11	63.97	-23.23%	49.11	63.97	-23.23%
Marie Claire	650,000	734,841 ^a	53.79	49.77	8.08%	53.79	49.77	8.08%
Mirabella ¹¹	550,000	553,298 ^a	41.59	36.33	14.48%	41.59	36.33	14.48%
New Woman	1,175,000	1,181,080 ^a	53.70	58.00	-7.41%	53.70	58.00	-7.41%
Vogue	1,100,000	1,125,585 ^a	101.07	62.75	61.07%	101.07	62.75	61.07%
Victoria	950,000	959,599 ^a	21.77	27.31	-20.29%	21.77	27.31	-20.29%
W	400,000	420,727 ^a	47.30	58.40	-19.01%	47.30	58.40	-19.01%
Category Total			788.47	762.71	3.38%	788.47	762.71	3.38%
FOOD/EPICUREAN								
Bon Appétit	1,000,000	1,059,028 ^a	65.61	65.97	-0.55%	65.61	65.97	-0.55%
Cooking Light ¹⁰ (Jan./Feb.)	1,350,000	1,423,400 ^a	91.49	102.85	-11.05%	91.49	102.85	-11.05%
Food & Wine	775,000	883,381 ^a	57.21	42.69	34.01%	57.21	42.69	34.01%
Gourmet	850,000	879,331 ^a	35.45	40.18	-11.77%	35.45	40.18	-11.77%
Category Total			249.76	251.69	-0.77%	249.76	251.69	-0.77%
GENERAL INTEREST								
Atlantic Monthly	450,000	462,035 ^a	34.30	45.85	-25.19%	34.30	45.85	-25.19%
George	400,000	419,214 ^a	25.85	36.67	-29.51%	25.85	36.67	-29.51%
Harper's	205,000	215,266 ^a	25.42	21.17	20.08%	25.42	21.17	20.08%
InStyle	900,000	1,151,024 ^a	83.34	56.50	47.50%	83.34	56.50	47.50%
Life	DID NOT REPORT							
National Geographic	8,500,000	8,783,752 ^a	20.50	22.00	-6.82%	20.50	22.00	-6.82%
Reader's Digest	15,000,000	14,675,541 ^a	70.32	69.08	1.80%	70.32	69.08	1.80%
Smithsonian	2,000,000	2,088,299 ^a	57.83	31.69	82.49%	57.83	31.69	82.49%
Vanity Fair	1,000,000	1,118,895 ^a	34.92	49.39	-29.30%	34.92	49.39	-29.30%
Category Total			317.56	282.96	12.23%	317.56	282.96	12.23%
HEALTH/FITNESS (MEN)								
Flex	150,000	152,687 ^a	142.66	119.32	19.56%	142.66	119.32	19.56%
Men's Fitness	300,000	321,364 ^a	42.86	45.50	-5.80%	42.86	45.50	-5.80%
Muscle & Fitness	None	452,452 ^a	124.80	115.32	8.22%	124.80	115.32	8.22%
Runner's World	455,000	492,881 ^a	32.74	24.42	34.07%	32.74	24.42	34.07%
Category Total			343.06	304.56	12.64%	343.06	304.56	12.64%
HEALTH/FITNESS (WOMEN)								
American Health for Women ⁹ (No Issue)	1,000,000	1,004,672 ^a						
Fitness ¹⁰	900,000	1,004,391 ^a	45.17	40.74	10.87%	45.17	40.74	10.87%
Prevention	3,000,000	3,152,814 ^a	65.39	75.12	-12.95%	65.39	75.12	-12.95%
Self	1,100,000	1,149,506 ^a	62.00	57.68	7.49%	62.00	57.68	7.49%
Shape	1,100,000	1,106,785 ^a	50.50	64.25	-21.40%	50.50	64.25	-21.40%
Category Total			223.06	237.79	-6.19%	223.06	237.79	-6.19%
KIDS								
Boys' Life	1,300,000	1,370,247 ^a	8.57	5.37	59.59%	8.57	5.37	59.59%
Contact Kids ¹⁰	300,000	312,249 ^a	3.00	3.00	0.00%	3.00	3.00	0.00%
KidCity ¹⁰	250,000	255,279 ^a	2.00	1.00	100.00%	2.00	1.00	100.00%
Sports Illustrated for Kids ⁺	950,000	1,027,703 ^b	9.41	13.50	-30.30%	9.41	13.50	-30.30%
Category Total			13.57	9.37	44.82%	13.57	9.37	44.82%

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Daily & Associates, which handles the Mondavi winery.

