

MEDIA WEEK

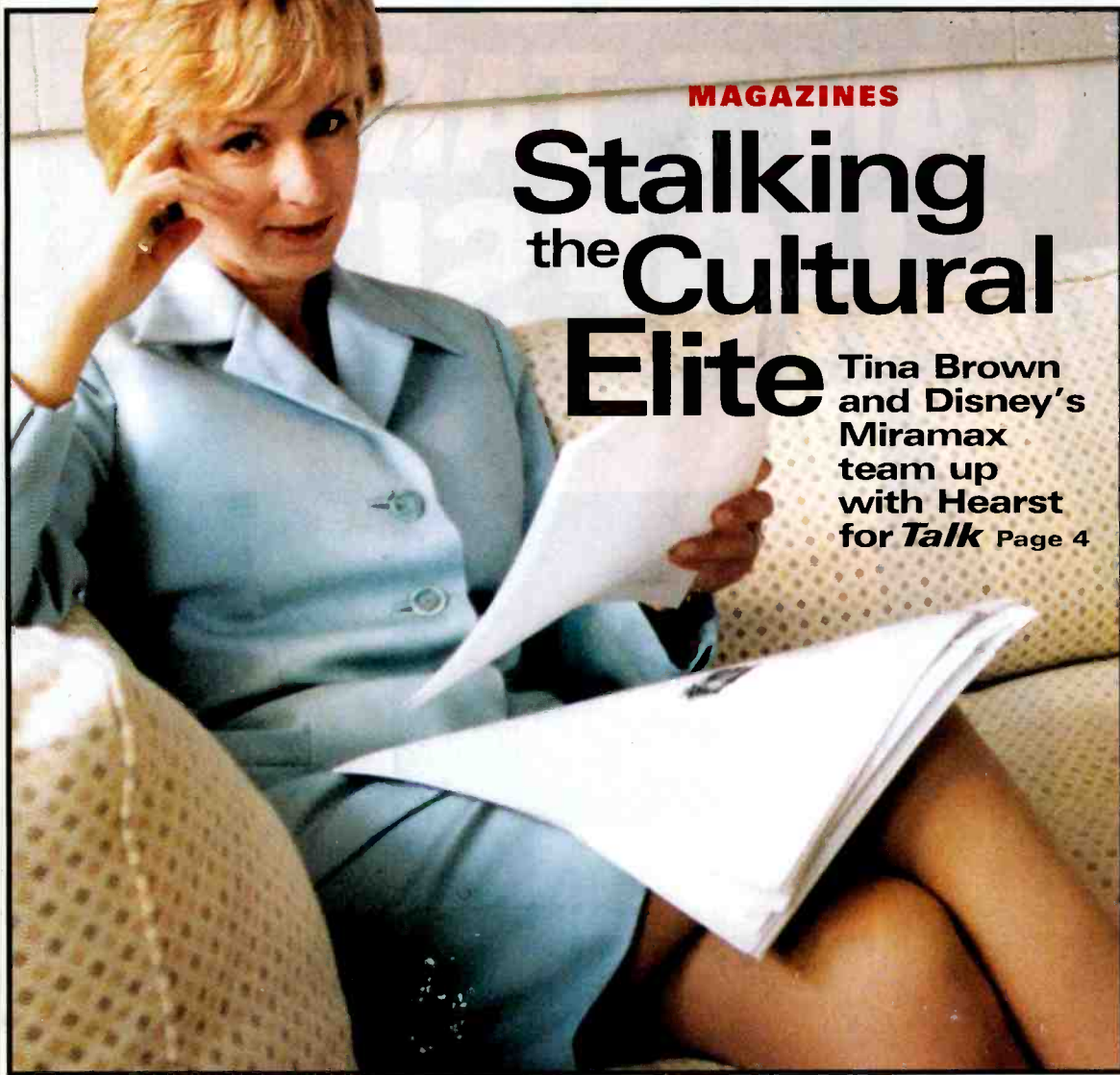
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NEWSPAPER

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MAGAZINES

Stalking the Cultural Elite

Tina Brown and Disney's Miramax team up with Hearst for *Talk* Page 4

MARKET INDICATORS

National TV: Busy

Second-quarter scatter activity is picking up. There's lots of money to be spent, but inventory is tight since units are needed for first-quarter makegoods.

Net Cable: Steady

Early kids upfront talks are percolating. Second quarter is tightening, with several networks reporting 15-20 percent of inventory sold. Portal and Web dollars are downloading.

Spot TV: Steady

The packaged-goods category is down with Kraft and P&G holding back dollars, but first quarter continues to keep pace with '98. Auto and retail categories are healthy.

Newspapers: Solid

National newspaper buys are hot, driven by pharmaceuticals, computers and packaged-goods categories. Automotive, hot in January, could be cooling off.

Magazines: Nervous

Mergers among computer makers and a migration of high-tech ads to consumer books are creating tough going for trade publishers like CMP Media.

TV PRODUCTION

Roth Rolls Into Warner Bros.

Former Fox chief will replace Jonas **PAGE 5**

TV STATIONS

Barry Baker Bolts Sinclair

CEO will leave in April but is already talking to Diller and Disney about a future in the Internet

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RADIO

Clear Channel, Jacor Unload

Seeking merger approval, groups deal 20 stations worth \$340 million in Florida, Ohio, Kentucky

PAGE 8



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Laura K. Jones

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AT DEADLINE

Network TV Revenue Dipped in 4th Quarter

The Big Three broadcast networks reported a 3.1 percent decline in gross revenue for the fourth quarter of 1998 compared to the same period the previous year, according to the Broadcast Cable Financial Management Association. Total gross revenue declined to \$3 billion from \$3.1 billion. Prime time revenue was down 2.4 percent or nearly \$35 million. The only positive note was in the kids daypart, where a strong showing by ABC helped boost revenue by 8.9 percent.

Canadians Mull Split-Run Ban

The Canadian Parliament last week introduced an amendment to legislation designed to discourage split-run editions. Canada had been prepared to approve a bill that protects its publishers by banning foreign magazines from carrying Canadian ads. Since the bill was introduced in October, the U.S. has objected strongly and recently threatened to impose trade sanctions on Canadian imports such as steel and textiles.

MacManus Unveils Global Firm

The MacManus Group last week launched its long-anticipated independent global media company. Irwin Gotlieb, president and CEO of MacManus' TeleVest media unit, became president and CEO of the newly branded MediaVest Worldwide. MediaVest includes the current units of TeleVest, the MacManus overseas media unit MediaVest, and the unbundled media resources of DMB&B and N.W. Ayer & Partners.

Magazine Revenue Surging

Magazines posted a 9.4 percent increase in revenue in January over the same month last year, according to the Magazine Publishers of America. Total ad pages rose accordingly, up 3.7 percent from 13,420 to 13,917 over the same period. "The [magazine] market looks very healthy, and it looks healthy into the future," said Christine Miller, executive vp of the MPA. "Some members are reporting the strongest first quarters that they've ever had."

N.Y. Times Adds Plant in Phoenix

The New York Times today begins seven-day statewide home delivery in Arizona through an agreement with The Arizona Republic, which will print The Times on its presses in Phoenix. The deal with the Central Newspapers-owned paper gives the Times its 10th U.S. printing location.

Wendy's Beefs Up Print Budget With SI/Run

A year after launching a marketing effort touting itself as a complement—or alternative—to increasingly fragmented TV audiences, Sports Illustrated has bagged longtime TV advertiser Wendy's International. The No. 3 burger chain, a visible National Hockey League sponsor, has inked a 15-page, \$2.5 million buy in its first ad schedule with the Time Inc. weekly. "We're trying to use media fragmentation to our advantage," said Gary Steele, executive vp of Bates USA, Wendy's agency. The campaign, which also includes ads in The Sporting News and Vibe, will run from April through December.

CMP Following in ZD's Footsteps

As it ponders a sale or merger, computer magazine publisher CMP Media last week retained Lazard Freres & Co., the same investment bank that handled the first sale of CMP rival Ziff-Davis in 1994. But the Long Island, N.Y.-based company—whose annual revenue approaches \$500 million—said a sale is not certain. Since going public late in 1997, CMP has been unable to convince the investing public that it is a high-tech Internet company, not a publisher. Among companies believed to be interested: Primedia's Intertec unit; Miller Freeman; Advanstar; and Mediaweek parent VNU, the largest publisher of computer magazines in Europe.

Addenda: Satellite provider DirectTV on Tuesday is expected to announce a new business alliance with Sony-owned Columbia TriStar Television Group... **Slaton White** has been named new editor of Times Mirror Magazines' *Field & Stream*... **The New York Times Co.**'s breach of contract lawsuit against Weider Publications, Times Mirror and the Jordan, Edmiston Group over last fall's sale of Weider's *Senior Golfer* to Times Mirror has been dismissed...

PMK, the public relations company that specializes in the entertainment industry, has signed a letter of intent to be acquired by Momentum Worldwide, a unit of McCann-Erickson World-Group... **Sarah Pettit** has been named *Newsweek's* arts and entertainment editor.

Correction: It was incorrectly reported that Studios USA's syndicated *Free Speech* made a group deal with the Chris-Craft/United Television stations (*Mediaweek*, Feb. 1). Actually, the half-hour home video strip had been sold on a market-by-market basis. The show is cleared in nearly 70 percent of the U.S.

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MEDIA WIRE

Tauzin Lambastes FCC Radio Initiative as 'Ill-Advised'

Rep. Billy Tauzin (R-La.), chairman of the House Subcommittee on Telecommunications, last week chastised the Federal Communications Commission's recent proposal to establish thousands of new low-power radio stations. In a curt letter to FCC chairman William Kennard, Tauzin called the proposal "ill-advised" and asked that the FCC "take no further actions" until the commission makes a full presentation before the subcommittee.

Microradio also took center stage in Tauzin's speech last Thursday before the board of the National Association of Broadcasters. Enumerating the "sins" of the FCC, Tauzin cited the microradio proposal as "another example of the FCC going off on its own agenda."

Tauzin, who is preparing to convene hearings on FCC reform later this year, added that the FCC is "out of date, it's out of reality and it's doing things it shouldn't be doing." —*Katy Bachman*

Cross-Ownership Bill May Get Swept Into FCC Overhaul

Rep. Mike Oxley (R-Ohio) last week introduced legislation to end the ban against cross-ownership of television stations and newspapers in the same market. But Congressional staffers said it is unlikely the bill will move quickly this term. Rep. Billy Tauzin (R-La.), chairman of the House Subcommittee on Telecommunications, has indicated that although he also wants to remove the cross-ownership ban, he would prefer to handle the matter as part of an overall revision of FCC regulations.

"Congressman Tauzin's intention is to hold hearings on the entire range of ownership issues this spring," said his spokesman, Ken Johnson. "We had hoped that the FCC would come up with new recommendations to eliminate many of these regulations. Instead, they have been contemplating new ones."

Last year, Sen. John McCain (R-Ariz.), chairman of the Senate Commerce Committee, introduced a similar bill, calling the existing ban on cross-ownership, which (*continued on page 6*)

Hearst, Disney Talk It Up

Two media giants strengthen ties with deal on Tina Brown's new baby

MAGAZINES / By Lisa Granatstein

Finally, there's something to talk about. In a move that's expected to give Tina Brown's *Talk* a circulation surge right out of the starting gate, Hearst Magazines agreed last week to handle distribution and take a 50 percent stake in the title as part of a joint venture with Walt Disney Co.'s Miramax Films. The partnership gives Hearst entrée into the general-interest category with a proven editorial star and buzz magnet.

The deal expands an ongoing relationship between the Hearst Corp. and Disney. Hearst owns 20 percent of both Disney's ESPN cable network and *ESPN The Magazine*, and the two media conglomerates hold shares in A&E Television Networks and Lifetime.

Hearst Magazines, publisher of *Good Housekeeping*, *Esquire* and *Harper's Bazaar*, will own half of the estimated \$50 million new partnership and will handle several back-office responsibilities, including circulation and production. Talk Media, the publisher of *Talk*, will handle the magazine's editorial, advertising sales and marketing. The Hearst-Miramax relationship extends only to *Talk* and its companion Web site and not to any ancillary ventures such as feature films, books or TV shows that might be developed from the magazine.

"[The joint venture] adds the firepower...it completes the circle for us," said Brown, Talk Media chairman/editor in chief. "It really adds a tremendous acceleration to our possibilities of success."

"We're very enthusiastic about teaming up with as talented an editor as Tina, and there isn't an advertiser [Galotti, Talk Media president and publisher] doesn't know," added Cathleen Black, president of Hearst Magazines. It's a formula that has "two very well known people hooking up with a company that knows what it's doing," Black added.

The monthly will debut in mid-August with a 500,000 circulation. *Talk* will sell for \$2.95 on newsstands (Condé Nast's *Vanity Fair*, the magazine *Talk* will be most directly positioned against, sells for \$3.95).

While Brown is mum on the editorial content, she said her staff has completed a third prototype. And though she also declined to comment on the magazine's specifications, the prototypes are said to have the look and feel of a *Stern* or *Paris Match*—a bold, newsy sensibility with a lightweight paper stock similar to that of *The Economist*.

If speculation about the paper stock proves to be correct, media buyers say it would not be a concern as long as the magazine was resistant to bleed-throughs from other ads or its editorial. "It's another way to stand out in the clut-



Galotti: The publisher has been calling on top execs at Hilfiger, Chanel

Vanity Fair, the magazine *Talk* will be most directly positioned against, sells for \$3.95). While Brown is mum on the editorial content,

A BATTLE FOR ELITE EYEBALLS

Talk will challenge several other titles for upscale readers and ad pages

	Rate Base	Ad-Page Rate*
<i>Vanity Fair</i>	1 million	\$76,740
<i>The New Yorker</i>	725,000	\$51,130
<i>Talk</i>	500,000 (circ.)	\$42,000 (projected)
<i>George</i>	400,000	\$30,360

*all rates are for four-color, non-bleed

tered magazine world," Melissa Pordy, Zenith Media senior vp/director of print services, said of the light-paper-stock scenario.

As for *Talk*'s readers, Brown said they will be intelligent and motivated. The readership is expected to be the same literary, rarified audience that gravitates toward *Vanity Fair*, Condé Nast's *The New Yorker* and, to a lesser extent, Hachette Filipacchi's *George*.

"I love competition—it quickens the blood," said Graydon Carter, *VF* editor in chief. "We compete with the weeklies, fashion magazines and newspapers, and I'm sure this will be another worthy competitor." (Brown was editor of *Vanity Fair* for eight years prior to joining *The New Yorker* in 1992; Galotti was publisher of *VF* for 21/2 years prior to his dismissal in 1993.)

While *Talk* sales execs are expected to begin meeting with buyers next week, Galotti has already been busy chatting up potential clients directly, including Tommy Hilfiger senior vp marketing Peter Connolly and Chanel Inc. president/COO Arie Kopelman. Galotti has almost finished assembling his 10-member sales team.

Rather than bloat *Talk*'s inaugural issue in the manner of most high-profile launches, the premiere edition will be limited to 100 ad pages, Galotti said. Ads will be sold at roughly \$42,000 for a four-color page, the publisher said.

At the outset, there will be no group sales efforts with Hearst, Galotti stressed. "There really isn't any integration on the business side at all," he said. "Who knows where the future will bring us, but this is going to operate as a stand-alone."

The \$42,000 page rate "sounds premium-priced, but that's what I would expect from Tina and Ron given where they're coming from," remarked Lee Doyle, managing director of media at Ammirati Puris Lintas. "I certainly have more enthusiasm for the project now that they're working with Hearst. The Hearst deal legitimizes them and their ability to actually get the publication distributed."

Talk is expected to launch with a heavy newsstand push. Direct mailings will begin in early summer, said Hearst's Black.

While *Talk* Media and Miramax plan to eventually produce films and books from content in *Talk*, there's also talk that Brown may host four one-hour TV series this fall on Disney's ABC network, à la Barbara Walters. "We have many things in the works," Brown said, declining to comment further.

For Hearst, *Talk*-ing its way into the general-interest category is a significant move. "Hearst has some truly niche-specific titles that are terrific, but this will help broaden and attract a variety of advertisers," said Zenith's Pordy. "It also attracts a touch of buzz to them." ■

Roth: From Buyer to Seller

New Warner studio chief relishes move to 'larger playing field'

TV PRODUCTION / By John Consoli

Peter Roth's broad programming experience on both the studio and network sides was a key factor in his hiring last week as president of Warner Bros. Television. Roth's past stints as head of the 20th Century Fox Television studio and of Fox Entertainment had made him a sought-after commodity in Hollywood since his dismissal last year from the Fox network post. At Warner Bros., Roth will succeed Tony Jonas, whose contract was set to expire this year.

"I don't think it's a case that Jonas flopped," said one studio executive. "Jonas is very talented. But Peter was available, and he knows both sides of the street. [Warner Bros.] wanted to hire him before somebody else did."

Jonas joined Warner Bros. Television in 1989 and became president of the studio in 1995 after Leslie Moonves departed for the CBS Entertainment presidency. Jonas has no network experience, having worked at Spelling Productions, Paramount and Lorimar prior to joining Warner.

Warner got off to a strong start during the current TV season, selling eight shows to the Big Six broadcast networks for their fall schedules, the most of any studio. But only two of the programs have generated solid ratings—*Two of a Kind* on ABC and *Jesse* on NBC. Three other new Warner shows are struggling: *Vengeance Unlimited* (ABC), *For Your Love* (UPN) and *Hyperion Bay* (WB). And three other offerings were cancelled—*Benben* (CBS), *Trinity* (NBC) and *Brimstone* (Fox). Warner has not had a major hit on the networks since Moonves' departure more than three years ago.

Roth's resume has roughly equal amounts of network and studio experience. He spent a decade in programming at ABC, followed by six years as president of Stephen J. Cannell Productions and four years at Twentieth Television (including two years as president of 20th Century Fox Television) before joining the Fox network as programming chief. While at the Fox studio, Roth was responsible for overseeing hit series including *Chicago Hope*, *The Practice*, *The X-Files*, *Picket Fences* and *Buffy*, the *Vampire Slayer*, a hit on Warner Bros.' WB network.

"Peter championed *Buffy* when even the WB network was cool to it," one network executive noted.

While Warner Bros. executives have said that the studio needs to produce more shows for its sister network the WB, Roth said that mandate is just one of many areas he wants to concentrate on. He is looking forward to getting back to the other side of the programming-sales equation. "Being a studio head will enable me to be closer to the creative talent, which has always been my fondest goal," Roth said. "The creative process is what I do best, and this will enable me

to work more closely with writers and producers. The playing field is much larger."

Roth's supporters have attributed his demise at Fox in part to the network's needs for programming targeting specific demos and time periods. Back on the studio side, Roth will be able to develop many types of programming, targeted to the needs of six different broadcast networks and cable.

Warner had hoped to delay an announcement of Roth's hiring until after the development season is completed in May, but word of the talks leaked

out, and he will now join the studio on March 1.

"There's no question this is an awkward time to take over," Roth admitted. Since it is so late in the development cycle, Roth said it's unlikely he will contribute anything to Warner's slate for next season.

Roth said he hopes to bring to Warner one major strategy that he espoused at Fox—to sell programming to the networks on a year-round basis. "As a supplier, I will embrace the concept," he said. "I hope the networks will support it."

Roth is a much more familiar figure than Jonas with the network television advertising community, and Madison Avenue execs see the change as a good one for Warner. "Peter is a good program-maker, and he went out of his way to interact with the ad community," said Bob Igiel, executive vp and broadcast director for the Media Edge. "At Fox, he faced the pressure of developing programming to fit a single mold. Now he'll have a broader palette to paint with." ■



Roth admits the timing of his hiring is "awkward."

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dates from 1975, "obsolete." Senate aides said McCain and his subcommittee chairman, Conrad Burns (R-Mont.), would like to end the ban later this year, but like Tauzin, they want legislation that takes in LMAs and duopolies as well. An FCC staffer said the agency's review of cross-ownership and LMA/duopoly issues was prompted by having so many waivers to the existing rules, making them unequal in their application. —*Alicia Mundy*

Acquisition of Auto Titles Gives Emap More Gearheads

Emap Petersen last week acquired General Media's automotive group for \$35 million. The deal comes within weeks of the \$1.5 billion sale of Petersen Companies to British publisher Emap. General Media unloaded all four of its auto titles—*Four Wheeler*, *Stock Car Racing*, *Open Wheel* and *Drag Racing Monthly*.

The acquisition of the General Media properties "gives us a dominant position in the trucks and racing niche," said James Dunning, Petersen chairman and CEO. Petersen now controls more than 40 books in the category.

Bob Guccione, chairman of debt-laden General Media (which also publishes *Penthouse*), said his company will focus on its Web site ventures and a new cable channel, expected to launch sometime this year.

"The [auto group] was an investment, and it did very very well for us," said Guccione, whose company reportedly owes \$80 million to bondholders. "But we've got two huge areas of growth, and that's where our concentration is going."

Petersen last week also appointed former General Media executive Mark Goldsmith as vp/executive publisher of Petersen's sports group. And the company announced that Providence, R.I., will be the site for the first Gravity Games, its extreme sports joint venture with NBC Sports, set for September. —*Mira Schwirtz*

Newspaper Groups Join to Devise Circulation Strategy

With only 58.6 percent of the American adult population reading a daily newspaper on a regular (continued on page 8)

Baker Eyes Internet Future

Sinclair CEO to leave in April; in talks with USA, Disney's Go

TV STATIONS / By Megan Larson

The nascent world of e-commerce is beckoning Barry Baker, who says his next job may meld the worlds of broadcasting and the Internet. The CEO of Sinclair Broadcast Group last week resigned from the company but will remain there until late April. The news comes as Sinclair prepares to unload a handful of smaller TV properties.

"There's so many things I am interested in doing," Baker told *Mediaweek* last week. "You see this great convergence of the Internet, broadcasting and selling stuff...and that sounds like a good place to be right now. People have been talking to me about all this media convergence...something different than just running broadcast properties," continued Baker. "I couldn't have these conversations, on an honest basis, with the most senior level of these companies until I was clear" of current commitments.

Baker said he is talking to Disney's Go Network and Barry Diller's USA Networks. The latter is heavily invested in e-commerce through Home Shopping Network, On-Line CitySearch and—barring that shareholders don't block the deal—Web portal Lycos.

"I bet on Diller," said a broadcast exec close to Baker. "Diller needs someone with one foot in the future of the Internet and one foot in broadcast. Barry would be a good fit."

Baker, who joined Sinclair after it purchased his River City Broadcasting in 1996, said he may launch a new company with his old River City partners at Boston Ventures. Money wouldn't be a problem because Baker is the second-largest stockholder in Sinclair with an estimated \$100 million in stock options.

Stockholders didn't take the news well. Sinclair's price fell 19 percent to \$13.50 last Wednesday and stayed there.

In order to lighten its debt load, Sinclair will sell off some of its noncore assets: TV stations in small markets that are not part of a local marketing agreement. One executive said the company is currently in negotiations to sell two or three TV stations, but would not elaborate. "They're maxed out on their credit line, so if they want to be acquisitive they need to raise capital," said Drew Marcus, media analyst at BT Alex. Brown. "And the easy way to do that is to sell things they don't want so they can buy things they do want." ■



Barry Baker leaves with \$100 million in stock.

Sneakers Won't Foot Bill

Just for Feet chief withholds payment for Super Bowl commercial

TV SPORTS / By Terry Lefton, special from *Brandweek*

An inaugural Super Bowl ad, that was panned by some critics for being everything from banal to racist, may now be branded yet something else: deadbeat. Harold Ruttenberg, chairman of the company that ran the ad, Just for Feet, said he won't fork over the \$1.6 million his company is supposed to pay Fox for the spot because it ran in the fourth quarter of the game, instead of the third quarter, when he claimed it was supposed to air.

"We spent a million-and-a-half [dollars] marketing the ad [not including the produc-

tion and cost of airtime] telling people it was going to be in the third quarter," said Ruttenberg, in Atlanta during last week's Super Show, the annual convention of sporting goods retailers. "It's in the hands of the attorneys now...I don't care if it takes four years, 'cause we are not paying."

The ad in question was from Saatchi & Saatchi's Rochester, N.Y., office, normally a business-to-business shop, which won the Super Bowl work late last year. The creative showed a black Kenyan runner, drugged by white men, who then shod him in a new pair

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basis—and competition from other media increasing—four major newspaper groups have joined to launch an industry-wide initiative to increase readership over the next five years.

After a summit meeting in Key Largo, Fla., in early February, the Newspaper Association of America, the Newspaper Management Center of Northwestern University, the American Society of Newspaper Editors and the McCormick Tribune Foundation announced that they will jointly develop an action plan to be introduced in May.

“We have to grow the franchise,” John Sturm, president and CEO of the NAA, said at a news conference last week. “We have to look at how we position ourselves as a brand, in print and online.” —KB

Ware Says UPN's Growth Hinges On 'Creative' Shows

Ending weeks of negotiations, UPN last week named Adam Ware COO. Ware, a veteran TV station executive at Fox and USA Broadcasting, will oversee UPN's affiliate relations, business affairs, finance, marketing and research departments.

In luring Ware away from Barry Diller's USA Broadcasting, Dean Valentine, UPN president/CEO, cited Ware's work as a distribution executive at Fox (1989-96) as “illustrating his ability to expand distribution and develop new TV stations, as well as creative strategic approaches to marketing and new business development.”

Ware arrives as the fledgling network continues to feel the effects of several affiliate defections, particularly a small number of Sinclair stations that have switched over to the WB. Ware said that UPN will likely “reapproach” local cable operators and low-power TV stations about carrying UPN Plus, a fill-in cable channel distributing the network's programming. “If you are going to talk to cable operators, you have to talk in terms they are used to hearing,” Ware noted. He added that “strong, creative programming, above anything else” will be the key to the network's success. —Michael Freeman

of sneakers, causing some critics to accuse JFF of producing a racist advertisement.

Ruttenberg denied that the ad was racist but admitted it may have been a bit far-fetched. “Lots of people said they didn't get it, but Just For Feet was a lot better known the week after the Super Bowl than it was the week before,” he said. “There was some good press and a lot of bad press, which was unfortunate, because it [the supposedly racist connotation] wasn't intended. We had an advertising agency that didn't do their job properly...On the other hand, the ad was supposed to run in the third quarter, we had a contract that says it would run in the third quarter and it ran in the fourth

quarter, which means maybe we are not going to pay for it.”

“In live TV, it is difficult to guarantee when the commercial will run,” replied Fox spokesman Vince Wladika. He said some Super Bowl contracts call for specific times for ads to run while others commit to a best effort. But Wladika declined to reveal the exact contract language or to discuss whether he is aware of any legal action on the matter.

Nonetheless, Ruttenberg said, JFF's Super Bowl marketing was “a big success.” The reaction “got me a bit flustered for a while, but we'll probably do it [advertise on the Super Bowl] again next year,” he said. ■

One Big Swap-O-Rama

To win DOJ approval for merger, Clear Channel/Jacor sell stations

RADIO / By Katy Bachman

It's spin cycle time for Clear Channel Communications and Jacor Communications, who hope to close their \$4.4 billion stock merger by September. The two companies, which will rank second in number of stations and third in revenue upon completion of their merger, are unloading 20 stations worth some \$340 million.

The sell-off happened so that Clear Channel and Jacor could remain within FCC ownership limits and keep the Department of Justice off their backs in Louisville, Ky., Tampa and Jacksonville, Fla., Cleveland and Dayton, Ohio.

Clear Channel is selling to Infinity WRBQ-FM and WSJT-FM in Tampa and WNCX-FM in Cleveland for \$122.5 million. Also in Tampa, Clear Channel is selling WZTM-AM to Mega Communications and WRBZ-AM to ABC, which is expected to make it a Radio Disney station.

Cox and Jacor cut a more complicated deal that will give Cox four stations in Louisville and seven stations in Tampa. The merged Clear Channel/Jacor will end up with eight stations (the maximum allowed) in Tampa, and will enter the Syracuse mar-

ket with five stations from Cox. To do that, Cox is swapping its entire cluster of stations in Syracuse plus cash for Jacor stations in two markets: WVEZ-FM, WSFR-FM and the option to purchase WMHX-FM in Louisville, and WFJO-FM, WHPT-FM and WTBT-FM and the programming format of WDUV-FM in Tampa. Jacor will keep the WDUV license. Cox also announced it intends to sell stations WRVI-FM and WLSY-FM in Louisville.

Radio One, which targets African Americans, enters Cleveland with the purchase of WENZ-FM and WERE-AM from Clear Channel. Blue Chip, a small private owner of a handful of stations in Columbus, Ohio, Cincinnati and Louisville, is bulking up with three stations from Jacor in Louisville (WDJX-FM, WLRS-FM and WFIA-AM). The company also will enter the Dayton market with three stations (WGTZ-FM and WING-AM/FM) from Clear Channel. Interestingly, Mega, Blue Chip and Radio One are all minority-owned companies.

Even the FCC gets into the swap-o-rama. Clear Channel is putting into FCC trust two Jacksonville stations, WBGB-FM and WZNZ-AM. ■

WHO GETS WHAT FROM CLEAR CHANNEL AND JACOR

Group	Stations acquired (from)	Market Total
TAMPA (Market #22)		
Cox	4 (Jacor)	7
Infinity	2 (Clear Channel)	6
Mega	1 (Clear Channel)	1
ABC	1 (Clear Channel)	1
CLEVELAND (Market #24)		
Infinity	1 (Clear Channel)	1
Radio One	2 (Clear Channel)	2
LOUISVILLE (Market #53)		
Blue Chip	3 (Jacor)	5
Cox	3 (Jacor)	4*
DAYTON (Market #55)		
Blue Chip	3 (Clear Channel)	3

*Two other stations in that market are for sale.

The Reigning Prime Time Champ!

For the third consecutive year, TNT was the #1 basic cable network in all key demographics.

#1 basic cable network, Adults 18-49
#1 basic cable network, Men 18-49
#1 basic cable network, Adults 18-34
#1 basic cable network, Men 18-34

#1 basic cable network, Adults 25-54
#1 basic cable network, Men 25-54
#1 basic cable network, Persons 12-34
#1 basic cable network, Males 12-34



Source: TNT Research from Nielsen Media Research data.
1996, 1997, 1998 prime time daypart average (Monday-Sunday, 8-11p).
Excludes non-report weeks.

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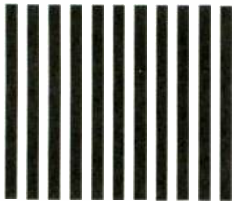
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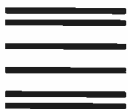
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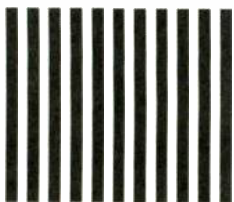
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Eyemark Expands Virtually

Syndicator pitching PVI's signage technology on sales of off-net shows

TELEVISION / By Michael Freeman

CBS' Eyemark Entertainment syndication division is pitching advertisers on value-added cross-promotion opportunities, including the innovative use of "virtual product placement" in the off-network syndication run of *Caroline in the City* and other shows.

Agency and placement executives said that at last month's National Association of TV Program Executives conference Eyemark execs had hinted about development work it is doing with Princeton Video Imaging on computer-generated insertions of products within previously-produced episodes of *Caroline in the City*. Princeton, N.J.-based PVI inserts electronic billboards and other virtual imagery into live sports telecasts (such as the first-down line on CBS' NFL coverage).

Norm Marshall, chairman of Hollywood product placement and marketing firm Norm Marshall & Associates, was present at CBS' NATPE presentations. He stressed that product placement was "the last spoke of a broad array of value-added opportunities" designed to lure advertisers in. "During the pitch, Eyemark talked about the virtual placement of things like soda cans or pizza boxes of various advertisers' brands which can be inserted onto static objects like coffee tables even though it was not on [*Caroline in the City*] when it first aired on [NBC]," explained Marshall.

One of the key goals in the promotion of *Caroline in the City*, which launches in off-network repeats on TV stations this fall, is to build market-by-market cross-promotion partnerships with advertisers that drive consumer awareness of the show. Marshall and other agency execs confirmed that Eyemark is considering "virtual" product placement for CBS' hit sitcom *Everybody Loves Raymond*, which is set to enter off-net syndication in fall 2001.

Various agency sources said the architect of the *Caroline* cross-promotion program is Eyemark's executive vp, Bob Cook, who previously crafted multimillion-dollar promotions for *Designing Women* as a one time top marketing exec at Columbia TriStar Television. Cook and Dan Cosgrove, Eyemark's head of advertising sales, declined to comment on Eyemark's activity in virtual placement.

During the February sweeps, Eyemark is doing live-action product placement in its syndicated first-run action series, *Pensacola: Wings of Gold*, which is doing a watch-and-

win contest promotion with Hot Pockets.

It's not all smooth sailing, however. Julie Friedlander, senior vp/national broadcast at Ogilvy & Mather, who was pitched by Eyemark, said there "may be some interest in the-ory, but there also could be some advertisers who may fear being ambushed if they paid for

exclusivity" in their product category.

Participation in product placement can also bring a backlash from a star's major ad endorsers. In an interview last week on Howard Stern's syndicated radio show, ABC star Drew Carey discussed a lawsuit brought by A&W Root Beer's Canadian restaurant division over an episode of *The Drew Carey Show*, in which he went into a faux McDonald's restaurant in Beijing, China, for directions. A&W sued to gain back the \$450,000 it paid in endorsements, claiming it had exclusivity on restaurant endorsements by Carey. Carey is countersuing in U.S. courts. ■

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The sale of movie packages to TV stations and cable networks is picking up steam as the major studios work on new packaging strategies. Most recently, Disney's Buena Vista Television concluded the sale of two major film packages to USA Network for the cable windows on seven films. Topping the list is *Jane Austen's Mafia* (starring Jay Mohr and Christina Applegate) and *The Faculty* (Selma Hayek, Bebe Neuwirth and Jon Stewart) for April and August 2000 exclusive, first-shot basic cable windows, respectively. Other high-profile Buena Vista properties going first to USA Network include *The Waterboy*; *Six Days, Seven Nights*; and *Holy Man*. Paramount Domestic Television also recently piqued the interest of TV stations by offering movies converted to high-definition digital formats in a package titled HD-One. Columbia TriStar is also offering its Screen Gems package of movies and shorts in high-grade digital formats, while New Line Television is going the traditional route with action-adventure packages.

Addenda: King World International has licensed *Wheel of Fortune* and *Inside Edition* to Asia Television Limited's (ATV) English-language World Channel, a terrestrial broadcast station in Hong Kong... Within a two-week period after last month's NATPE convention in New Orleans, Columbia TriStar Television Distribution sold its weekly *Battle Dome* athletic competition program to stations representing 70 percent of the U.S., including all of the top 20 markets... Eyemark Media Sales has promoted Norma Taylor, an account executive since 1995, as vp and New York sales manager for Eyemark's national barter advertising sales arm... Buena Vista Television has promoted Irv Schulman, an account executive since 1997, to director of ad sales for its barter sales division... Columbia TriStar Television Distribution last week announced the following appointments: Paul Nichols to vp of media relations, Rich Wellerstein to vp of library development and Doug Roth to senior vp of television research. —Michael Freeman

Keep Kids From Clicking

Fox Family Worldwide's mission is to prevent channel-surfing

TELEVISION / By John Consoli

Introducing compelling programming to reach kids is vital. But with the growing number of networks youngsters can tune into, combatting channel surfing has become as big a challenge, at least to Fox Kids Network. While Fox Kids will add seven new animated series to its fall lineup, and sibling Fox Family Channel will add 10 (plus two live-action series), executives there hope that a more subtle move will keep kids from working the clicker once they are tuned in.

Both Fox nets plan to cut back on the time allotted for hosting between their Saturday kids' shows, according to Maureen Smith, general manager of Fox Kids Network and executive vp of Fox Family Worldwide, the umbrella company that houses both the broadcast and cable nets.

Smith also believes that Fox has an advantage over other broadcast networks because the kids it loses to surfing could wind up at Fox Family Channel. "If kids are going to look elsewhere, we feel we need to be on cable with our own property," she said.

According to a report by Horizon Media, kids ratings on broadcast networks fell 67 percent from 5.1 in 1994 to 1.7 in 1998, while cable doubled its audience from 0.7 to 1.4.

In total, Fox will introduce close to 600 hours of new kids episodes this fall on its broadcast and cable networks. Fox Family also will introduce its new Boyz Channel and Girlz

Channel on cable in October, with programming to be announced closer to launch.

The new Fox Kids broadcast programs for the fall include *Nascar Superchargers*; two shows based on Marvel Comics: *Spider-Man Unlimited* and *The Avengers*; *Big Guy* and *Rusty the Boy Robot*, based on the Dark Horse comic books; *Beast Wars* and *Beast Hunters* and *Cyber 9*.



Fox Family fare:
Rotten Ralph

The 12 new Fox Family Channel series include *Angela Anaconda*, a cutout animation show that previously aired on Nickelodeon; *Back to Sherwood*, a live-action retelling of Robin Hood; *Billy the Cat*, about a 10-year-old boy turned into a cat by a magician; *Dream Force Angels*, about four princesses trying to earn "star power"; *Freaky Stories*, an anthology of animated shorts; *Jellabies*, about six characters

from the land of Jelly; *Mega Babies*, who are sworn to defend the earth; *Ripley's Believe It or Not! The Series*; *Room 402*, an animated series focusing on a classroom of 10-year-old eccentrics; *Rotten Ralph*, a naughty cat loved by his owner; and *Weird Ohs*, about a society where cars rule and racing is a way of life.

Fox will begin selling ad packages across its network, cable and Internet kids sites. "Our Web sites will offer marketers opportunities to integrate Internet visibility with their television messages," said Rick Sirvaitis, president of ad sales for Fox Family Worldwide. ■

Ratings Giants in Turf War

Arbitron planning assault on SRI's dominant RADAR franchise

NETWORK RADIO / By Katy Bachman

In a move sure to intensify the turf wars between the major ratings services, Arbitron is preparing to compete with SRI's RADAR report as a source for national radio numbers. The assault, which comes as SRI struggles to offer a competing network TV service, places the two companies in direct competition for a research segment that may not be big enough to support two similar services.

"This isn't the first time we've heard of Arbitron's interest to add up local data for a

national service," said SRI president Gale Metzger, referring to three years ago when Arbitron dipped its toe in the network waters. Although Arbitron collects information from 1.4 million diaries—compared to SRI's sample of 12,000 households—it was unable to effectively crunch the numbers into national data. Also, it had no system established for clearances.