Most publishers are seeing a fairly strong year ahead for fashion too, but whether apparel and footwear have as good a showing as '98 (up through November by 9.7 percent to \$760 million) is still anybody's guess. The usual suspects, *Glamour*, *Cosmo* and *InStyle* all expect a solid year. *Glamour* publisher Mary Berner says her monthly's March issue will be up 25 percent in fashion, with 189 pages and counting overall—a 10-year record. The increase, in part, may be attributed to interest in new editor Bonnie Fuller, formerly of *Cosmo*, she says. "They are liking what they're seeing," Berner says. "Our sense is fashion is strong."

Travel & Leisure's Kelly and *Rolling Stone* associate publisher Jeff Ahl see more of a splintering effect taking place, with fashion spending increasing in books—surprise!—like their own. "In men's wear there's a belief that endemic fashion books are not necessarily the answer," says *RS'* Ahl. "We're seeing more of an interest from designers and fashion companies. This year, *RS* broke DKNY, Rusty (surferwear) and K2's new line of all-terrain shoes.

Many publishers had a tough year last year with beauty/toiletries/cosmetics as a category; it grew by 8 percent to \$1.1 billion through November. In this year's first quarter, cosmetic marketers have been spending cautiously, taking a wait-and-see attitude on how the holiday season panned out.

In the all-important automotive category, publishers don't want to see a repeat of last year's performance that drove spending down 10.8 percent through November. Even though most PIB sectors were up or flat through 11 months, automotive was on pace to drop \$25 million in print spending or more. But *Time* publisher Jack Haire feels better going into 1999. "Consumer confidence took a blow in the third quarter of 1998, but finished strong," he says. "I'm hoping the U.S. market will be stronger in '99, but it won't be dramatically stronger."

Haire suspects Daimler-Chrysler will be spending more to seed its new brand identity and that a post-strike General Motors will be "firing on all cylinders" to recover ground lost during last summer's seven-week work stoppage.

Though the direct-response sector has become unpopular in some titles (*The New Yorker*, *Reader's Digest*), it was on a flat pace to top \$125 million in 1998 spending. But *Parade* chairman/publisher Carlo Vittorini sees a slight uptick in his crystal ball. "First-

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half outlook, we're slightly ahead of last year. And 1998 was good for us after direct response dipped in 1997." He predicts that a good economy will continue to benefit the collectibles business but that some catalog-style product advertising could dip.

Despite a heavy dose of consolidation in business/consumer services (which often dampens ad spending), *Forbes* vp/advertising Bill Flatley says there's a lot of optimism about spending in the sector. He says companies like Andersen Consulting, KMPG and Deloitte-Touche "are all moving ahead pretty strongly." Moreover, he expects that after a record number of banking and financial services mergers in 1998, companies emerging from the "digestion" process (e.g., Citi-Corp) will spend aggressively to get their new message out.

Business Week associate publisher/worldwide ad director Bill Kupper expects a sustained bull market to prolong spending gains in both institutional and personal finance advertising.

In the computers/office equipment category, "High-tech is H-O-T with capital letters," says Kupper, who expects to repeat or better *BW*'s 15 percent year-to-year growth in high-tech sectors in recent years. Business magazines should all benefit from continuing strength in networking, Internet, electronic commerce and telecommunications. (*BW* in March will introduce a quarterly "magazine-within-a-magazine" devoted to e-commerce.) At *Forbes*, Flatley and team recently inked six major high-tech spending commitments from the likes of Novell, Dell and EMC.

Y2K concerns could be a factor in reduced spending from hardware manufacturers anticipating slower sales as consumers await new standards. But, Kupper and Flatley agree, it should also boost first-half spending from companies offering Y2K management solutions.

Finally, in retail, branding increasingly applies as much to large retailers as to the products they sell.

"Clients like Saks Fifth Avenue are realizing they're a brand and that they have to drive people to their store to show that it's more than just a collection of stuff," says *AD*'s Hunsinger.

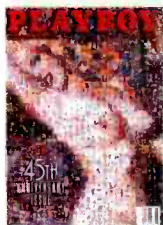
Electronic commerce will also play a role. Haire says *Time* is writing more business from Web sites like barnesandnoble.com while also seeing retailers building identity to counteract the e-commerce surge.

—Lisa Granatstein and John Masterton

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housed at Hearst. With new editor Lesley Jane Seymour and a new look that began in January and culminates in April, *Redbook* toasted the New Year with a +39.5% debut. Also sporting a new editor (Nancy Soriano), *Country Living* posted a +28.9% January.

InStyle is at or near the top of many "hot" magazine lists, and a torrid January (+47.5%) certainly won't hurt its status. Some skeptics call it mere fluff, but the book has clearly hit a responsive chord with readers that advertisers hope to capitalize on. *Smithsonian* also made a statement, pumping up its normally thin January issue by 82.49%. And *Esquire* (+107.73%) bested last January by nearly 25 ad

	RATE BASE	CIRC.	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
LIFESTYLE								
Details	475,000	476,290 ^a	25.31	42.64	-40.64%	25.31	42.64	-40.64%
Esquire	650,000	672,073 ^a	47.86	23.04	107.73%	47.86	23.04	107.73%
Gentlemen's Quarterly	650,000	700,244 ^a	50.00	63.40		50.00	63.40	-21.14%
Maxim ¹⁰ (Jan./Feb.)	450,000	720,000 ^c	62.51	36.19	73%	62.51	36.19	72.73%
Men's Health ¹⁰ (Jan./Feb.)	1,450,000	1,587,573 ^a	50.87	43.78	-16.19%	50.87	43.78	16.19%
Men's Journal ¹⁰ (No Issue)	550,000	566,943 ^a						
Outside	525,000	541,242 ^a	61.68	55.03	12.08%	61.68	55.03	12.08%
P.O.V. ¹⁰ (No Issue)	220,000	232,180 ^a						
Penthouse	DID NOT REPORT							
Playboy	3,150,000	3,151,495 ^a	60.10	41.73	44.02%	60.10	41.73	44.02%
Category Total			358.33	305.81	17.17%	358.33	305.81	17.17%
MATURE MARKET								
New Choices ¹⁰ (No Issue)	600,000	611,441 ^a						
Sunset	1,425,000	1,464,559 ^a	71.01	60.37	17.62%	71.01	60.37	17.62%
Category Total			71.01	60.37	17.62%	71.01	60.37	17.62%
OUTDOORS								
Bowhunting ⁹ (No Issue)	160,000	160,348 ^c						
Field & Stream	1,750,000	1,757,543 ^a	38.03	38.91	-2.26%	38.03	38.91	-2.26%
Guns & Ammo	575,000	597,570 ^a	46.00	33.65	36.70%	46.00	33.65	36.70%
Handguns	150,000	160,829 ^a	26.05	23.02	13.16%	26.05	23.02	13.16%
Hunting	350,000	350,633 ^c	3	27.79	17.24%	3	27.79	17.24%
Outdoor Life ¹⁰ (No Issue)	1,350,000	1,368,023 ^a						
Sports Afield ¹⁰ (No Issue)	450,000	453,292 ^a						
Category Total			142.66	123.37	15.64%	142.66	123.37	15.64%
PARENTING/FAMILY								
Baby Talk ¹⁰ (No Issue)	1,500,000	1,503,382 ^b						
Child ¹⁰ (No Issue)	832,500	932,958 ^a						
FamilyFun ¹⁰ (No Issue)	1,035,000	1,064,789 ^a						
Family Life ¹⁰ (No Issue)	400,000	403,659 ^a						
Parenting ¹⁰ (No Issue)	1,250,000	1,321,207 ^a						
Parents ⁺	1,725,000	1,843,100 ^a	91.61	94.28	-2.83%	91.61	94.28	-2.83%
Category Total			91.61	94.28	2.83%	91.61	94.28	-2.83%
PERSONAL FINANCE								
Kiplinger's Personal Finance	1,000,000	1,064,461 ^a	57.82	71.00	-18.56%	57.82	71.00	-18.56%
Money	1,900,000	1,935,014 ^a	67.08	76.17	-11.93%	67.08	76.17	-11.93%
Mutual Funds	750,000	742,492 ^a	41.00	41.00	0.00%	41.00	41.00	0.00%
SmartMoney	700,000	724,495 ^a	85.64	97.60	-12.25%	85.64	97.60	-12.25%
Category Total			251.54	285.77	-11.98%	251.54	285.77	-11.98%
SCIENCE/TECHNOLOGY								
Discover	1,200,000	1,206,745 ^a	38.67	40.47	-4.45%	38.67	40.47	-4.45%
Popular Science ¹⁰	1,555,000	1,562,353 ^a	37.02	46.90	-21.07%	37.02	46.90	-21.07%
Scientific American	DID NOT REPORT							