But after a major overhaul, supported by the major networks, Arbitron believes it finally can compete for a share of the \$7 million

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network business. The company has assembled a team of senior level executives—headed by Bruce Supovitz, vp, national radio services—to develop a service expected to launch as early as the third quarter of 2000.

“We’re encouraged by [Arbitron’s] interest and we’ve spent a considerable amount of time with them already,” said David Kantor, president, Chancellor’s AMFM Radio Networks. “With the sample size they have, it would add some consistency to network radio numbers and pull out the wobbles.”

Agencies, however, don’t see it as a slam dunk. “It’s a tough row to hoe,” said Brad Adgate, senior vp/corporate research director, Horizon Media. “You have to get acceptance from networks and agencies and prove it’s a better methodology. Diaries aren’t perfect, and they’re outmoded, even for radio.”

RADAR, which has been the only game in town for 30 years, in the last year has

added quarterly reports and optimizers to its service, securing high marks from agencies. “RADAR has set a very good standard, and they’re already way down the road in stepping up their service,” said Natalie Swed Stone, vp and network radio manager for The Media Edge.

Agencies welcome the new competitor, but they stress a need for greater accountability. “The buyer’s viewpoint is something they need to investigate,” said Laura Kroll, vp/network negotiations, SFM Media. “I’d like network radio to be more uniform. It’s why a lot of people don’t want to buy it. Yet it’s a more viable alternative right now.”

Amid skepticism that two services could survive, Arbitron must compete against a rival touting the need for stability. In addition to the economic realities, having two services “would create too much chaos in the marketplace,” Metzger said. ■

Taking It to the Extreme

Several nets are chasing ESPN for young alternative-sports viewers

TV SPORTS / By Megan Larson

The cliff-dangling, board-jumping, adrenaline-boosting genre of alternative sports programming (a.k.a. extreme, or core, sports) has been a profitable franchise for ESPN, the first network to give the genre exposure with its X Games. ESPN, which will stage its fifth Summer X Games this year, is now facing more competition from other outlets seeking a piece of the young male audience that extreme sports attracts.

Fox Sports Net has gotten in on the action with its weekday-afternoon half-hour show, *G-Force Rush Hour*. NBC this summer will launch the Gravity Games, a joint venture with publisher Emap Petersen. And MTV this year plans to run its third Sports and Music Festival.

The most recent entry is *XOZ* (*Extreme Australia*), a half-hour high-action sports magazine filmed throughout Australia—the premier stomping ground for core-sports enthusiasts. *XOZ* will launch this fall on Fox Sports Net as a weekly installment of *Rush Hour*; the show has a one-year deal to run on the cable sports network. *XOZ* has just inked its first U.S. sponsor, which company execs declined to identify.

“As Fox Sports Net is young and emerging, we are looking to attract that young audience”



Riding high: *XOZ* goes Down Under.

that programming like *XOZ* attracts, said C.J. Oliveras, FSN director of programming development. The net may extend *Rush Hour* to one hour later this year, Oliveras added.

ESPN still rules the genre. The network last week secured six primary “gold” sponsors for this summer’s X Games and is two advertisers shy of securing its goal of 10 associate sponsors. “[ESPN does] get a premium. Not just with the Games, but with the whole promotional package leading up to the Games,” said Jerry Solomon, president of national broadcast at SFM Media. Advertisers “pay a higher cost per thousand, but [they’re] paying to reach that elusive audience.”

Of those watching the Summer X games on ESPN last year, one in five was a teenager. On ESPN2, one in four viewers was a teen. In total, 19 million homes tuned in—32 percent more than ‘97. “It’s effective,” said Larry Novenster, senior vp/director of sports marketing services, BBDO. “If you’re Visa [a BBDO client], are you competing against Amex or Mastercard? Not necessarily. We want the 18-plus viewer to be predisposed to the benefits of Visa.”

Added Paul Slagle, ESPN vp/sales and integrated marketing: “We’d wonder what we were doing wrong if people weren’t imitating us.” ■

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• PUERTO RICO MAY BE THE 13TH-RANKED radio market, but the Rhode Island-sized U.S. territory with 120 radio stations is unlike any other top-20 U.S. market. That could change, because the market is facing a U.S. invasion of sorts, which promises to bring new owners, attention and ad dollars.

Arbitron began measuring Puerto Rico twice a year beginning with the Summer 1998 survey, competing with Asesoros, which uses an interview-based methodology. Last week, Arbitron released its second survey of the market, and there is talk that in 2000 Arbitron will measure Puerto Rico on a quarterly basis.

Arbitron made its commitment to Puerto Rico in May, and U.S. broadcasters jumped in in July. "We had always looked at Puerto Rico as a very interesting expansion opportunity since we are dedicated to Spanish-language radio. But when Arbitron announced it would measure Puerto Rico and classify it as a large U.S. market, we became very interested," said Raul Alarcon Jr., president/CEO of Spanish Broadcasting System.

In early July, SBS became the first U.S. group to own stations in the market with its purchase of WDOY-FM from Pan Caribbean for \$8.25 million, which closed in January. That same day, SBS expanded its holdings with a deal to purchase two stations

(WEGM-FM and WMEG-FM) and form a joint sales agreement (JSA) with two others (WDIN-FM and WVOZ-FM) from Mega Broadcasting for \$16 million.

A few weeks after SBS announced its first Puerto Rican acquisition, Chancellor Media cut a deal to purchase Primedia Broadcast Group for \$75 million. When that deal closes, Chancellor will own eight FM stations, which generate revenue of about \$16.8 million, about 20 percent of Puerto Rico's total radio revenue of \$78.8 million.

SBS is looking to acquire even more on the island, foreseeing an influx of more advertising from the mainland.

Top Group Owners in Puerto Rico			
Station/format		Summer '98	Fall '98
Spanish Broadcasting System			
WDOY-FM	Tropical Spanish	2.4	2.6
WMEG-FM	Mega Estacion	3.8	4.6
WEGM-FM	Mega Estacion	0.7	0.6
WDIN-FM	Dimension	0.7	0.7
WVOZ-FM	Dimension	0.3	0.3
		7.9	8.8
Chancellor Media			
WZNT-FM	Zeta	4.9	4.7
WCTA-FM	Zeta	1.6	1.1
WOYE-FM	Cosmos	1.4	1.4
WCOM-FM	Cosmos	3.5	2.5
WOQI-FM	Cosmos	0.5	1.2
WIOA-FM	Estereotempo	2.5	2.5
WIOB-FM	Estereotempo	1.3	1.0
WIOC-FM	Estereotempo	1.6	1.2
		17.3	15.6
Uno Radio Group			
WFID-FM	Fidelity	3.7	3.9
WPRM-FM	Salsoul	6.9	10.0
WIVA-FM	Salsoul	2.0	1.0
WRIO-FM	Salsoul	2.4	1.1
WNEL-AM	Radio Tiempo	1.0	0.5
		16.0	16.5

Source: Arbitron

"We're talking to other [P.R. radio owners]," said Alarcon. "Hopefully we'll be in the position to have four or five separate formats on between eight to 15 stations."



On the hunt: SBS' Raul Alarcon Jr.

The advertising model in PR is unusual. More than 90 percent of all radio buys in Puerto Rico are placed locally by agencies, many of them major U.S. agencies that have established Puerto Rican shops. They include TN Media, Young & Rubicam and Saatchi & Saatchi. Agencies also command fat commissions that run as high as 35 percent—20 percent for the going agency rate coupled with negotiated volume station discounts between 10 and 12 percent.

With only two Arbitron surveys done and U.S. broadcasters still new to the mar-

ket, buyers say it's too soon to tell for sure if more ad dollars will follow. A lot depends on Arbitron signing up more subscribers; PR is the only market in which only subscribing stations make the book. "Right now, we have two 'almost' services," said Mercedes Negron, executive vp of media services for TN Media in Puerto Rico. "Without the services measuring all stations, it will be complicated."

Nevertheless, early signs point to a growing ad market. Negron, who buys for clients such as Coors, Clairol, Quaker Oats, Payless Shoe Stores and Glaxo-Wellcome, noted that spending levels for many of her clients are "gradually increasing."

"The last six months, with the impact of Arbitron, was good for radio," confirmed Joe Pagan executive vp/gm of Uno Radio Group. "We're seeing increased interest from U.S. advertisers such as Ford, General Motors, Chrysler, Banco Popular and Glaxo-Wellcome."

Pagan reported that for January, a traditionally slow month for Puerto Rico as for all radio markets, spending was up 10 percent. "We're getting a lot of upfront sales we weren't getting in the past," he noted.

—Katy Bachman

PUERTO RICO/TV STATIONS

Buyers Fear American Shows Could Hurt WKAQ

• *NYPD BLUE* IS UNDOUBTEDLY A HIT AMONG men in Puerto Rico, but it's the exception. Puerto Ricans predominantly favor Hispanic soap operas and local productions, leaving little room for "Americanized" product, media buyers believe.

That helps to explain why Telemundo's owned-and-operated station WKAQ-TV drew quizzical looks last month at the agency upfronts when it presented clips of *Reyes y Rey* and *Angeles*—Hispanic adaptations of hit 1970s shows *Starsky & Hutch* and *Charlie's Angels*.

"It's a big risk," said Mercedes Negron, executive vp/media services for TN Media in Puerto Rico, of Telemundo's push to

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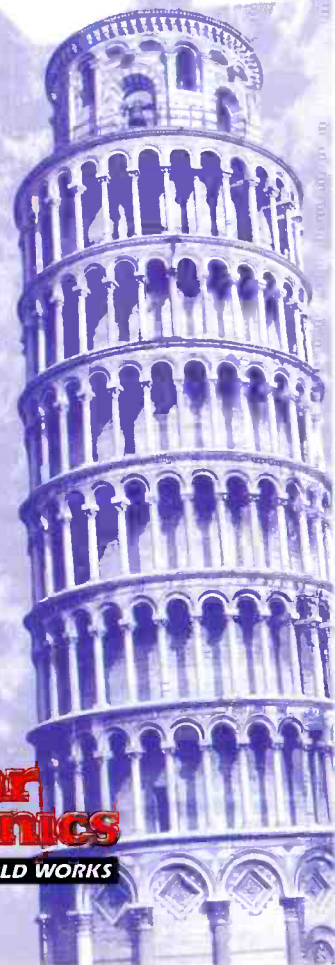
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launch the American-inspired dramas on WKAQ. "Ratings aren't driven by U.S. programs, but by local productions."

But WKAQ gm Luis Roldan said that the concept of American cop dramas starring Hispanic actors garnered interest from agency executives. "It was well-received and drew enthusiasm," said Roldan.

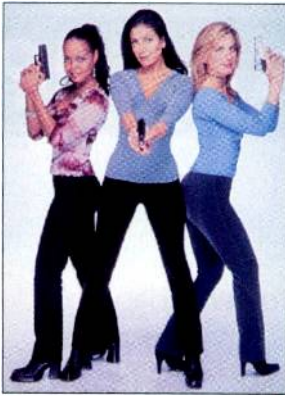
This week WKAQ begins testing viewer acceptance of the programs, but it will only decide later this spring on whether to schedule the shows for the fall. That said, buyers think the station's current

schedule, including 35 hours of live local programming per week, is a successful model in terms of ratings and revenue. "If it ain't broke, don't fix it," quipped one.

"We're not," responded Roldan. "There is a perception out there that we are going to fool with our formula, but we will remain tried-and-true to our prime-time schedule Monday through Friday." That includes news, an hour of soaps and two hours of local variety shows. WKAQ will experiment on weekends to offset competition such as *Sabado Gigante*, which is carried on WAPA-TV, an independent acquired by Chancellor last year.

WKAQ is the crown jewel of the Telemundo station group. The ratings leader pulls in an estimated 45 percent of TV advertising dollars in Puerto Rico and contributes to 50 percent of Telemundo's annual cash flow. During the prime-time block from 6-10 p.m., according to Mediafax, a Puerto Rico-based ratings service, WKAQ scored a 39 household share in December. The Raycom-owned WLII scored a 29 share and WAPA earned a 22 share.

Telemundo began rolling out *Reyes y Rey* and other Americanized programs last fall. Sony Corp., which owns a major stake in Telemundo and holds the licenses to several American programs including *Starsky & Hutch*, bankrolled the project. Since its fall debut, *Reyes y Rey* has averaged a 2.2 rating among Hispanic households during its Monday-night run, according to Nielsen Media Research. *Angeles*, which premiered last month, scores a bit higher with an average 3.2 rating on Sunday. —Megan Larson



Arresting TV? Telemundo may import *Angeles* to P.R.

JOSEPH VILENTE/TELEMUNDO

SAN FRANCISCO/NEWSPAPERS

Alternative Weeklies Fear City Control of Boxes

•FIGHTING WHAT THEY SAY IS A DANGEROUS precedent threatening their First Amendment rights, San Francisco's alternative newsweeklies have banded together with several of the nation's top dailies to fight a city ordinance they say both diminishes and betrays their control of street distribution.

Passed last June, the city ordinance attempts to clean up downtown clutter from too many boxes and debris caused by homeless people using them as temporary shelters or even cooking stoves. The papers say it's a ploy by the city to wrest control of the advertising space on the outside of the boxes away from the papers and use it for city profits.

The law requires the papers to abandon their own street distribution boxes (aka honor boxes) and sell papers out of large, city-controlled multi-box sets, called "pedmounts." The pedmounts, which house an average of eight boxes, represent a loss of distribution for the newspapers which together own about 12,000 individual boxes in the city. There are 1,000 pedmounts being built in the city.

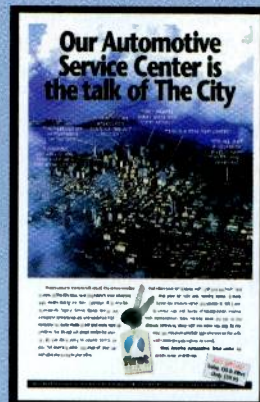
Of graver concern to the newspapers, however, and the reason the suit has drawn together an unusual coalition of powerful dailies like *The New York Times* and *USA Today* with scrappy local weeklies like the *San Francisco Bay Guardian*, is who gets to slap their name across the back of the boxes. The city ordinance reserves the outside of the pedmounts as rentable advertising space, negating the boxes' traditional role as ad space for the newspapers' individual logos. The law gives the city 5 percent of revenue above \$2 million off the advertising after five years. Most of the profit will go to Adshel (a subsidiary of outdoor company Eller Media), which installs and maintains the boxes. That move alarms the many newspapers that have spent millions to ensure their eye-catching logos are easily recognized on their distribution boxes. "At a certain level, the impact on distribution by banning identifi-

cation can impact constitutional issues," said Tim Franks, a lawyer for Palo Alto-based Brown & Bain, which is representing the papers' suit against San Francisco.

The city says the constitutionality of the ordinance is not ambiguous, however, since the law is too limited to cause any breach with the First Amendment. "Our feeling about this is that it's narrowly constructed, so it doesn't impede on freedom of speech," said Mark Slavin, a spokesman for city attorney Louise Renne.

Narrow or not, the law has broader implications, argue the papers, because the pedmounts will be completely controlled by the city's director of public works. Not only can the director decide where the pedmounts will be placed, but the ordinance in effect gives him or her license to bar a paper from a pedmount if the city doesn't agree with its political views. "There's no difference between controlling our boxes and censoring our covers," said Charles Gerencser, publisher of the *New Times Los Angeles*, a sister publication of *San Francisco Weekly*, which is spearheading the lawsuit.

San Francisco is just one of a number of cities making such moves. Indianapolis this month is testing a similar pedmount solution that was not passed by ordinance but worked out cooperatively between the city's newspapers and the city government. Honolulu passed an ordinance last December requiring pedmounts that cannot showcase advertising because of a city law banning outdoor advertising. San Francisco's case is more crucial, however, because the lawsuit will determine how easily other cities can pass their own pedmount laws. Many outdoor companies like Eller are pushing the issue by marketing the idea with city governments. "It's going to spread like wildfire," said Franks. —Mira Schwirtz



Auto Ad Is a DANDY

For the second year in a row, FirstAmerica Automotive of San Francisco drove away with a DANDY Best of Show Award for the best use of newspapers for a single ad. In existence for 23 years, the Newspaper Association of America's DANDY (Dealer Automotive Newspaper Display Advertising) awards have recognized creative excellence in automobile advertising. The honors were presented Feb. 6 at the National Automobile Dealers Association annual show in San Francisco. —KB

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MOVERS

NETWORK TV

Donna Friedman was named to the new position of senior vp of Kids' WB, the network's children's programming service. Friedman will be responsible for both live-action and animated programming. She previously spent 10 years at Nickelodeon in assorted positions...**Stacey Nagel Galper** was promoted to vp, acquisitions and program planning for Pax TV. Galper joined Pax a year ago as director of program planning and was promoted to director of programming late last year.

TV STATIONS

Roberto Muñoz was named news director of the 6 and 11 p.m. newscasts at KSTS-TV, the Telemundo O&O in San Jose, Calif. Most recently, Muñoz was the managing editor of news at San Jose-based ABC affiliate KNTV-TV...**Joseph W. Heston** was appointed president and general manager of the Hearst-Argyle-owned NBC affiliate KSBW-TV in Monterey-Salinas, Calif. Previously, Heston was vp/gm of Hearst-Argyle's WTAE-TV, the ABC affiliate in Pittsburgh...**Jeff Guilbert** has been named station manager, vp of sales at WDWB-TV, Granite Broadcasting's WB affiliate in Detroit. Guilbert was the general sales manager at WKBW-TV, Granite's ABC affiliate in Buffalo, N.Y.

BROADCASTING

Walter Berger was appointed as executive vp and chief financial officer for radio and TV conglomerate Emmis Communications. Berger replaces Howard Schrott, who

(continued on page 22)

The Media Elite

Edited by Anne Torpey-Kemph

SPOTLIGHT ON...

Lynn Deegan

Vice president of development
E! Entertainment Television

For the next six months or so, Lynn Deegan's work life will be pure fiction. As E! Entertainment Television's new vp of development, Deegan will be producing new fiction-based programming for the mostly reality-based network. Just two weeks into her job, Deegan is already taking ideas, script and production pitches from people outside the network, a departure for E!, which does a lot of its development in-house.

Deegan says she's looking to create everything from an animation show and half-hour sitcoms to hour dramas and full-fledged original movies.

The move makes sense as cable networks struggle to brand themselves with original programming, and the Hollywood realities that E! covers ought to prove a rich mine for Deegan to tap.

"*Larry Sanders* and *Seinfeld* could have been on E!," says Deegan when asked what type of shows she would like to develop. She's mulling a show à la MTV's *Real World* that would follow a group of kids or one person trying to make it in Hollywood.

Up against broadcast-network half hours backed by budgets in the millions, Deegan acknowledges she will have to be very cost-conscious. "But if we love something, we'll find the money," she says. "We won't be able to hire David E. Kelley, but we can try to create our own stars."

As for movies, Deegan says she'll draw on ideas from E!'s slate of reality-based shows, such as *True Hollywood Stories*. "I've also heard some dark comedic movie ideas about the entertainment industry," she says.

Deegan doesn't come to the fiction business cold.

Starting her career at HBO as director of original programming, Deegan has developed fiction-based programming for Showtime, MTM Enterprises, Castle Rock Entertainment, Spring Creek Productions and Gaumont Television. Her series development credits include *Seinfeld*, *Newhart*, *St. Elsewhere* and *Hill Street Blues*, as well as

the HBO movies *Truman* and *Citizen Cohn*.

Deegan, targeting late summer for her first E! shows to air, says she would like her originals to have the impact on E! that *South Park* had on Comedy Central.

Says Deegan: "We'd like to make a big noise—without new series." —*Jim Cooper*



Giving E! a dose of unreality: Deegan



NBR takes the cake: Public TV's *Nightly Business Report* celebrated its 20th anniversary by broadcasting live from the New York Stock Exchange from Jan. 18-22 and feting the Wall Street elite there after ringing the closing bell on the 22nd. (L. to r.) Susie Gharib, NBR co-anchor; Linda O'Bryon, executive editor; Ned Allen, chairman of the board, WPBT2 Miami (NBR producer); and Paul Kangas, NBR co-anchor and financial commentator.

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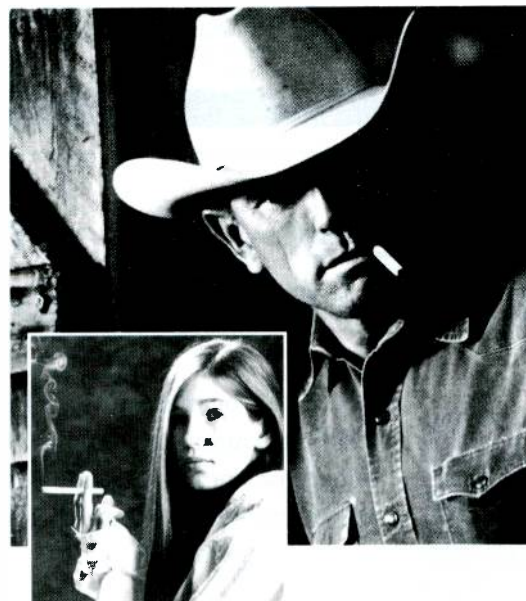
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March 8, June 7, September 13, November 8



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MOVERS



Heston moves to KSBW-TV



Rudnick named DBI president

(continued from page 20) is leaving at the end of this month when his contract is up...At Cox Communications, **Margaret Bellville** has been promoted to senior vp/operations from vp/operations in San Diego and Orange County, Calif.; New Orleans; and Hampton Roads, Va. Also at Cox, **Jimmy Hayes** was named CFO and senior vp/finance and administration. Hayes was formerly senior vp/finance and CFO.

RADIO

Amy Bolton was named director of talk radio, affiliate marketing for Jones Radio Network and its owned rep, MediaAmerica. She will handle affiliate sales for Cox/MediaAmerica-syndicated shows such as *The Motley Fool*, *The Clark Howard Show* and *The Neal Boortz Show*. Bolton was most recently senior director/affiliate marketing for Westwood One...**Manuel Cutie** was appointed director of merchandising for Radio Unica's Miami station, WNMA-AM 1210. Cutie joined Radio Unica from Heftel, where he was director of merchandising...Westwood One has promoted **Lil Amatore** to director of marketing & promotion from marketing & special events manager. Amatore will report to vp/marketing & communication Peggy Panosh.

NEWSPAPERS

Dale Duncan will succeed the late Eugene Pulliam as publisher of *The Indianapolis Star* and *The Indianapolis News*. Duncan was formerly president and general manager of the two papers.

MISCELLANEOUS

Lee Rudnick has been named president of New York-based executive search firm Diane Bardy Inc. Rudnick had been director of DBI's media executive search division.



CALENDAR

Direct Broadcast Satellite Conference '99 will be held Feb. 16-17 at the Sheraton Gateway Hotel in Los Angeles. Contact: (831) 643-2222.

The American Association of Advertising Agencies will present the **4As Media Conference & Trade Show** Feb. 24-26 at the Hilton New Orleans Riverside. Speakers will include Bob Pittman, president/COO, America Online; and Allen Banks, exec vp, Saatchi & Saatchi. Contact 4As Professional Development at 212-682-2500.

The Cabletelevision Advertising Bureau's **Cable Advertising Conference** will be held March 4 at the New York Marriott Marquis Hotel. Contact: 212-508-1214.

Ziff-Davis and *U.S. News & World Report* will present a conference entitled "**Sustaining Growth in the Internet Age**" March 4-5 at the Grand Hyatt Washington in Washington, D.C. The event is part of the sponsors' Millennium Conference Series. Contact: 781-433-1504 or www.millenniumseries.com.

The **First Annual Movieline Awards**, celebrating emerging talent in film and music, will be held March 13 at Fess Parker's Doubletree Resort as part of the 14th Annual Santa Barbara International Film Festival. Contact: 212-856-5110.

The **Outdoor Advertising Association of America** is assembling a judging panel to view entries in the 57th Annual OBIE Awards (to be held June 24). Judging takes place March 18-20 at New York's Paramount Hotel. Contact: 202-833-5566.

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

MPA to Clean Sweeps

The Magazine Publishers of America is preparing guidelines that aim to clean up the language found in sweepstakes mailings from Publishers Clearing House and American Family Publishers that offer large cash prizes in an attempt to sell an array of merchandise, including magazine subscriptions. The move comes several weeks before planned congressional hearings on regulating the industry. The MPA hopes the guidelines will show Congress that the publishing industry has taken steps toward consumer protection by ridding the mailings of wild promises and adding clearer language about consumers' odds of winning.

PSG Gets OK in Pittsburgh

Paramount Stations Group last week received FCC approval to complete its acquisition of UPN affiliate WNPA-TV in Pittsburgh from Venture Technologies for an undisclosed sum. The rubber stamp gives the Viacom Inc. unit a total of 19 stations and extends its coverage to 25.6 percent of U.S. viewing households.

Paxson Turns Off Travel

In order to focus programming efforts on its broadcast TV network, Paxson Communications Corp. is cutting its ties to cable's Travel Channel. Paxson reached an agreement last week to sell its remaining 30 percent interest in the network to Discovery Communications for \$57.3 million. Discovery bought the initial interest in fall 1997 for \$20 million plus consulting fees.

Parenting Teams With F-P

Parenting magazine has partnered with toy manufacturer Fisher-Price for a special issue of the 10-times-yearly Time Inc. title. Fish-

er-Price will be the sole advertiser in an 11th issue slated for October and themed "Raise an Eager Learner." The issue will address parents' interest in nurturing their children's love of learning in the early years of development. The 96-page edition will include 25 pages of F-P ads and will be mailed to *Parenting* subscribers. The partnership will also include an integrated marketing program with a national sweepstakes component and a Fisher-Price/*Parenting* National Play Date at Toys 'R' Us.

Stats Man Leaves NAA

Miles Groves, vp and chief economist for the Newspaper Association of America, is leaving the association after 10 years to become senior vp/chief economist for The Barry Group, a marketing consulting company based in Bethesda, Md. NAA isn't losing Groves completely; he will continue to write its twice-yearly newspaper-industry economic forecast.

Web Listening Doubles

Listenership to audio programming on the Internet has doubled in the past six months, according to a second study on Internet radio broadcasting released last week by Arbitron and Edison Media Research. Of the 1,350 participants interviewed, 13 percent said they have listened to radio on the Internet, compared to 6 percent in the July 1998 study. The new study found that online users are spending about an hour and 30 minutes less weekly with broadcast radio.

NBC: Hoops Defied Data

NBC's telecast of the Utah Jazz-Los Angeles Lakers game on Feb. 7, the network's first of the new NBA season, recorded a 6.4/15 national household rating and a 5.8 among men 18-49, according to Nielsen Media Research. NBC executives say those numbers, significantly higher than last year's NBA full-season national rating average of 4.6/12, refute a study by Media-

Focus on Eisie Winners

Columbia University last week announced the winners of the 1999 Alfred Eisenstaedt Awards for Magazine Photography, honoring exceptional work in 21 categories. The "Eisies," named for the late pioneer of photojournalism, this year recognized work in titles including *Allure*, *Details*, *George*, *Garden Design*, *Mother Jones*, *The New Yorker* and *Vanity Fair*. The winning photos will appear in a special issue of *Life* magazine to hit newsstands March 29. The Cover of the Year winner was a Dirck Halstead shot featured on the Aug. 18, 1998, issue of *Time* (see photo). The awards will be presented at a March 24 ceremony in New York hosted by CNN's Jeff Greenfield.



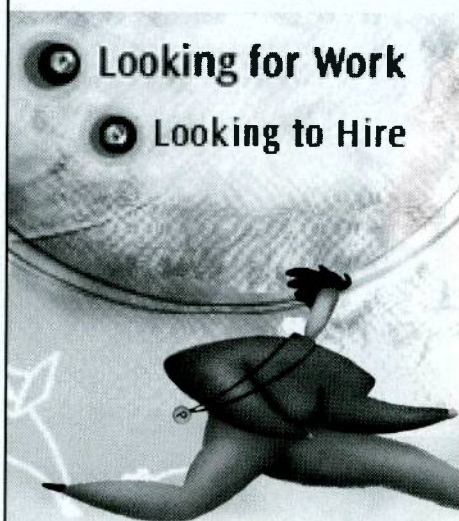
Caught on film: Dirck Halstead's Eisie-winning cover



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Media Notes

CONTINUED

Com, Grey Advertising's independent research unit. The study found that viewers 25 and over are turned off by the NBA (*Mediaweek*, Feb. 8).

Fox News Radio Signs Nine

The Fox News radio network has signed its first nine affiliates, including KFI-AM Los Angeles, KATT-FM Oklahoma City and KDAA-FM in Springfield, Mo. Westwood One and Fox jointly launched the network at the end of 1998 and named Dave Barrett as news director. Fox News targets a younger demo than Westwood's other radio news nets.

Radio Revenue Tops \$15Bil

Radio stations, networks and syndicators pulled in \$15.4 billion in ad revenue in 1998, a 12 percent increase over last year, according to the Radio Advertising Bureau. Local ad sales were up 11 percent; national, up 15 percent; and network, up 11 percent. RAB president Gary Fries gave much of the credit for radio's growth to "an ever-growing acceptance among national advertisers" and radio's "resurgence" in local markets.

Murdoch's Son Rises

Rupert Murdoch's oldest son, Lachlan, moved up the corporate ladder last week, adding News Corp.'s U.S. print business to his responsibilities. As the company's new senior executive vp, Murdoch becomes a member of the office of the chairman and will oversee News Corp.'s print assets, including book publisher HarperCollins and *The New York Post*. Murdoch, 27, will report to Peter Chernin, News Corp. president/COO.

KIRO Goes Online

KIRO-TV in Seattle is providing content to SeattleInsider.com, a new Web site aimed at Puget Sound dwellers. In addition to weather, news and traffic updates, the online component of the CBS affiliate gives site visitors access to breaking news and local opinion polls. Both the Web site and the station are owned by Cox Communications.

Chancellor Boosts Resources

Chancellor Media Corp. and Creative Resources have teamed to form Chancellor Creative Resources Group, aimed at building revenue by developing innovative solutions for advertisers. Gerry Tabio, previously with New

City Communications, was named senior vp of Chancellor Media Corp. and president of the new division. Creative Resources was retained by Chancellor five months ago on a consulting basis in New York, Chicago, Detroit, Boston and Atlanta and has helped Chancellor bring in an estimated \$1 million in additional revenue in Chicago alone, according to a Chancellor statement.

Web Music Licensed

GoodNoise Corp., which sells downloadable music on the Internet, has been granted a license by the National Music Publishers' Association to deliver songs in the high-quality audio format MP3 via the Web. GoodNoise will submit regular reports of its MP3-format sales to the NMPA, account for each song purchased by Web surfers, and pay royalties. Palo Alto, Calif.-based GoodNoise said the licensing deal is the first to ensure that songwriters and music publishers receive accurate royalty payments for music distributed on the Net.

Radio Disney Tunes In Houston

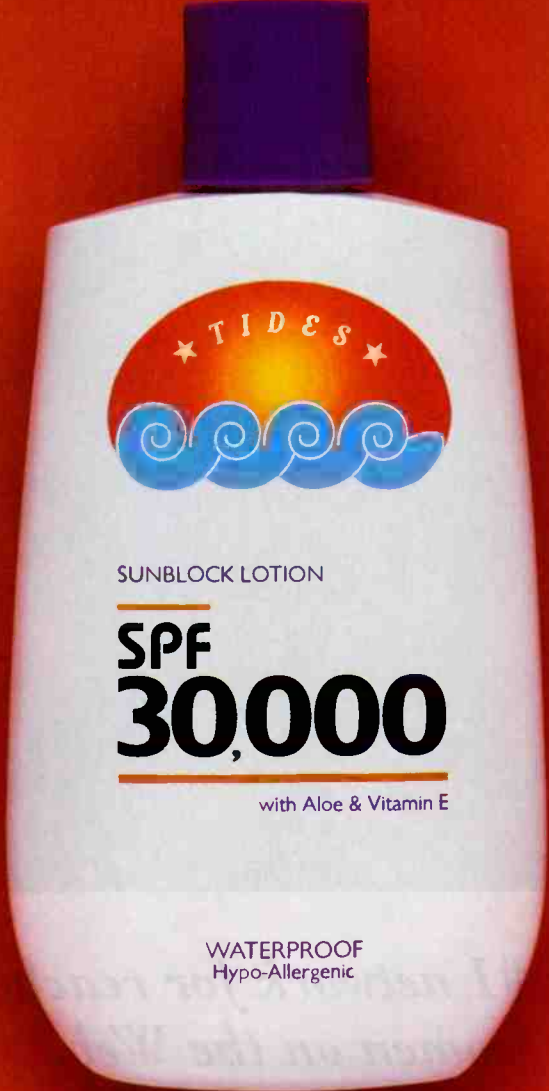
KYOK-AM in Houston turned on Radio Disney last week after ABC Radio signed an agreement to purchase the station from Faith Broadcasting for an undisclosed sum. With the addition of KYOK, Radio Disney will have outlets in 36 markets, including seven of the top 10.

PBS Comm. to Focus on Branding

The corporate communications department at PBS headquarters in Alexandria, Va., has been renamed the "communications and brand management" department. Aided by the New York-based consulting firm Grow Media, the restructured "in-house agency"—providing media services and creative materials—puts emphasis on branding and positioning PBS' 349 member stations.

BPI Folds *Musician* Magazine

Citing an overcrowded marketplace and shrinking growth opportunities, BPI Communications has folded *Musician*. The 21-year-old monthly started out as a jazz magazine and evolved into a 60,000-circulation title targeted at professional musicians. BPI, parent company of *Mediaweek*, will continue to operate the Musician Touring Guide and its Best Unsigned Band contest.



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The proposed merger of Lycos and USA Networks had some interesting ripple effects last week. Lycos stock took a dip, causing investors to wonder if the Internet bubble, too, would burst. Then Lycos' prime shareholder, CMGI, said it may vote against the union. It could be the most likely explanation for all this is that Lycos played merger musical chairs at the wrong time. It will be awhile before any of these portal mergers prove to be anything but hype.—*Catharine P. Taylor*

@deadline

Clear Ink Pens Deal With Diablo

Web development and systems integration house **Clear Ink** has formed a strategic alliance with **Diablo Publications**, both Walnut Creek, Calif. Diablo publishes two regional consumer magazines and custom magazines and programs for clients including the San Francisco Giants and the Warriors. Diablo will provide content for print and Web publication, with Clear Ink handling all Web design and development.

Flyer Miles Going Once ...

Adauction.com, San Francisco, will join **Netcentives'** ClickRewards Shopping Network. Netcentives, also San Francisco, develops online rewards, incentives and loyalty marketing programs. Adauction will be the first business-to-business company to use ClickRewards. Adauction provides an online auction for buying and selling media, and will sweeten its deals by offering frequent flyer miles to advertisers who purchase inventory. New advertisers will get 200 ClickMiles when they register, and all media buyers can earn one ClickMile for every \$10 purchase with Adauction.com.

Fox Sports Teams with Theglobe

Fox Sports Online, New York, has signed a deal with online community **theglobe.com**, also New York, to deliver daily sports news to the site's sports section. Users also can access sub-topic pages on sports including football, college basketball, hockey, soccer and baseball. The globe.com will link to the Fox Sports Online site.

New MP3 Single Debuts on RSN

On Feb. 11, the **Rolling Stone Network** and **DreamWorks Records**, both New York, broke the first single from Buckcherry, a garage punk band. The song will be available as a free download in the MP3 format until a live Webcast of the band March 9.

Media.com Seal To Promote Rich Media

By Adrienne Mand

With the goal of increasing the acceptance of multimedia ad units in the online advertising industry, New York-based media.com this week will launch a program called the Enriched Media Seal of Acceptance. The program calls for online publishers to display the seal on their sites to inform advertisers that they are willing to accept multimedia ad forms.

David Dowling, president of the Grey Advertising unit, said enriched media combines beyond-the-banner enhanced ad units with "rich media" technologies, which have proven to be effective in reaching consumers.

"It increases the visibility and increases the return on investment," Dowling said of the ads. Media.com has increasingly used such ads for clients including Procter & Gamble, autobytel.com and Cendant.

Publishers wishing to post the seal on the homepage of their advertising or media kit section of their sites must accept at least two types of enhanced ad units and rich media technologies. The units include streaming banners, banners with daughter windows (separate ad windows), pop-up ads, interstitials and transitional pop-ups. These units comply with the voluntary ad unit guidelines being developed by the

FAST committee, an industry group that emerged from the Procter & Gamble-sponsored Future of Advertising Stakeholders Summit held last summer.

Sites can register for the program at mediadotcom.com, which will also be linked to the seal.

Though the program is sponsored just by media.com, Dowling doesn't foresee any barriers to adoption across the industry. "We truly view this as an industry-wide initiative," he said.

The tools to create rich media currently include programming codes DHTML, Java, and Javascript, multimedia tools Enliven and Unicast, interactive content tools Shockwave and Flash, and streaming media tools

InterVU, RealAudio and RealVideo.

Mike Donahue, executive vice president of the American Association of Advertising Agencies and head of the FAST Committee's ad model subcommittee, said the barrier to using enriched ads is not just sites declining to accept them, but also lack of bandwidth. But, he added, anything that can be done to encourage the use of such models is a good step. Further, he said the media.com program addresses consumers' need for more utility within ads. ■



Media.com's rich-media-friendly seal.

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[TEEN MXG RENAMED, RELAUNCHED p. 30](#) | [IQ'S EXCLUSIVE WEB STATS PAGE p. 34](#)
[ANASTAS: THINK BRANDING p. 36](#) | [CONSUMERS WARY OF WILD WILD WEB p. 38](#)

bits

• **Personify**, San Francisco, provider of interactive marketing software and services, announced the launch of its **Interactive Partner Program**, which will work with interactive firms to develop custom applications for clients. The program's first partners are **Adjacency**, **EchoLink Interactive**, **Lot21**, **Media-smith**, **SF Interactive** and **USWeb/CKS**.

• After months of speculation, Internet roll-up company **iXL**, Atlanta, has filed a registration statement with the Securities and Exchange Commission for a proposed initial public offering of its common stock. The offering will be made through an underwriting group, with **Merrill Lynch & Co.** and **Donaldson, Lufkin & Jenrette** as joint book-running managers, along with **Banc-Boston Robertson Stephens** and **NationsBanc Montgomery Securities** as co-managers.