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pages to narrow the gap with arch-rival *Gentlemen's Quarterly* (-21.14%), which still ran more advertising.

Of course, no one should read too much into these morning-line numbers. That goes for gainers mentioned above, along with several big losers. These include another CN giant, *Vanity Fair* (-29.30%), plus two newer CN titles, *Allure* (-23.70%) and *Details* (-40.64%). Moreover, three of the four personal finance titles saw double-digit dips, due in part to completion of the year-end financial-planning binge. But media budgets are notoriously fickle, and 11 more issues will have a lot to do with determining the monthlies' 1999 advertising performance. —JM

60 SECONDS WITH...



Bob Teufel

President/COO
Rodale Press

Q. You've been at Rodale since JFK

was president. Did you ever think you'd stick with the company this long? **A.** I decided to work around home. I got a job offer from a local paper and then Rodale Press. I thought, this is great, I can live at home and I can save enough money to get an apartment in New York and take a glamorous job at an advertising agency. Well, this is a commentary on either a) the salaries at Rodale, where I haven't been able to save enough money or, b) more importantly, the wonderful career opportunities that I had in working for a growing company. **Q.** What was your first job at Rodale? **A.** The company was so small that I worked as an associate editor on *Organic Gardening* magazine and also a direct-response copywriter. My career then took me into the circulation part of the business and away from editorial. I was also at various times in my career in charge of production and manufacturing. I got to understand all parts of the business, so when I became president in 1979, I had worked in every aspect of the business. **Q.** You're an avid angler. So what's more satisfying: landing the big one or nabbing the Henry Johnson Fisher Award later this month? **A.** Uhh, heh, heh... Well, the Henry Johnson Fisher Award is once in a lifetime, and since I practice catch-and-release fishing, you can catch the big one more than once. The award is a unique opportunity that even people from small towns like Emmaus, Pa., can be recognized by the industry. **Q.** Do you have a personal philosophy in that's carried you through your career? **A.** Nothing is as serious as it pretends to be. **Q.** Then it's fitting that I ask if you and Steve Martin were separated at birth. **A.** [Laughs] My kids used to bring their classmates in and would point at me and say, "See, I told you," and their friends would say, "Say something funny, Mr. Teufel." **Q.** Have you ever met him? **A.** Yes, we ended up standing side by side in a men's room in Los Angeles. But we didn't talk to each other. He is cool, and I was trying to be cool. —LG