• **America Online**, Dulles, Va., has selected **CNet**, San Francisco, to be the exclusive provider of computer hardware and software buying guides for its AOL service and AOL.com, as well as the primary provider of computing buying guides on CompuServe and AOL's Digital City. The new AOL/CNet buying guides will also be available on certain AOL international services. In addition, CNet will initially be the exclusive provider of free-to-download software on AOL.com.



• Online database marketing company **nineCo**, Boston, has signed **Dell Computers**, Round Rock, Texas, and **Hasbro Interactive**, Beverly, Mass., as advertisers on its Gamesville.com game show property. Hasbro will market its e-mail games as sponsor of the HTML version of the *Gamesville Times*, nineCo's e-mail newsletter. Dell will advertise on Gamesville.com with ads including nineCo's "e-mercials," banners and pop-ups.

• Menlo Park, Calif.-based **eFax.com** last week launched a free consumer service allowing faxes to be sent via e-mail. Users who register on the efax.com site receive an eFax.com number, through which documents are converted to digital form, compressed and password protected and forwarded to e-mail addresses for downloads. They are opened like regular e-mail attachments.

• Web directory **LookSmart**, San Francisco, announced that **Microsoft**, Redmond, Wash., will utilize its service on its MSN network of Internet services. LookSmart offers search capabilities in more than 65 U.S. markets.

Lots of Moxie: mXg Plans Web, Print Relaunch

BY KIPP CHENG—Interactive teen media property mXg (formerly known as moXiegirl), Manhattan Beach, Calif., plans a dual media relaunch. As it unveils a revamped entertainment/e-commerce site, located at www.mxgonline.com, it will also launch a new quarterly print version, which company officials call a "catazine," that is expected to hit newsstands March 2.

The Aussie pop star Natalie Imbruglia is featured on the cover and also graces the print campaign on New York City telephone kiosks that runs through this month.

Designed as a hybrid between a traditional magazine and mail order catalog, mXg hopes to leverage its mXg brand between the Web and print mediums.

"We conceived mXg as a dual media property," said publisher and president Hunter Heaney. "We think mXg combines the value of its editorial content with the interactivity of shopping out of the book and on the Web site."



A new logo and revamped site announce mXg's rebirth.

Targeted at young women, ages 12 to 24, the publication features celebrity interviews along with editorial fashion spreads that work as direct-marketing come-ons, allowing the mXg audience to purchase featured items via mail, phone order or Web site.

Its editorial staff is comprised of teen magazine industry experts and teen girls, ranging in age from 14 to 17, who answer e-mail and supply copy for the print articles.

Since the publication's debut in the fall of 1996, the print run has grown from a 20,000 issue test to its current circulation of 500,000.

"We brought together two very disparate businesses," said vice president and COO Stuart MacFarlane of the publication's hybrid editorial/sales focus.

Heaney said for now the company would retain its focus on the teen girl market. "We're very pro-girl," said Heaney, "but not anti-boy." ■

All About E: New IBM Site Targets E-Business Market

BY ADRIENNE MAND—R/GA Interactive, New York, this week will launch a redesigned e-business Web site for IBM, the first new project from the Armonk, N.Y.-based company since it consolidated its roster of interactive agencies in October.

IBM's e-business initiative aims to help companies transact business online. The site, ibm.com/e-business, is designed to go deeper into e-business concepts introduced in more general terms in the previous version, according to Pat Belote, program director for e-business marketing with IBM's Internet division.

"The idea was to get people to come to the Web site and payoff that vision of what e-business is," said Alex Sherman, director of business development at R/GA. "A lot of people misunderstand e-business. It's a very complex concept of transforming your entire business."

The site targets people who implement business strategies and developers, Sherman explained, and is meant to be simple for even those without heavy technology experience to use.



A peek into IBM's e-business future.

It also describes the "differentiated value" that IBM brings to businesses, Belote said. Those skills include helping them develop a vision and compelling e-business applications to support it, and teaching businesses how to run a responsive, scaleable, safe online environment.

The site includes case studies of e-businesses and shows how clients can use the Internet in areas of their existing business, such as customer service and supply chain management.

Offline advertising by lead agency Ogilvy & Mather, New York, will tie in with the new site. Online banners will also promote the site. ■



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bits

• **USA Networks**, New York, and **Lycos**, Waltham, Mass., last week announced plans to form the **USA Lycos Interactive Network**. The arrangement calls for USA Network to own a majority share of the company and Lycos shareholders and other USA properties to hold the remaining portion. At press time, however, there were signs the deal might fail: CMGI, a major Lycos shareholder, was expressing reservations about voting in favor of the deal at least until the company's share price strengthens.

• **The Gay Financial Network**, New York, and **GAYBC Radio**, Seattle, will produce the GFN Market Wrap, a daily financial radio show that will provide listeners with a Gay and Lesbian perspective on Wall Street. The 10-minute program is slated to launch March 1 and will be produced and hosted by GFN president Jeffrey Newman. GAYBC Radio's programming is distributed exclusively in RealAudio and is accessible on the Web at www.gaybc.com and through AOL at keyword: gaybc.

• Five major record labels—**BMG**, **EMI**, **Sony Music**, **Universal Music** and **Warner Music**—are joining with **IBM** to conduct a six-month market trial of IBM's Electronic Music Management System, a new online digital music distribution system, in San Diego later this spring. EMMS will let PC users download full-length, near CD-quality albums onto their PCs. The delivery of music will be secured through encryption and digital watermarking, and the download can be made quickly through the broadband cable modem service available in the test market.

• The number of visitors to Super Bowl advertisers' Web sites increased by 48 percent on Super Bowl Sunday compared to the prior Sunday, according to New York-based **Media Metrix**. The company also found the number of women who visited football Web sites increased 137 percent, while the number of men increased 50 percent on Super Bowl Sunday and Monday.

• **Brilliant Digital Entertainment**, Los Angeles, announced it is shipping the first product in the company's toolset for creating and viewing streaming 3D animation. **B3D-Minimize for Max** is a plug-in for use with modeling and animation application **3D Studio Max**, made by Kinetix, San Rafael, Calif., allowing it to output compressed, small files suitable for delivery over the Internet.

ICQ Seeking More Eyeballs With Post-AOL Release

BY KIPP CHENG—ICQ, the hipper-than-thou software company that allows people to conduct real-time chat, is expected to unveil the latest version of its hugely popular chat and paging software this week.

The new release, carrying the apt though obvious name ICQ Version 99a, will be available free to download at www.icq.com.

The ICQ (read: "I seek you") desktop application alerts users when fellow ICQers are online and offers real-time chat and instant messaging among a variety of communication features.

Officials at the company, a unit of Dulles, Va.-based America Online, also said last week that they are taking their first steps, gingerly, toward devising marketing-based revenue streams for the service.

Treading carefully seems to be prudent. Last June, when AOL purchased ICQ from its founders, the Tel Aviv, Israel-based software development company Mirabilis, the purchase worried many ICQers (also known as "fanatICQs"), who were concerned that the service would lose its "anti-brand" cachet.

But it's a testament to the continuing popularity of ICQ that nearly 700,000 people have already tested 99a. According to Fred Singer, COO of ICQ, and John Borthwick, vice president of product development and programming, 99a's alpha test was initially limited to 600 developers, but news of its release quickly spread through "word of mouse" until hundreds of thousands of ICQers had downloaded the new software.

All told, 28 million people have downloaded ICQ software around the world; an estimated 12 million people use it each month and 6 million use it each day.

Version 99a features an expanded suite of enhancements, such as message history and archives, the ability to record and send voice messages, e-mail notification and new sound effects. An improved, integrated "White Pages" will let users seek out fellow ICQers based on their gender, age group and general interests, while a popular, built-in search function, powered by Inktomi and Direct Hit, will let users find their query subjects by jumping from ICQ's desktop application directly to the Web.

In addition, a new ICQ service, ICQ Now!, will launch along with the software release. A "table of contents" guide to what's going on in the ICQ community, it, too, can be accessed directly from the ICQ desktop window.

Unlike the myriad portal pages, which have had trouble keeping fickle Web surfers at their sites for extended periods, ICQ has proven itself as a more than "sticky" killer app, with users staying online an average of 2 1/2 hours daily. The company credits its success to building on members' inherent desire to socialize and communicate online.

Obviously, such a rabid—and organically grown—audience is one advertisers crave. Eighty-three percent of users are under the age of 34, and it

has an increasingly international mix, with Europe and Asia—especially China—being particularly hot growth spots. (Only 35 percent of ICQers are from the U.S.)

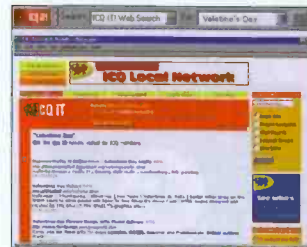
The problem, from a marketing standpoint, is the typical ICQer's anti-establishment ethos. According to company officials, their usership eschews slickness, extolling such things as the fact that www.icq.com recently won ZDNet's "Mud Brick Award" for Ugliest Web Site Design.

Still, Singer hints the company will likely strike marketing partnerships, with the business plan focused, not surprisingly, on e-commerce. He continued that the one to one relationships between ICQers can translate into an "extremely powerful marketing tool." But

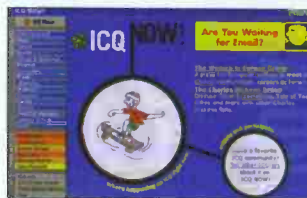
he cautioned that the possibilities for contextual marketing directly to ICQers can be preserved only "if their personal information is used properly and not abused."

For instance, he said ICQers might go for such "opt-in" marketing opportunities as letting companies with which they do business—such as software providers—notify them via ICQ when they are due for an upgrade. Neither Borthwick nor Singer would discuss such plans in any detail. However, it's likely the company will also sell banner ads on its Web site.

But the plan remains to ensure that ICQers can stay happy within their non-browser universe. "We want to get you out of the browser," admitted Borthwick. ■



ICQ IT! offers Web search services.



ICQ Now! serves as a community guide.

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GM Revs Up TiVo Partnership

Personal television service TiVo announced today that General Motors has signed on as a charter advertiser. The TiVo set-top box lets viewers pause, rewind and replay live and recorded television shows.

The deal comes after a long courtship between the two companies; GM has been working with Sunnyvale, Calif.-based TiVo since early 1998. "We're inventing it as we go, together," said TiVo vice president of marketing and business development Ed MacBeth. "One of the interesting challenges is to create new types of promotions that didn't previously exist."

TiVo allows advertisers to deliver ads with interactive components including e-commerce to individual households based on demographics and viewing profiles. TiVo can also provide anonymous aggregated feedback to advertisers about viewer response to the ads.

Initially, GM will use TiVo's technology to analyze existing advertising. "We're going to work together on a project basis at the most basic level," MacBeth said. "First, we'll come up with a benchmark of what's

happening right now."

"To allow consumers to click on and view ads that go beyond the traditional 30-second spot opens up a lot of opportuni-

ties for testing new types of brand strategies," said Karl Gamester, director of GM Cyberworks.

"This opens up a third revenue stream for them [besides subscriptions and set-top box sales], and improves their business model," said Gary Arlen, principal of Arlen Communications, a Bethesda, Md.-based research company.

More validation of TiVo's concept came at the National Association of Television Program Executives show last month. There, TiVo announced agreements with nine broadcast and cable networks to create promotional showcases on its service. "They're looking at this new digital world and asking, 'How can we use this to build audience?'" MacBeth said.

TiVo offers networks "showcase" promos such as a trailer with an interactive button so the viewer can immediately ask TiVo to record the show when it airs. The TiVo service is expected to be available at the end of March, with a full rollout in late June.—*Susan Kuchinskas*



On TiVo, GM will be able to get feedback on new and existing ads.

IQ Data



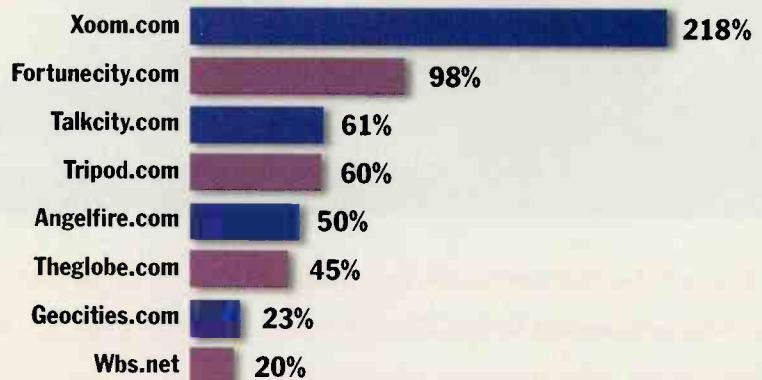
Why Community Sites Are Valued Virtual Real Estate

If you've never cared to dabble in personal online publishing, Yahoo!'s recent deal to buy GeoCities and last week's engagement of Lycos, owner of Tripod, to USA Networks, might have seemed odd. But the figures below underscore, as it were, the power of the people. GeoCities had almost 19 million unique visitors to its community of sites in December according to Media Metrix, and Tripod had close to 11 million. Once the province of quirky Netheads, such sites have come of age.

Growth in Number of Unique Visitors at Community Web Sites

	April 1998 (in millions)	December 1998 (in millions)
1. GeoCities.com	15.447	18.977
2. Tripod.com	6.836	10.924
3. Xoom.com	3.278	10.419
4. Angelfire.com	6.484	9.732
5. Fortunecity.com	1.852	3.674
6. Theglobe.com	1.480	2.144
7. Wbs.net	.981	1.177
8. Talkcity.com	.722	1.165

Percentage Growth of Unique Visitors to Community Sites (April-December 1998)



Data provided exclusively to IQ by Media Metrix. Above data does not include similar areas which may exist within other Web sites. Media Metrix defines unique visitors as the actual number of users who visited each Web site, without duplication, once in a given month. More than 40,000 individuals throughout the U.S. participate in the Media Metrix sample.



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Latitude90 Sets Sail Anew

Los Angeles-based ad rep firm AdNet Strategies has changed its name to Latitude90 and introduced adMonitor, a proprietary ad tracking and serving product which will be made available to other companies.

John Bohan, co-founder and CEO, said that with the Internet becoming more of an established marketing medium, the company's name could express more of its vision.

"Latitude90 literally means the ends of the earth,"—or the North and South Poles. For the company, Bohan said, it means having both global reach and going to great lengths to service their clients.

Latitude90 is focusing on representing about 20 Web sites rather than creating a large network, such as competitors DoubleClick or 24/7 Media, both New York. Clients include the N2K family of music sites, Zip2 and Big Yellow online yellow pages, the 100Hot listing of popular sites, movie site Hollywood.com, kids activities site MaMaMedia and Fitness Online.

"We've been able to sell the sites more effectively, particularly when it comes to beyond the banner [ads]," Bohan said.

Frank Addante, chief technology officer; added that, using adMonitor, the company is able to "customize the technology specifically for the [client's] site."

Also this week, Latitude90 is kicking off a year-long branding campaign that includes ads in trade magazines and a direct mail component that leads visitors to an online game at the Latitude90 site.—*Adrienne Mand*

Movers

I-traffic, New York, has hired **Brad Epstein** as creative director. He was senior vice president, group creative director, at Omnicom Group direct marketing agency Rapp Collins Worldwide, New York ...

R/GA Interactive, New York has promoted **Vincent Lacava** to senior art director from art director ... **Lisa Crane** was named vice president of NBC Interactive and general manager of NBC.com, Burbank, Calif.

Prior to joining NBC, Crane was vice president of sales and marketing for Universal Studios Online, Universal City, Calif. ...

Ronald Milton was named vice president and group director for Framingham, Mass.-based *Computerworld's* enterprise business solutions unit. Milton, a five-year IDG veteran, previously worked at Bull HN Information Systems, Billerica, Mass.



Jonathan Anastas has gone from rebel punk rocker to maverick Internet geek to the unlikely role of industry curmudgeon, all by

the age of 32. Born and raised in Massachusetts, Anastas, now vice president, account director, at Think New Ideas, Los Angeles, played bass in hardcore bands Slapshot and DYS before heading to the University of Massachusetts at Amherst, where he studied political science and economics.

His involvement with campus political campaigns for others and as student attorney general sparked an interest in advertising, and Anastas honed his skills in the media and client services departments of Mullen Advertising in Wenham, Mass., for three years, an agency that he describes as having "unbelievable mentoring."

Anastas moved on to DDB Needham in New York and then to director of interactive marketing at Saatchi & Saatchi Los Angeles, where he worked on the Toyota account when the automaker first started to use the Internet. "Saatchi assigned people to the business and we learned together," he recalls. "It was always steeped in the integrated experience."

Seeking a career with an agency that was more focused on the Web, Anastas took the post of vice president, director of marketing and client service at Digital Evolution—now merged with US Interactive—in 1997. It was there that he came to the radical conclusion that the focus on the coolness of the Internet caused marketing concepts to get lost.

Insider

BRAND BUILDER

By Adrienne Mand

"I'm in love with brands and I'm in love with building brands," he explains. "And ultimately I see interactive as an available tool in building brands, but I'm in love with the toolbox."

Anastas landed at Think, which combines off- and online marketing disciplines, last year and continues to stress basic marketing and advertising tenets. He believes the agency has "real world" marketing expertise that is novel in an industry with "28-year-old CEOs."

"If I'm a client, I'm not sure I want to sit across the table from a child, [no matter] how well he knows the technology," he says.

He believes that regardless of the medium, advertising and marketing is still about creating emotional hooks for clients. But such a realization has been slow to come to the Web. "The creative has often been secondary to the cool code behind it," he says. "You've got to get to people's hearts to get to their minds."

Thus, Anastas predicts that "the segment is going to redefine itself.

"Right now the segment is defined by the medium—interactive agencies or solution providers—because we know the technology. It may refocus on the core competency level ... the job is to build your brand."

But lest one think Anastas has gone soft, note his favorite mode of transport—a Harley Davidson. ■



"My ad is uncomfortable in crowds."

February 15, 1999



Case Number 346: Subject hoped to build brand identity and overcome anxiety when meeting new people.

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Case # 346

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Analysis



In Web Sites We Trust?

As e-commerce grows, so does concern about privacy. *By Susan Kuchinskas*

Who's more likely to keep a date: the person who jots it on a napkin or she who inscribes it in a Day-Timer? Who will be better at conveying a message to his boss: the receptionist who sounds like a bored teenager or the one with the chipper lilt?

Of course, it's impossible to say for sure. When we mere mortals make these decisions about trust, we don't do it on much more of a basis than when we were kids and decided who we wanted to go out with based on their haircuts. The same judgment

calls can apply to trusting an e-commerce Web site. Millions of people trusted Internet merchants during the holidays, but after the buying binge, everyone seems to be wondering whose panties they ended up with. Consumers are saying to e-merchants, "That was fun, but can I trust you in a long-term relation-

ship?" Now, some organizations are taking steps to ensure that consumers will answer, "Yes."

One of them is the U.S. government. Commerce secretary William Daley and Federal Trade Commission chairman Robert Pitofsky held a news conference on Feb. 5 to discuss the need for consumer protection during the e-commerce gold rush, with the Department of Commerce predicting \$30 billion will be spent shopping online next year. And the FTC will be closely following a coming sweep of sites to see how well they post their privacy policies. "Sales

will not keep going up if retailers fail to act responsibly," Daley noted tartly. "They will stop shopping if their data is abused."

The FTC's Pitofsky chimed in, "One concern I have is that people will begin to think of e-commerce as a Wild West where there's no law, no sheriff and anything goes. We're doing our best to dissuade people [from thinking] that's the case."

Daley said Internet shoppers worry their personal data will get spread around. They also want to believe that clicking on some icon will actually result in a widget arriving on their doorsteps sometime in the very near future. But what makes consumers believe in a Web site is a funny thing, as a recent study conducted by San Francisco-based Studio Archetype/Sapient pointed out.

SA, which builds e-commerce sites for corporate giants such as UPS and IBM, set out to determine how to build in the kind of belief that leads to buying, hiring Cheskin Research, San Francisco, to survey 315 Web-savvy adults. The resulting E-commerce Trust Study, released in January, identifies six trust-builders: navigation, presentation, technology, fulfillment, branding and seals of approval.

First, just as in the offline world, neatness counts. Online, that translates into simple, consistent navigation and an organized, attractive presentation. It also means creative site design is not paramount. The study found that people had more confidence in sites that resembled other well-known sites.

But clean design doesn't mean a site automatically qualifies as trustworthy, cautions Cheskin principal Davis Matsen. "Trust has three stages," he emphasizes. "In the initial part you need to build trust, then you move into confirming it, and finally, maintaining it over time." In other words, if your spiffy site doesn't deliver the goods, customers will be one-night stands.



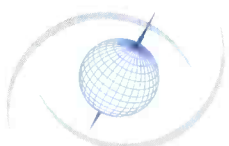


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Technology should be literally up to speed—pages that load slowly or incorrectly are a turn-off. Order fulfillment is crucial. “If that fulfillment is not done well over time, it will weaken the trust,” stresses Clement Mok, SA’s chief creative officer. Don’t overlook upfront reassurance about fulfillment, he adds. Sites that people want to bring home to mother explain shipping procedures, order tracking, return and refund policies, and also state explicit privacy policies.

Then, there is the role the elusive brand image plays in a site’s perceived trustworthiness. The SA/Cheskin research found that branding is indeed as important online as off. The good news: Top e-world brands are perceived as just as trustworthy as what the study calls their “dirt-world” counterparts. One successful strategy, according to the study, is to team up with highly-regarded brands which can provide seals of approval, especially “security brands” such as VeriSign and Truste.

Truste, Palo Alto, Calif., has had a program in place since June 1997 that lets sites register their privacy policies in return for displaying the

Truste logo. Truste then monitors those sites to make sure the policies are followed. “The privacy policy goes hand in hand with what value you’re providing to customers in exchange for information,” explains Truste executive director Susan

Scott. “Those who will be successful are those who can provide that value.” The roster of Truste Web sites has grown from 42 in 1997 to 424 at the end of 1998, in great part, Scott thinks, because of pressure from the FTC.

VeriSign, Mountain View, Calif., lets people know you’re not a dog online. Members of its Secure Site Program can post the VeriSign seal of approval verifying their identities. Explains Anil Pereira, director of marketing, “One component of trust is the ability to feel that you’re truly at the place you think you are.”

However, these security brands have some trust-building of their own to do, since SA and Cheskin found that experienced Web users are less familiar with their names than with the

“Sales will not keep going up if retailers fail to act responsibly. [People] will stop shopping if their data is abused.”—William Daley

underlying concepts and technology that sites employ, such as cookies and encryption.

UPS worked with SA to build a site that would allow any service or transaction to take place on the Web. The site processes 750,000 package tracking requests per day. As an example of how the site puts the study’s ideas into practice, Tom Daly, UPS interactive communications manager, points out that even as language and functionality change among foreign UPS sites, navigation remains the same. “Our business connects buyers and sellers around the world,” he says. “So [a seller] can direct [a buyer] to get tracking information on the German page as easily as on the English page.”

But UPS also illustrates the power of a well-established brand. The company acts as a de facto seal of approval for the sites of other companies that use UPS. Those sites can use free UPS software to let customers track packages and often tout their relationship with the company. The UPS site itself doesn’t wear third party seals of approval though it could in the future. “We wouldn’t take anything for granted,” Daly says. “And if the digital space requires we explore that tool, rest assured we’ll take a look at it.”

To build a site users will cuddle up to, “You need to have a combination of at least brand and navigation,” Cheskin Research’s Matsen says. “You need to have the experience of your brand, even if it’s not well known, really show up in a differentiating way, at every click.” ■



Consistent navigation and a strong brand have been crucial to the UPS site’s success.

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Why are men so reluctant to talk about prostate cancer? Much like breast cancer in the 1970's, it's still not considered a subject for 'polite' conversation. As women, we've seen the benefits from lifting this wall of silence. Now it's time men took a page from our book.

Prostate cancer is a leading killer of men over 50. This year alone some 180,000 men will be diagnosed with the disease. Many thousands more have the disease and don't know it.

ARE WOMEN BETTER EQUIPPED TO DEAL WITH PROSTATE CANCER THAN MEN?

So the Cancer Research Institute and the American Cancer Society have joined together to form *The Prostate Cancer Initiative*. It's a national program designed to increase awareness among men (and women), provide patient care and fund the latest clinical research into harnessing the power of the body's immune system to fight the disease.

To learn more about prostate cancer, call the American Cancer Society at 1-800-ACS-2345, or write to *The Prostate Cancer Initiative*, care of Cancer Research Institute, 681 Fifth Avenue, New York, NY 10022.



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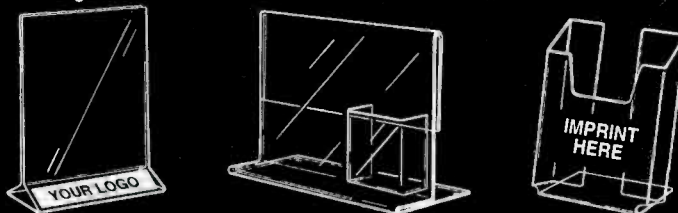
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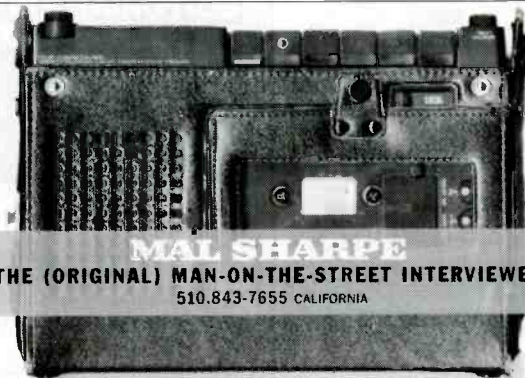
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USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

MEDIA OPPORTUNITIES



Rapp Collins, a \$1.2 billion global advertising leader, is currently seeking talented professionals to join our dynamic team.

Media Broadcast Supervisor

The ideal candidate has 5+ years of DRTV experience, 2+ years of supervisory experience, a solid background in Broadcast buying, and exceptional organizational skills.

Media Assistant

Candidate is a college graduate with strong knowledge of Excel, PowerPoint and Word, and exceptional organizational skills.

Interactive Media Assistant

In this position, you will organize and schedule conference calls and meetings, and perform telephone and e-mail duties. Key responsibilities include assembling performance or costing charts in Excel for Internet plans, preparing cover letters in Word for performance costing charts, and performing Web Site Reviews. A college degree and strong knowledge of Excel, PowerPoint and Word are required.

We offer comprehensive salary commensurate with experience and the opportunity for professional growth. Send resume with salary requirements and position desired, to: **Rapp Collins Worldwide, HR Dept/DB, 11 Madison Avenue, 12th floor, New York, NY 10010.** Only resumes sent with salary requirements will be considered. We are an equal opportunity employer.

MEDIA SUPERVISOR

Block Drug Company, Inc. is an international leader in the manufacture and marketing of high quality consumer and dental products. We have the following opportunity in our Jersey City, NJ headquarters.

You will be responsible for supervising the implementation of all domestic media plans including scheduling/assigning inventory, monitoring media delivery, budget administration and participating in supervision of buy negotiation. Requirements include a Bachelor's degree complemented by 2+ years of related experience in a media planning/buying role in a consumer goods environment or ad agency. Excellent communication skills, a detail-oriented nature and good figure aptitude are important along with computer proficiency in Excel, Word and DOS software systems.



Your efforts will be rewarded with an attractive compensation package and excellent benefits including a 401K savings plan. Please send resume which **MUST** include salary requirements to: **Block Drug Company, Inc., Human Resources Department, Job Code: MS, 257 Cornelison Avenue, Jersey City, NJ 07302. Fax: 201-434-5071. e-mail (ASCII or Word format only please): human_resources@blockdrug.com** EOE. We appreciate your interest in our Company and will contact applicants who meet our requirements.



BLOCK DRUG COMPANY, INC.

A WORLD OF SUCCESS

We're looking for a combination of Madeleine Albright, General Patton & Darrin Stephens.

Seasoned Management Supervisor Needed. Are you a diplomatic mentor, able to pull a brilliant strategy out of a hat? Our client, Ameritrade, is one of the fastest growing on-line brokers, therefore, OgilvyOne Chicago needs a market-savvy pro who thinks and acts as quickly as the market itself. The ideal candidate is a direct marketer at heart, able to handle branding and planning with skill and finesse. He or she will oversee all media, possess an uncanny ability to go with the flow, and inspire a terrific multi-disciplined agency team. Familiarity with market strategies and stock lingo is essential. Prior financial service experience and digital branding gurus are preferred. Luddites need not apply. If this is just a short list of your multi-talented capabilities, e-mail your resumé in complete confidence to: **dreamjob@omchi.com**.



OgilvyOne is an EEO. No calls, love letters or candy grams, please.

Wanted:
Nostradamus,
Joan of Arc
& Houdini,
all rolled into one.

Associate Director of Strategic Planning. If you think Nostradamus is a university in Indiana, and Amazon is just a river, log off now. OgilvyOne Chicago is seeking a fearless champion of digital branding to provide brilliant consumer insight for our unstoppable client, Ameritrade, one of the world's fastest growing on-line brokers. For starters, the right candidate should excel at Brand Stewardship; be prolific at developing highly effective strategies; be able to interpret and summarize existing research; write exceptional briefs; and ooze diplomacy in an ever-changing climate. Forward thinking individuals with wildly articulate presentation skills, and those who work well with a multi-disciplined agency team will be considered front runners. If this has your name written all over it, e-mail your resumé in complete confidence to: **dreamjob@omchi.com**.



OgilvyOne is an EEO. No phone calls or singing telegrams, please.

HELP WANTED

JOIN OUR WINNING TEAM!

Winning Strategies Advertising, the fastest growing advertising agency in New Jersey, located in Mt. Laurel, has just been awarded nine new accounts and is looking for talented professionals to fill key positions.

SENIOR ACCOUNT EXECUTIVE
Minimum 5 years account supervision experience. Must be detail and deadline oriented, a strategic thinker and excellent writer.

ACCOUNT EXECUTIVE
3-5 yrs agency exp. Must be highly motivated, possess excellent written and verbal communication skills with print and broadcast media experience. Healthcare exp. a plus.

Fax your resumes to Winning Strategies Advertising, C/O Dave Parkin, C.O.O. at 609-727-0077 or send them to 533 Fellowship Road, Mt. Laurel, NJ 08054. No phone calls please.



Solid Media Planner Wanted

The Bravo Group, leading Hispanic Advertising Agency in the USA, has an opening for an experienced media planner in their expanding San Francisco office. Two year-plus experience is desirable. Strong planning skills and a sharp mind are a must. Broadcast buying knowledge and experience in the U.S. Hispanic marketplace a plus. This is a very exciting position on some very good accounts.

Fax or mail resume to:

Betty Lieboff

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

ACCOUNT EXECUTIVE FOR NEW BUSINESS DEVELOPMENT

L.I. ad agency seeks aggressive sales oriented person for its catalog division. Candidate should have 4-5 years B to B Catalog experience. Excellent oral communication skills. Salary + commission + benefits. Fax cover letter, resume and salary requirements to: (516) 228-5166

PASSIONATE ABOUT CREATIVE?

CREATIVE

Contact: Karen Villarroel karen-sri@excite.com

Award-winning shops need Senior Art Directors & Writers with strong EDGY work. "Leave your double-mint jingle at home."

ACCOUNT MANAGEMENT

Contact: Kim Tannu kytsri@netscape.net

Do the words "Cutting Edge Interactive" or "Award-Winning Creative" appeal to you? Do you understand the future of account planning? If you're saying "YES" and have 2-10 years current agency experience, let's talk about your future career opportunities.

MEDIA

Contact: Matt McDonald mattsri@hotmail.com

My client, only seven years old, has grown to a 500-employee firm, with nearly a billion dollars in billings, and has been named U.S. Agency of the year twice. They need hotshot media pros from \$75-150K to staff their teams handling well-known High-Tech, Telecommunications, and Packaged Goods brands.

SRI / Strategic Recruiting, Inc.

Call 212-465-8300

Fax 212-868-1689

www.srisearch.com

The United States Olympic Committee in Colorado Springs seeks candidates for

ASSISTANT DIRECTOR, SALES & MARKETING

Will manage sponsorship sales with major U.S. and multinational corps, including category analysis of potential clients, company profiling, and negotiation. Requires Bachelor degree in marketing or related, plus 3-5 years senior sales experience related to professional sports leagues or intellectual property. Experience with Fortune 500 corps, Branding, research and consumer behavior, 50% travel.

Forward resume to:

USOC Human Resources Office
One Olympic Plaza
Colorado Springs, CO 80909

Fax: (719) 632-2884

(if faxed do not mail originals)

Email: usoc.hrmailbox@usoc.org

- Deadline March 1 -

EOE



Marketing Research Director

Premier gaming company is seeking a motivated research director with a minimum 5 years experience in all aspects of market research including: development, implementation, analysis and reporting. Candidates will also have experience in management of a full staff.

To apply, please send resume to:
Circus Circus Enterprises, Inc.
Circus Circus Development
3900 Las Vegas Blvd. South
Las Vegas, NV 89109
Attn: John Marz

www.hallevy.com

**If you're hiring
If you're looking**

www.hallevy.com

SALES MANAGER

Internet college media co seeks outgoing person to build its sales program. Min 2-5 yrs sales exp. Excellent presentation/interpersonal skills. Salary, commission, stock optly and benefits. Fax resume: 973/746-5606 or email jobs@cpwire.com

Assistant Manager Classified Automotive

Newsday, the nation's sixth largest daily metropolitan newspaper, has a great opportunity for an ad sales pro. to develop programs that maximize revenue growth. In this role, you will evaluate market activity to identify trends; develop new product offerings to anticipate market needs; develop, coach, train and motivate a sales team and manage organizational change collaboratively with other managers.

The ideal candidate will possess:

- Bachelor's degree with a minimum five years advertising sales experience.
- Ability to develop, coach, motivate and train a staff.
- Superior interpersonal and customer service skills.
- PC literate with ADMARC/ATEX knowledge preferred.
- Ability to manage multiple priorities with short and long term goals in a fast paced environment.

For immediate consideration please forward a resume, along with salary requirements, to: Mr. Robert O'Neil, Manager Employment and Compensation, Newsday, 235 Pinelawn Road, Melville, NY 11747; fax (516) 843-2550; e-mail: bob.o'neil@newsday.com.

An equal opportunity employer.

COPYWRITERS San Francisco

Innovative Hispanic Agency is seeking aggressive, free thinking and creative bilingual copywriters with 5+ years of experience. Must possess a strong knowledge of US Hispanic Market and full command of Spanish language. Good organization and methodical work habits required. Spanish accent welcome!

Fax or mail resume to:

Betty Lieboff

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

MAGAZINE AD SALES

Nationally distributed magazine for upscale air travelers seeks motivated Rep/Rep Firm based in Washington, DC to handle multi-state territory. Ideal candidate has experience in travel-related and business to business categories. Generous commission package and/or draw. Mail response to ADWEEK Classified - Box SE00987, 1515 Broadway, 12th floor, New York, NY 10036.

HELP WANTED

**MEDIA BUYER/
PLANNER**

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

Please fax resumes to:

Attn: JC/SD (914) 735-0749

E-mail:

sdarc@activeinternational.com

NO PRINT PRODUCTION PLEASE!

CONTROLLER

Ad agency with \$200 million billings seeks person to monitor daily cash flow, investments, billing and collections. To manage financial reporting and prepare monthly statements, supervise accounting personnel and prepare year-end audit work papers. Minimum 10 years experience including adv. background and strong computer skills required.

Fax salary history and resume in confidence to

Mr. Reilly at (212) 813-0469

PRODUCT MANAGER

Jupiter Communications, a leading New Media research firm, seeks a Product Manager to launch and direct the marketing of a research service focused on senior executives. Responsibilities include developing and implementing the overall marketing strategy, analyzing the potential customer base, developing (with sales) target accounts, identifying leads, creating selling materials and monitoring the financial performance of the marketing efforts. Ideal candidate will have 4+ yrs exp in executive level B-to-B marketing, Internet consumer and/or sales marketing. Excellent communications skills desired.

Please send resume with salary reqs to:

Amy Bromberg

Jobcode: PMMS

Jupiter Communications

627 Broadway, 2nd Floor, NY, NY 10012

E-mail: jobs@jup.com Fax: 212-780-5219

No calls please.

**SENIOR SALES
EXECUTIVE OPPORTUNITY**

Leading trade magazine company has a top NY based sales position open for a dynamic, energetic self-starter. 4 years + selling experience; an understanding of consumer media desired (i.e. magazines, tv, radio, new media). Creative thinker, great presenter, hard worker and proven go-getter all required. Some travel required. Good compensation & benefits package for right person.

Fax resume & sal. history to:

Sonja at (212) 536-5353

*Our success and prestige depends on the
commitment of our highly valued team.*

*As a growing force
in the automobile
industry, Jaguar Cars
recognizes the value
of diverse talents in
our workforce. By
drawing on the varied
backgrounds, styles,
perspectives, values,
and beliefs of each of
our employees, we are
building a team that's
ready to take on
tomorrow's business
challenges.*

If you're looking for a company that encourages individuality and creativity, while ensuring participation at all levels, you're looking for Jaguar. We presently have the following opportunities available for marketing leaders:

District Sales Manager

Here, you can build on your proven advertising, merchandise planning and business management skills as you oversee our sales efforts to ensure market penetration, customer satisfaction and financial success for our dealers throughout the West Coast, Mid-West or Southeast. You will develop a monthly sales roll-out plan, create targeted marketing plans and facilitate quality improvement initiatives. A BS degree in Business or Marketing (MBA a plus) and knowledge of automotive products will be essential to your success, as are excellent interpersonal and presentation skills. You also must be willing to relocate. Job Code: DSM

Dealer Advertising Specialist

Your challenge will be to ensure the success of our marketing programs by working collaboratively with our advertising agency, sales team and dealers in order to maximize the impact of our local advertising and retail initiatives. Your duties will span managing dealer ad group meetings, reviewing local media plans, developing point-of-sale materials and overseeing special projects. A BA/BS in Marketing with knowledge of marketing and advertising (media and creative) specific to the automotive industry, as well as dealership operations and budget management is critical for this role. Strong communication and organizational skills also are required, as is travel. Job Code: DAS

In addition to a competitive salary and benefits package, we offer an environment that fosters respect, trust, creativity, and career growth. For consideration, please forward your resume, indicating job code, to our headquarters at: Jaguar Cars, 555 MacArthur Blvd., Mahwah, NJ 07430-2327. Principals only, please. Jaguar Cars is a smoke-free environment and an equal opportunity employer M/F/D/V.