	RATE BASE	CIRC.	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
Spectrum, IEEE	None	304,430c	65.70	60.03	9.45%	65.70	60.03	9.45%
Wired	400,000	415,256 ^a	164.35	109.80	49.68%	164.35	109.80	49.68%
Yahoo! Internet Life	400,000	403,923 ^a	81.33	39.13	107.85%	81.33	39.13	107.85%
Category Total			387.07	296.33	30.62%	387.07	296.33	30.62%
SHELTER								
American HomeStyle/ Gardening ¹⁰ (No Issue)	980,000	1,004,943 ^a						
Architectural Digest	750,000	818,185 ^a	65.91	63.62	3.60%	65.91	63.62	3.60%
Condé Nast House & Garden	550,000	580,864 ^a	41.71	37.65	10.78%	41.71	37.65	10.78%
Country Living	1,600,000	1,669,609 ^a	55.63	43.15	28.92%	55.63	43.15	28.92%
Home ¹⁰ (No Issue)	1,000,000	1,024,238 ^a						
House Beautiful	850,000	864,585 ^a	38.17	41.38	-7.76%	38.17	41.38	-7.76%
Martha Stewart Living ¹⁰ (No Issue)	2,100,000	2,235,723 ^a						
Southern Living	2,450,000	2,470,000 ^a	67.20	69.82	-3.75%	67.20	69.82	-3.75%
Category Total			268.62	255.62	5.09%	268.62	255.62	5.09%
TEEN								
All About You ¹⁰ (No Issue)	325,000	337,777 ^a						
Jump ¹⁰	350,000	350,100c	28.33	30.83	-8.11%	28.33	30.83	-8.11%
Seventeen	2,300,000	2,437,194 ^a	51.58	58.64	-12.04%	51.58	58.64	-12.04%
Teen	1,850,000	1,850,436 ^a	34.00	29.71	14.44%	34.00	29.71	14.44%
Teen People (Began 2/98) (No Issue)	800,000	974,894c						
YM ¹⁰ (No Issue)	2,150,000	2,170,687 ^a						
Category Total			113.91	119.18	-4.42%	113.91	119.18	-4.42%
TRAVEL								
Condé Nast Traveler	750,000	789,628 ^a	105.01	93.29	12.56%	105.01	93.29	12.56%
Travel & Leisure	925,000	1,013,327 ^a	73.77	63.37	16.41%	73.77	63.37	16.41%
Travel Holiday ¹⁰ (No Issue)	550,000	558,610 ^a						
Category Total			178.78	156.66	14.12%	178.78	156.66	14.12%
WEALTH								
Robb Report	None	101,314 ^a	136.00	121.00	12.40%	136.00	121.00	12.40%
Town & Country	425,000	435,423 ^a	72.73	66.24	9.80%	72.73	66.24	9.80%
Category Total			208.73	187.24	11.49%	208.73	187.24	11.49%
WOMEN'S SERVICE								
Better Homes & Gardens	7,600,000	7,616,114 ^a	76.75	87.51	-12.30%	76.75	87.51	-12.30%
Family Circle			DID NOT REPORT					
Good Housekeeping	4,500,000	4,517,713 ^a	67.79	68.38	-0.86%	67.79	68.38	-0.86%
Ladies' Home Journal	4,500,000	4,521,970 ^a	74.10	89.81	-17.49%	74.10	89.81	-17.49%
McCall's			DID NOT REPORT					
Redbook	2,800,000	2,854,448 ^a	67.44	48.33	39.54%	67.44	48.33	39.54%
Woman's Day	4,050,000	4,079,707 ^a	53.83	69.58	-22.64%	53.83	69.58	-22.64%
Category Total			339.91	363.61	-6.52%	339.91	363.61	-6.52%
MEDIAWEEK MONITOR TOTALS			7,429.59	7,116.66	4.40%	7,429.59	7,116.66	4.40%

FOOTNOTES: ¹¹ = PUBLISHED 11 TIMES IN '99; ¹⁰ = PUBLISHED 10 TIMES IN '99; ⁹ = PUBLISHED 9 TIMES IN '99; ⁸ = PUBLISHED 8 TIMES IN '99; ⁷ = PUBLISHED 7 TIMES IN '99; * = STEREO REVIEW AND VIDEO WERE MERGED IN JAN. '99; ^a = AUDITED BY AUDIT BUREAU OF CIRCULATIONS; ^b = AUDITED BY BPA INTERNATIONAL; ^c = NON-ABC/BPA TITLE.

Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

Blue-Color Jobs

WELL, STEVE JOBS HAS DONE IT AGAIN. APPLE'S interim president for life has injected some color into the drab world of computers through the brilliant stratagem of injecting some color into the drab world of computers. It turns out that his translucent blue iMac (and what does that mysterious little letter stand for anyway? impish? impetuous? inimitable? inexpensive? itty-bitty? imyselfandme?), the most adorable little blue-i'd computing machine since the Smithsonian-bound original Macintosh itself, was merely a harbinger. Now Jobs has given us the rainbow. This year's iMacs, likened by *The New York Times* to "a pack of Lifesavers," come in red, green, purple, orange and, for traditionalists, blue. Clearly, Steve Jobs is aiming for nothing less than the debeigeification of America's desktops.

Which is as it should be. Because as we all know, America's mission is to be a beacon of cool to the less enlightened peoples of the world.

Jobs himself, the CEO as casual guy, personifies this quest. Introducing Apple's new products at the annual Macworld exposition in San Francisco (cool town, man), he was wearing, according to the *Times*, "his trademark jeans, complete with bleach spots and a small hole below one front pocket." And his "interim" shtick is the coolest bit of all. It's as though Steve's just this bright kid hanging around the neighborhood who has to drop in on Apple now and then to rescue it from the suit-addicted dullards of Grown-Up Business-world who try to impose order, professionalism, organizational charts and management theories on the legendarily loose company only to screw it up so badly it nearly drops dead. This modern-day Tom Swift will end up as a Disney animated feature film, mark Media Person's words.

Of course, veteran readers of this column know that Media Person is biased—if not

totally warped—on this subject, since he is a dedicated Mac user, which is to say, insane. He spits on the Dells, Compaqs, IBMs, Hewletts, Packards and other useless jalopies blighting our workspaces. Unlike some Maccabees, MP does not despise Bill Gates and all his works (for after all, does not MP stick with the bloated and esthetically unappealing Microsoft Word?), just Windows, which is totally superfluous, but regards him

There was a time when cars and telephones were all black; tennis balls, sheets, refrigerators and TV anchormen all white.

as a necessary evil, much in the way Roosevelt accepted Stalin as an ally. This would appear to be Jobs' attitude toward Goliath as well. He said at the expo that Apple's relationship with Microsoft is "like a marriage—99 percent of the time it's terrific. About one percent of the time we argue over stuff." Maybe so, but breathes there a single Apple employee or user who can read an article about the Justice Department's latest foray against Microsoft without screaming, "Sic 'em, boys!"?

Anyway, to return to the matter of hue (and by the way, what *is* the matter with you?), there must have been a sharp intake of breath in the audience when Jobs delivered this revolutionary manifesto to the Mac faith-

ful and the media: "Color is really a big deal for consumers. We think the most important question of this year is going to be: What is your favorite color?" Bold talk, young man. Never mind all that geeky blather about MB, OS, RAM, Mhz, CD-ROM, HD and GB you hear all day long at Compzoo and Chipshack, Mr. J is telling us. From now on, your drooling consumer horde will come charging into the store yelling, "Gimme purple, sales-nerd! I gotta have purple!" It is this very type of perception, recognizing and celebrating the inevitable victory of style over substance, that has made America the great economic engine it is today.

Who knows? He could be right. There was a time when cars and telephones were all black; tennis balls, sheets, refrigerators and TV anchormen all white. Whoever thought we would need yellow hospital walls or green hair? Some visionary like Jobs, that's who, and the next thing you know millions of people felt they couldn't live without a pink phone or blue contact lenses. Now that Apple has once again pointed the way, Bill Gates is probably telling some trusted assistant, "Say, Mark, oh, sorry, Mike, I was just thinking, what if we start putting out that little online magazine of yours in green type? Damn, if only we made hardware.

Hmmmm, do you suppose that maybe...?"

OK, that's enough, Bill; you're starting to take over the column

and it's time for Media Person's closing thought. Which is that with the advent of genetic engineering, which *Time* recently celebrated as THE science of the 21st century, the next great step in evolution could be to apply the Jobs hypothesis to humanity itself. This would not only solve the age-old problem of racial prejudice but considerably brighten up the human landscape. Think of it: people wandering around in varying shades of puce, chartreuse, fuchsia, mauve, teal and umber, a dazzling kaleidoscope of designer flesh.


The only downside MP can think of is you might have to throw out a few ties or skirts that clash with your skin. Small price to pay for progress. ■

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