**ADVERTISING SALES
MANAGER**

FINE WOODWORKING, a leading special-interest magazine, seeks a motivated, energetic individual with 5+ years ad sales management experience to lead the sales team. In addition to day-to-day management of staff and developing new business, responsibilities include selling to an established national client base. Position combines some phone work with moderate travel. Strong communication and organizational skills are a must. Comprehensive knowledge of word processing, spreadsheet and presentation software essential. In addition to a pleasant work environment, we offer a competitive salary with sales incentive plan and excellent benefits. Send resume and salary requirements to HR.

The Taunton Press

63 S. Main St, Box 5506

Newtown, CT 06470

www.taunton.com

An Equal Opportunity Employer

RESEARCH DIRECTOR

New York-based international cable TV organization seeks self-starter to direct and lead media/marketing research activities, including analysis & dissemination of syndicated data; development of presentations; and creation of seminars, conferences, publications and Web site content. Must have TV research experience; and strong computer, analytical and communication skills. Send resume with salary history to:

Managing Director, Multichannel Advertising Bureau International
830 Third Avenue, New York, NY 10022

HELP WANTED

internet.com

internet.com, The E-Business and Internet Technology Network, is a rapidly growing network of websites that provides real-time news and information resources for Internet professionals and Web developers, is expanding its sales team due to expansion!

ASSOCIATE PUBLISHER

The ideal candidate will have 10+ years of b to b sales experience and possess the following qualities: decisive and driven to exceed the expectations of both the client and the company, while working independently and leading a sales team. This position has been created with an emphasis on the development of new business by significantly increasing staff to contact both companies and agencies. An understanding of the Internet or technology advertising is a must. Position located in NYC.

ADVERTISING SALES EXECUTIVES

The ideal candidate will have 5+ years of b to b sales experience. Responsible for the complete sales cycle. Desire to be a contributing partner on a successful sales team. Proven success and clear demonstration of consultative selling skills. Excellent analytical, communication and presentation skills a must. An understanding of the Internet/technology advertising is a must. Locations in NYC, NY; Burlingame, CA and Dallas, TX.

Your sales efforts will be rewarded with an excellent compensation and benefits package. For immediate consideration, please send resume and cover letter indicating position of interest with salary history to:

internet.com LLC • Attn: HR
20 Ketchum Street • Westport, CT 06880

Fax: (203)454-5840 • e-mail: hrdept@internet.com • EOE

**WE'RE OUT TO HIRE
THE MOST TALENTED
SALESPEOPLE
IN THE BUSINESS****Juno Online Services**

Juno continues to grow at a rapid pace. With over 6,400,000 accounts, we are now the second largest online service in the United States. We are looking for exceptional salespeople in New York City—mid-level, senior, techno-savvy or new to the Internet. If you are a great salesperson with outside sales experience in advertising, the Internet, or direct marketing, we want to talk to you. Fax your resume and compensation history (in strict confidence) to: **M. Iverson at (212) 597-9605**



Juno Online Services, L.P.

**ASSOCIATE MANAGER
Marketing Programs**

NEWSWEEK Magazine is currently seeking a professional to join our New York office to write and produce strategic creative proposals for our advertising clients.

Working with our sales staff, you will develop ideas to help clients meet their marketing goals by utilizing Newsweek's added-value resources. You will also assist in the implementation of these programs and prioritizing work/proposal flow. To be successful in this position, you must have 2-5 years experience along with outstanding oral and written communication skills. A college degree is preferred but equivalent work experience will also be considered. You must also have the ability to interact effectively with a wide range of individuals.

For confidential consideration, please send resume, salary requirements and cover letter to:

NEWSWEEK
F. Bernard
251 West 57th Street
New York, NY 10019

Email: flip_bernard@newsweekmag.com

Only those candidates to be interviewed will be contacted.

EOE M/F/D/V

www.newsweek.com

**FREELANCE
ART
DIRECTORS**

Fast-paced, mid-sized Manhattan ad agency seeks self-motivated art directors with lots of imagination and unlimited energy for on-site freelance work. Must be able to design with type, handle copy-heavy layouts, develop strong visual concepts, and manage tight deadlines.

Fax resume only to:
Director of Creative Services
212-561-9397

**Now Hiring
Account Executive**

Leading Hispanic Ad Agency is looking for an Account Executive on retail accounts. Ideal candidate should be bilingual/bicultural, minimum 2 years ad experience, ability to write/communicate effectively, and have strong multi-tasking skills with attention to detail.

Fax resume to:
Casanova Pendrill
Attn: Maria Maldini
(949) 474-8424

ActionWorld, Inc., one of the world's exciting, premier interactive game companies is looking for the following exceptional individuals.

VP, MEDIA SALES

Excellent opportunity for a Sales expert with at least 2 years management experience to head up your own sales team! Candidates should have heavy background in traditional media sales, as well as substantial background in interactive media for this executive position.

DIRECTOR, RESEARCH

This critical position with high potential entails spearheading our research department to guide our marketing strategies. Candidates should possess experience with off-the-shelf marketing materials (Simmons, MRI, Nielsen, etc) as well as experience with designing customer packages. Additionally, candidates should have management experience.

DIRECTOR, BRAND MANAGEMENT/RETAIL

Represent GameDealer.com, our online computer game store in our brand management endeavors. Candidates should have a solid track record in direct marketing, coop advertising, and classic brand mgmt.

Interested candidates should fax their resumes specifying which position you are seeking to (212) 375-9153 or email jennifer@actionworld.com

Commitment to Diversity.

For Classified Advertising Call
1-800-7-ADWEEK

HELP WANTED

ART DIRECTORS WHO LOVE TO BE IN FASHION!

Do you have at least a couple of years of experience and lots of energy that you can use to create impactful packaging, in-store communications, and cool new graphics for new products? Come to the Fruit of the Loom! We have a new attitude that needs great creativity. Work with top fashion photographers and illustrators in New York and L.A...and live in a beautiful town in Kentucky. Tell us about your design experience - highlight your retail/packaging background and salary requirements in a fax to: Attn: AD (502) 783-8452



Equal Opportunity Employer



New Business Development-Account Manager

Be an integral part of the continued growth and success of one of the world's leading Brand Consultancies!

The NY office of Lipson Alport Glass & Associates seeks a world class New Business Development Manager. To be considered, your credentials should include a minimum of 8 years experience with a package design firm specializing in consumer goods and a demonstrated history of high yield sales success.

If you are a team player with high energy, a passion about our business and excellent communication and organizational skills, please send your resumé (no phone calls) to:

Lipson Alport Glass & Associates, Human Resources Director,
747 Third Avenue, 35th floor, New York, NY 10017

NEED AE ASAP

Leading Hispanic Ad Agency is looking for an AE on retail accounts. Ideal candidate should be bilingual/bicultural, 2-4 years ad experience, ability to write/communicate effectively, and have strong multi-tasking skills with attention to detail.

Fax resume:
Attn: Maria Maldini
(949) 474-8424

Call M.Morris
1-800-7-ADWEEK

Account Executive for our NY office

Lose the suit and be the brains behind web site and marketing for high-profile fashion clients. Candidate must be an experienced account executive with 3-5 years experience and at least 1 year in web development and digital marketing. You are articulate, detail oriented, strategic minded and can work with creatives, techies and the client with equal effectiveness.

Fax resumes:
(323) 993-9818
Or email to:
ybravo@zentropy.com

ATTN: ADWEEK CLASSIFIED ADVERTISERS:

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

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

MARKETING



What's your design for the future?

We're looking for strategic marketing partners with innovative ideas. In addition to in-store marketing and packaging design, we develop scores of ideas at lightning speed to maximize our unique brand character: a neighborhood department store with a West Coast attitude.

Be prepared to demonstrate the challenges, strategies and results in your exceptionally creative portfolio.

Creative Manager In-Store Marketing & Packaging Design

7-10 yrs. extensive marketing creative experience.
Accelerated taste level in visual merchandising, package design, photography and design.
Proficiency in QuarkXPress and Photoshop.
Four year BA in art, fine art or design/advertising.
Strong conceptual/managerial experience is essential.

We offer competitive salaries and a full benefits package. This position is based at our Corporate Headquarters located in the San Francisco Bay Area.

Send resume with cover letter to:

Mervyn's California
Attn: Team Human Resources, MKT029902
22301 Foothill Blvd. MS4105
Hayward, CA 94541-2771
or FAX to: 510-727-5760

mervyn's
California®

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<http://www.adweek.com>
e-mail: adweek@adweek.com

CULTURE TRENDS

MTV's BUZZWORTHY

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

Week of 2/8/99

Artist/Group: **Orgy**

Song/Video: "**Blue Monday**"

Director: **Gregory Dark**

As for the name, don't jump to the conclusion that there's only one meaning to that word. "Believe it or not, it's not a sexually-based name," says vocalist Jay Gordon. "It's a musical reference. We play a collage of sounds. But it's still hard to tell the lady at the bakery that you're in a band called Orgy and keep a straight face." The band was formed in a mere six months before Cali legends Korn signed them to their new record label Elementree Records and Whisking them off on the Family Values tour last fall.

Artist/Group: **Eminem**

Song/Video: "**My Name Is**"

Director: **Dr. Dre/Phillip Atwell**

The average rapper wouldn't be able to grace the pages of *Rap Pages*, *Vibe*, *Spin*, *The Source*, *URB* and *Stress* and go on a national tour months before their major label debut album is released. Then again, Eminem isn't an average rapper. Dr Dre was so impressed after hearing Eminem freestyling on a Los Angeles radio station that he put out a manhunt for the Michigan rhymer. Shortly thereafter, Dre signed him to his Aftermath imprint and the two began working together. Set to take the hip-hop world by storm with his unique lyrical approach and punishing production, Eminem and his *Slim Shady LP* are sure to have listeners captivated

© 1998 MTV

The Hollywood Reporter's Box Office

For 3-Day Weekend ending February 13, 1999

This Week	Last Week	Picture	3-Day Weekend Gross	Days In Release	Total Gross Sale
1	New	Payback	21,221,526	3	21,221,526
2	1	She's All That	11,652,050	10	30,696,541
3	2	Patch Adams	4,407,335	45	122,377,900
4	3	Varsity Blues	3,841,120	24	44,261,528
5	--	Saving Private Ryan	3,609,717	199	194,635,050
6	5	Shakespeare in Love	3,463,943	59	36,158,631
7	4	A Civil Action	3,075,382	45	51,632,380
8	6	Stepmom	2,513,269	45	87,193,623
9	New	Simply Irresistible	2,232,686	3	2,232,686
10	8	You've Got Mail	2,189,019	52	111,118,817
11	10	The Prince of Egypt	1,921,629	52	93,389,964
12	7	The Thin Red Line	1,912,400	47	30,426,042
13	--	Rushmore	1,841,793	59	1,923,244
14	9	At First Sight	1,464,879	24	20,665,440
15	12	A Bug's Life	1,417,171	80	155,959,885
16	11	A Simple Plan	1,367,177	59	12,121,149
17	14	Waking Ned Devine	1,340,020	80	18,590,457
18	13	Mighty Joe Young	1,083,576	45	46,938,617
19	22	The Waterboy	1,070,721	94	156,658,429
20	17	Life is Beautiful	837,586	108	18,369,921
21	18	Enemy of the State	783,993	80	108,276,963
22	21	Elizabeth	538,776	94	21,323,412
23	26	Hilary and Jackie	530,029	40	2,532,321
24	28	Little Voice	509,224	66	2,806,511
25	23	The Rugrats Movie	508,577	80	94,853,991
26	16	In Dreams	482,065	24	11,347,909
27	19	Playing by Heart	468,434	40	3,582,109
28	15	Virus	447,120	24	13,257,245
29	24	Star Trek: Insurrection	391,051	59	67,743,792
30	40	Jack Frost	342,050	59	33,893,706
31	27	T-Rex: Back to the Cretaceous Imax	338,474	108	5,022,776
32	31	Everest	275,217	339	58,712,577
33	25	The Faculty	216,498	45	37,920,587
34	34	Central Station	212,385	80	1,735,112
35	29	Babe: Pig in the City	195,360	75	17,934,910

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CULTURE TRENDS

MTV Around the World

Week of 2/13/99

MTV Europe

Artist	Title
1. Whitney/Carey	When You Belive
2. Offspring	Pretty Fly
3. Emilia	BigBig World
4. Bryan Adams	When Your Gone
5. Jay-Z	Hard Knock Life

MTV Latin America (North Feed)

Artist	Title
1. New Radicals	You Get What U Want
2. The Offspring	Pretty Fly
3. Semisonic	Singing In My Sleep
4. Cher	Believe
5. Touch and Go	Would You

MTV Brazil

Artist	Title
1. Offspring	Pretty Fly
2. Backstreet Boys	As Long As You Love Me
3. Oasis	Acquiesce
4. Charlie Brown Jr.	Proibida Pra Mim
5. Claudina & Buchecha	So Love

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*. February 13, 1999

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	New	1	1	Angel Of Mine	Monica
2	3	1	3	...Baby One More Time	Britney Spears
3	1	1	2	Nobody's Supposed To Be Here	Deborah Cox
4	4	2	11	Believe	Cher
5	6	1	23	Have You Ever?	Brandy
6	2	2	2	All I Have To Give	Backstreet Boys
7	8	3	10	Heartbreak Hotel	W Houston Feat. Faith Evans/Kelly Price
8	5	2	45	Slide	Goo Goo Dolls
9	9	8	53	Angel	Sarah McLachlan
10	7	1	6	Jumper	Third Eye Blind
11	10	1	18	I'm Your Angel	R. Kelly & Celine Dion
12	12	11	18	Save Tonight	Eagle-Eye Cherry
13	11	2	65	Hands	Jewel
14	16	2	12	Lullaby	Shawn Mullins
15	14	4	11	Faded Pictures	Case & Joe

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

Billboard's Heatseekers Albums

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

February 13, 1999

Provided by *SoundScan*.

This Week	Last Week	Wks. on Chart	Artist	Title
1	4	7	Jesse Powell	Bout It
2	1	23	The Flys	Holiday Man
3	5	14	Divine	Fairy Tales
4	NEW NEW		Roy D. Mercer	How Big A Boy Are Ya? Volume 5
5	6	19	Trick Daddy	www.thug.com
6	3	13	Kid Rock	Devil Without A Cause
7	12	14	Sara Evans	No Place That Far
8	8	15	Godsmack	Godsmack
9	NEW NEW		Marco Antonio Solis	Trozos De Mi Alma
10	10	25	The Wilkinsons	Nothing But Love
11	9	19	Shakira	Donde Estan Los Ladrones?
12	11	29	Trin-I-Tee 5:7	Trin-I-Tee 5:7
13	13	12	TQ	They Never Saw Me Comming
14	16	21	Susan Tedeschi	Just Won't Burn
15	14	42	Elvis Crespo	Suavemente

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CULTURE TRENDS

MTV Around the World

Week of 2/8/99

MTV Asia

Artist	Title
1. Bryan Adams	When Your Gone
2. Spice Girls	Goodbye
3. R. Kelly w/Celine Dion	I'm Your Angel
4. Emilia	Big Big World
5. Jewel	Hands

MTV Latin America (South Feed)

Artist	Title
1. Catepecu Machu	Calavera Deforme
2. Los Pericos	Sin Cadenas
3. Stardust	Gimme Shelter
4. New Radicals	You Get What U Want
5. Rolling Stones	Gimme Shelter

MTV India

Artist	Title
1. Shankar Mahadevan/Javed Akhtar	Breathless
2. Remo	O Meri Muni
3. Jasbir Jassi	Dil Le Gayee
4. Colonial Cousins	JaRe JaRe
5. Daler Mehndi	Tunak Tunak Tun

MTV Australia

Artist	Title
1. Cher	Believe
2. Hole	Malibu
3. Fatboy Slim	Praise You
4. Beastie Boys	Body Movin
5. Shawn Mullins	Lullaby

Billboard's Top 15 Country Singles

Compiled from a national sample of airplay.
February 13, 1999 Provided by Broadcast Data Systems.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	19	Stand Beside Me	Jo Dee Messina
2	3	2	13	I Don't Want To Miss A Thing	Mark Chesnutt
3	2	2	15	For A Little While	Tim McGraw
4	5	4	16	Unbelievable	Diamond Rio
5	8	5	19	Hold On To Me	John Michael Montgomery
6	9	6	14	Wrong Night	Reba
7	11	7	20	No Place That Far	Sara Evans
8	4	2	19	Spirit Of A Boy, Wisdom Of A Man	Randy Travis
9	12	9	10	You Were Mine	Dixie Chicks
10	13	10	10	That Don't Impress Me Much	Shania Twain
11	6	1	22	Wrong Again	Martina McBride
12	15	12	12	Powerful Thing	Trisha Yearwood
13	14	13	16	Busy Man	Billy Ray Cyrus
14	16	14	6	Meanwhile	George Strait
15	10	4	25	There You Have It	Blackhawk

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Billboard's Top 15 Albums

Compiled from a national sample of retail store and rack sales reports.
February 13, 1999 Provided by SoundScan.

This Week	Last Week	Peak Pos.	Wks on Chart	Artist	Title
1	NEW	1	1	Foxy Brown	Chyna Doll
2	3	1	3	Britney Spears	...Baby One More Time
3	1	1	2	Silkk The Shocker	Made Man
4	4	2	11	The Offspring	Americana
5	6	1	23	Lauryn Hill	The Miseducation Of Lauryn Hill
6	2	2	2	Dave Matthews/Tim Reynolds	Live At Luther College
7	8	3	10	2Pac	Greatest Hits
8	5	2	45	'N Sync	'N Sync
9	9	8	53	Dixie Chicks	Wide Open Spaces
10	7	1	6	DMX	Flesh Of My Flesh, Blood Of My Blood
11	10	1	18	Jay-Z	Vol. 2... Hard Knock Life
12	12	11	18	Everlast	Whitey Ford Sings The Blues
13	11	2	65	Shania Twain	Come On Over
14	16	2	12	R. Kelly	R.
15	14	4	11	Mariah Carey	# 1's

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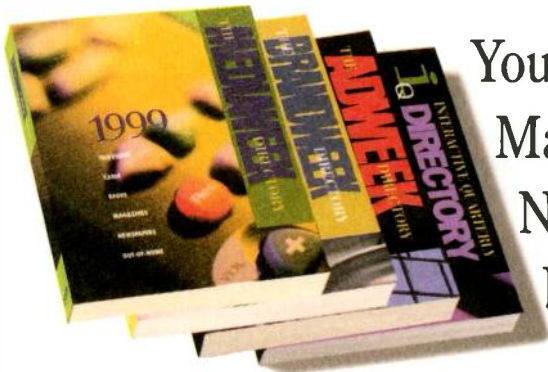
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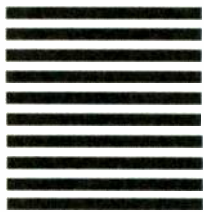


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Magazines

BY LISA GRANATSTEIN AND JOHN MASTERTON

Going to the Wall for *Newsweek*

Publisher Carolyn Wall has ambitious plans to revive the mag's market share

For years, skeptics have preached that the newsweeklies are a dying breed. Yet all three magazines, which have a total of 8.5 million in paid circulation, ranked among the top 15 ad-revenue earners in 1998, according to Publishers Information Bureau. *Time* has earned headlines recently with its anniversary specials, single-sponsor issues and big-ticket advertising packages, hogging the spotlight away from No. 2 *Newsweek* and *U.S. News & World Report*, which continues to run a distant third.

◆ No doubt, *Newsweek* is coming off a tough '98. The book was roundly criticized last year for holding off on breaking the Monica Lewinsky story (as it sought to nail down then-unconfirmed rumors). *Newsweek* also lost about a point of domestic advertising share to its arch rival. Worst of all, longtime editor Maynard Parker succumbed to leukemia last fall; his successor is 21-year *Newsweek* veteran Mark Whitaker.

Amid the turmoil, *Newsweek* also changed publishers. Former Dow Jones/Cowles Media/Fox TV exec Carolyn Wall joined the title last March after a six-month search to replace Harold Shain, who was promoted to president.

Wall, the first female publisher in *Newsweek's* 66-year history, has kept a low profile while mastering the news-weekly ropes. She has hired new sales managers in Atlanta, Los Angeles and New York.

Now, with some key programs ready to roll in the second quarter and beyond, Wall says she would be "elated" if *Newsweek* eventually could boost its ad-page market share to 40 percent, up

from the 34.4 percent it currently claims. Near term, she will be happy to chip away at *Time's* 38.8 percent leading share. (*U.S. News* has the remaining 26.8 percent.)

A 5.5 percent gain in market share is an aggressive goal for *Newsweek*, which saw its ad pages decline 5.9 percent in 1998 to 2,489, according to the *Mediaweek Magazine Monitor*. *Time* ran an estimated 2,912 ad pages in '98, up 4.7 percent, according to the *Monitor*.

Wall says collaborative marketing is now the name of the game, with the biggest change in the past year being how *Newsweek* views—and defines—its readers. "We're marketing and promoting more on a packaged-goods model than a magazine mod-

el," she says. "Advertisers know that emotion and attitude have become important markers in defining customer prospects, so we try to see our readers more in those terms now."

While this change can certainly be a guide on the editorial side (Whitaker is beefing up science and technology coverage, for example), Wall tries to put it to use for the magazine's marketing partners.

In two upcoming programs, *Newsweek* will help high-tech and financial services companies learn more about—and sell to—the magazine's readers. Both programs have magazine and online components and include a questionnaire intended to help clients sell high-tech gear to women and financial services to self-directed investors. Consumers will see the efforts in print ads, online and, in some cases, special seminars.

Newsweek is also expanding its in-school presence. This fall, the magazine will collaborate with a well-known educational marketer for a teen-oriented news publication that will complement its long-running *Newsweek for Kids*. *Newsweek* will handle editorial and sponsorships, with its partner handling production, in-school distribution and teaching guides.

It's collaborative marketing efforts such as these—dubbed "Team Works" internally—that Wall says will help *Newsweek* offset the natural advantage *Time* parent Time Inc. has of selling advertisers into broad, multititle packages. "They have a lot of corporate resources, and they use them very well," she notes.

"It's a credit to *Newsweek* for staying so close to *Time* in advertising without having the same multititle sell," says Martin S. Walker, chairman of his own magazine consultancy. "It suggests a pretty desirable audience."

As for Wall and her *Newsweek* future, one veteran of the newsweekly wars puts it this way: "Like any new hire, Carolyn came in with new ideas, and some people who've been there awhile may take it as criticism of how they do things. That's only natural. But Maynard Parker was a bigger-than-life figure, and it will probably take them awhile to regroup." —John Masterton



Team player: Wall stresses marketing partnerships.

ANDRÉ SOUROUJON

Magazines

Flynt's Fashion Statement

Publisher sets June debut of book for men of color

Code, the upscale style magazine for men of color from Larry Flynt's LFP, is ramping up for a June 1 launch. The monthly will premiere with a circulation rate base of 200,000.

The concept for *Code*, explains LFP vp of advertising Perry Grayson, sprung from strong fashion advertiser response to *Rap Pages*, Flynt's hip-hop magazine for 16-to-19-year-olds. *Code* will target men ages 22 and up.

The book, described as a blend of *GQ* and *Black Enterprise*, will have a heavy component of upscale fashion (about 60 percent), along with profiles, fiction, features, lifestyle columns and the requisite tips on grooming and accessories. "We think of the magazine as your style or dress code...helping a man get dressed in the morning," says A.G. Britton, *Code* editorial/creative director.

While the monthly's first cover will feature Samuel L. Jackson, starring this summer in *Star Wars: A Phantom Menace*, Britton says the magazine is "not by any stretch of the imagination committed to putting celebrities on the cover." The premiere issue also will feature a profile of author/rhapsodist Quincy Troupe and a spread on Tyra Banks—in men's clothes.

Britton last month tapped Eugene Robinson, a senior editor for Apple Computer's Web site, as *Code* editor in chief.

Britton, who is white and female, could be considered a surprising choice to oversee an editorial product targeted at African American men. "My job is to make a product, not to be the product," responds Britton, a former editor of *Mode*, the successful fashion magazine for plus-sized women. "What does John Mack Carter know about tampons? He made *Good House-*

keeping the premier women's family magazine."

LFP is spending \$1.5 million to get *Code* off the ground. While Grayson says he has interest from auto, upscale fashion and fragrance advertisers for the debut issue (ad closing is March 24), launching a magazine for African Americans has been a challenge in recent years. In January 1998, Johnson Publishing folded *Ebony Man*, a spinoff of *Ebony*. A prospective Time Inc. title targeted at black men and women, *Savoy*, has been in development limbo since 1996.

"I continue to think there is an opportunity in the African American marketplace for a publication that reflects the tremendous growth of



Clothing required: *Code* will focus on upscale attire and style.

affluence and influence in [that community]," says Roy Johnson, the point person for *Savoy* and an editor at large at *Fortune*.

Yet Time Inc. has major concerns about circulation, Johnson admits. "Reaching niche markets is always a challenge," he says. "That's always been the main stumbling block—whether it's so difficult to reach a level of scale without a tremendous investment and without any guarantees of getting lists of African Americans that exist."

Still, Johnson notes, *Fortune*'s "The New Black Power" cover was one of the biweekly's best sellers of 1997, and last year's feature on the best companies for minorities to work for was also well-received, helping to keep *Savoy*'s flame alive.

Back at LFP, the plug has been pulled on *Backspin*, a hip golf magazine that the company planned to launch this spring along with *Code*. The current shakeout among golf equipment manufacturers was a factor, along with research showing that *Backspin*'s young target demo was most interested in where to play cheaply and with lower-priced clubs—not the most attractive mind-set to pitch to advertisers. —LG

Hachette Fuses 2 Techno Titles

Stereo Review and *Video* become *Sound & Vision*

Hoping to revive slumping circulation and ad pages in its two home entertainment books, Hachette Filipacchi Magazines has combined the titles, reduced their combined rate base by 25 percent and added a wider range of products to their core audio and video coverage.

HFM's 40-year-old *Stereo Review* and 20-year-old *Video* have been consolidated as *Stereo Review's Sound & Vision*, which published its premiere issue last month. The combined book continues the product reviews and techno features that made the old titles favorites of hardcore enthusiasts and introduces explanatory edit to make the package more accessible to mainstream buyers of consumer electronics.

Both books suffered a hit on newsstands last year, with *Video*'s single-copy sales down 29.4 percent and *SR* off 7.6 percent, according to the Audit Bureau of Circulations. Total circulation for both books was flat last year.

The new title, to publish 10 times yearly, has a rate base of 450,000, 150,000 less than the combined circ of *SR* (400,000) and *Video* (250,000). Tony Catalano, vp/group publisher, says the new total is lower because the old titles had some overlapping readership and Hachette anticipates it will lose some audio- and videophiles as a result of the more mainstream edit approach. "While we've made our magazine a bigger product, a bolder product, you can't be all things to all people," Catalano says.

The cover story in the premiere issue is a 12-page package on digital television, offering both a glossary of DTV-speak for neophytes and more detailed product analyses for the early adopters who are getting ready to buy first-generation digital sets.

As part of the effort to appeal to a more general readership, *Sound & Vision* has hired Andy Pargh, the "Gadget Guru" of NBC's *Today* show, to write a regular column about the latest home-entertainment gizmos.

On the advertising front, both books suffered a down year in 1998, with *Video* off 24.3 percent in ad pages to 381 and *Stereo* down 8.3 percent to 645. Catalano says advertiser response to the relaunched *S&V* is strong so far. The February/March premiere carried 100 ad pages and the April issue is expected to carry about 70, in line with the book's target average, the publisher says. —Mira Schwirtz

Magazines

60 SECONDS WITH...

David Granger

Editor in chief, *Esquire*



Q. Have you felt any pressure to up the "babe quotient" in *Esquire*? **A.** No. With reference to *Maxim* and *Details*, their willingness to go exclusively with women on the cover is a real opportunity to clarify what *Esquire* has been trying to do, to be the highest end of the men's field in terms of the magazine's intelligence, the ambition with which we approach stories, and what we challenge readers to think about.

Q. Like Pamela Anderson on the cover of your February "Breasts" issue? **A.** [laughs] It's not a breasts issue! All you have to do is read the cover line to realize that it's as much a comment on the willingness of everybody to sell everything—whether it's cars or *Details* to sell magazines—using cleavage. It's a thoughtful essay about the phenomenon of cleavage.

Q. So do you think the cover sold based on Anderson's cleavage or the "thoughtful essay"? **A.** I think there's a nice coincidental synergy between the two. **Q.** You've been at *Esquire* for nearly two years. Are you happy with the



product? **A.** I'm really encouraged by the response from readers and advertisers. I think I've returned *Esquire* to being a highly relevant magazine, where we anticipate what's going on in the culture in advance. **Q.** What's your March cover story all about? **A.** We have a very important story that AIDS is about to make a major resurgence in the U.S. this year. The suppressant therapies that had been incredibly successful over the last few years are beginning to fail, either because they're too toxic or because the viruses are mutating in such a way that they're overwhelming the therapies. To get people's attention, we gathered together some famous people to raise awareness. **Q.** What was it like corraling them all for the cover? **A.** We did two shoots, one in New York and one in L.A. Frankly, the couple of months prior to actually shooting this cover nearly killed us. —LG

Mediaweek Magazine Monitor

Weeklies

February 15, 1999



The Wall Street Journal recently ran a front-page article on how difficult things have become for Friends of Bill (Clinton). And, with the President's latest scandal now dragging on into its second year, times no doubt are tough for the relatively few FOBs who have stood by him. But, after a barrage of complaints from FOBs over its cover story on the enduring relationship between Chelsea Clinton and the First Lady, *People* (-4.84%) is finding out just how loud those FOBs can be when it comes to the President's daughter. —JM

	Issue Date	Current Pages	Issue Date Last Year	Pages Last Year	Percent Change	YTD Pages	YTD Last Year	Percent Change
News/Business								
Business Week	15-Feb	65.94	16-Feb	73.49	-10.27%	407.36	368.28	10.61%
Economist, The	6-Feb	68.00	7-Feb	58.01	17.22%	297.00	287.50	3.30%
Newsweek	15-Feb	40.71	16-Feb	79.87	-49.03%	202.28	267.71	-24.44%
People	22-Feb	55.90	23-Feb	68.62	-18.54%	446.75	469.47	-4.84%
Sports Illustrated	15-Feb	27.38	16-Feb	46.16	-40.68%	211.51	290.49	-27.19%
Time ^E	15-Feb	36.70	16-Feb	57.99	-36.71%	247.90	252.33	-1.76%
US News & World Report	15-Feb	36.34	16-Feb	44.53	-18.39%	227.02	222.74	1.92%
Category Total		294.63		384.14	-23.30%	2,039.82	2,158.52	-5.50%
Entertainment/Leisure								
AutoWeek	15-Feb	18.13	16-Feb	23.31	-22.22%	155.68	159.81	-2.58%
Annual Racing Guide		30.33		38.67	-21.57%			
Autoweek (Total)	15-Feb		16-Feb			186.01	198.48	-6.28%
Entertainment Weekly	12-Feb	32.78	13-Feb	24.11	35.96%	152.29	218.45	-30.29%
Golf World	12-Feb	13.33	13-Feb	18.33	-27.28%	101.38	129.21	-21.54%
New York	DID NOT REPORT							
New Yorker, The	15-Feb	24.69	9-Feb	27.30	-9.56%	125.58	131.80	-4.72%
Sporting News	15-Feb	18.24	16-Feb	10.25	77.95%	88.44	97.12	-8.94%
Time Out New York	10-Feb	65.30	11-Feb	55.10	18.51%	325.30	280.40	16.01%
TV Guide	13-Feb	91.45	14-Feb	68.14	34.21%	501.67	405.55	23.70%
Category Total		294.25		265.21	10.95%	1,480.67	1,461.01	1.35%
Sunday Magazines								
Parade	14-Feb	14.84	15-Feb	13.51	9.84%	78.39	81.43	-3.73%
USA Weekend	14-Feb	11.67	15-Feb	12.60	-7.38%	76.69	82.95	-7.55%
Category Total		26.51		26.11	1.53%	155.08	164.38	-5.66%
TOTALS		615.39		675.46	-8.89%	3,675.57	3,783.91	-2.86%

E = ESTIMATED PAGE COUNTS

Biweeklies

February 15, 1999



The pro hoops lockout ended just in time for *ESPN The Magazine*, which couldn't have stayed with its steady diet of football covers for much longer now that the Broncos have repeated. This cover shot of former Chicago Bull and six-time world champion Michael Jordan follows a string of four straight issues with football themes on the cover. Winning is a theme for the mag itself, which celebrates anniversary No. 1 next month. —JM

	Issue Date	Current Pages	Issue Date Last Year	Pages Last Year	Percent Change	YTD Pages	YTD Last Year	Percent Change
BUSINESS/ENTERTAINMENT								
ESPN, The Magazine#	8-Feb	52.25	N.A.	N.A.	N.A.	149.17	N.A.	N.A.
Forbes	8-Feb	97.40	9-Feb	102.75	-5.21%	302.10	323.09	-6.50%
Forbes FYI/ASAP (Supplements)	No Issue							
Forbes (Total)	8-Feb	97.40	9-Feb	102.75	-5.21%	302.10	323.09	-6.50%
Fortune	15-Feb	142.40	16-Feb	124.14	14.71%	407.41	324.73	25.46%
National Review	22-Feb	18.34	23-Feb	22.66	-19.06%	55.35	61.92	-10.61%
Rolling Stone	18-Feb	56.01	19-Feb	48.06	16.54%	172.67	144.58	19.43%
TOTAL		366.40		297.61	23.11%	1,086.70	854.32	27.20%

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BY LEWIS GROSSBERGER



Inviting Trouble

WHATEVER YOU DO, DON'T INVITE JERRY FALWELL and the *Teletubbies* to the same children's birthday

party; Media Person gives you fair warning. If you do, you'll end up with tantrums, crying and food throwing—and that's just by Rev. Falwell. Continuing his mission to revitalize the phrase "lunatic fringe," the colorful preacher man, who recently revealed that the Antichrist walks among us in the person of a Jewish male (Matt Drudge is reportedly checking Sidney Blumenthal for cloven hooves), has now outed a Teletubbie. Tinky Winky, Rev. Falwell has divulged, is being used to

spread the gay agenda. Falwell types are always worried about spreading the gay agenda, because apparently it's so easy to convert straights to homosexuality, the lavender juggernaut could easily take over the world if it isn't stopped.

You can tell that Tinky Winky is a pawn of the gay activists because he carries a purse, said Rev. Falwell, because he's colored purple and because the antenna sticking out of his head is triangular—all signifiers that no doubt resonate strongly for the typical two-year-old *Teletubbies* fan. A producer for the show claimed that the purse is actually "a magic bag," but of course that's exactly what you'd expect him to say when confronted with such damning evidence.

Mr. Winky himself, contacted by Media Person staff assistants for response, would comment only, "Uh-oh. Gimme a big hug." However, the spokesperson later faxed MP a statement, which read: "Tinky Winky has not yet identified his sexual preference, but promises that he will call a news conference the instant he hits puberty."

While you are digesting this disquieting information, Media Person must inform you never to invite the well-known literary figures Oprah Winfrey and Jerry Springer to the same book signing. According to the *New*

York Post, a vital source of celebrity developments, Oprah is outraged by the kind of television "sleaze" epitomized by her ratings rival, Jerry (though she has nothing at all to say about the menace to society of a gay Tinky Winky). In fact, she is so outraged, she may quit her own show because of it, at least according to the *Post*, which sometimes has a tendency to stretch the truth a bit—though only in the admirable cause of engendering an

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attention-grabbing headline to aid underpaid newsstand owners. The way things are going, said Oprah, "we will see sexual intercourse on television. And I would not be surprised if one person actually kills another." Well, sure we will, now that Oprah has given Jerry the idea. She should be ashamed of herself. As for Jerry, he's so rich he might not even care if Oprah quit, though the rest of us would be devastated, and millions of Americans would have nothing to read.

But while sex and death are issues of some consequence, a much more pressing concern right now is the stern admonition Media Person must give you to never invite Sidney Blumenthal (whom you may recall so recently figured here in a jolly jest by MP

for your exclusive amusement) and Christopher Hitchens to the same Washington power lunch, lest they scratch each other's eyes out ruining the table cloth. As you doubtless know, the last time they lunched, the supercilious spinner either did or didn't tell the cantankerous iconoclast that the infamous intern had behaved like a "stalker" toward Sidney's employer, the priapic president. Hitchens then ratted his pal out, as they say at the Supreme Court, and Blumenthal's jammed up with a possible perjury rap, as they say on *NYPD Blue*. Was Hitchens merely a responsible citizen doing his duty and reporting government impropriety, or was he a grandstanding, publicity seeker betraying a friend?

Media Person is leaning toward banning both of these troublemakers from his Tuesday morning kaffeeklatches with Monica Lewinsky and Barbara Walters, but before reaching a decision on that matter, he must give you potentially life-saving advice: Don't invite Diane Sawyer to anything! More important, turn down any invitations she may send you. Frankly, Media Person hasn't trusted Sawyer since she worked for Nixon, even though she married Mike Nichols in an attempt to win back MP's favor. Now the unctuous anchor

has proven that MP was right about her all along.

What Sawyer did, according to *Time*, was install hidden cameras in her home, invite

some *20/20* underlings over for supper and serve them deliberately oversalted chili. (Hers was fine.) Then she left the room so they could talk about her terrible cooking. The idea was to do a *20/20* segment on people lying in social situations. It will never be shown, however, due to some of the guests getting upset and calling their lawyers. All MP can say about this deplorable trick is that it would've been perfectly OK if instead of the peasants, Sawyer had invited the likes of Peter Jennings, Barbara Walters and Hugh Downs. Then we could've all had a good laugh over an always welcome takedown of the rich and powerful. But as things stand nowadays, maybe you'd just better not invite anyone to anything. ■

Q:

“Okay, okay, okay.

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A: Same story.*

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