

# MEDIA WEEK

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## UPN Survival Plan

*Viacom, News Corp. set to explore joint ownership of network* **PAGE 6**

**NEWSSTAND**

**MAGAZINES**

**LOCKOUT**

**Wholesaler consolidation stunts single-copy sales**

By Lisa Granatstein Page 31

**CABLE NETWORKS** **TV STATIONS** **COMMENTARY**

**Food Net Seeks Next Level** **Emmis Mines New Revenue** **Conventional TV: Dems Do Right**

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### MARKET INDICATORS

#### National TV: Slow

Olympics and Monday Night Football are pretty much sold out for September. But third-quarter prime-time scatter is soft, especially with most dot-coms disappearing from the air.

#### Net Cable: Quiet

Scatter activity is still moving at a snail's pace, partly due to most last-minute dollars going to the Olympics. Back-to-school money is moving slower than expected.

#### Spot TV: Mixed

While national is hot due to politicals and the Olympics, local spot for August and September is sluggish in markets below the top 10.

#### Radio: Accelerating

Activity is picking up. August is sold out in the top markets; September demand is strong and filling up fast, driven by back-to-school and telecom categories.

#### Magazines: Heating

Magazines are expecting an influx of luxury automotive advertising late in the fourth quarter to support introductions of new models.

NOAH GREENBERG



When I was a teen, I thought the year 2000 would be about mylar space suits. But real 21st Century girls are all about individuality. The rule is, there are no rules.  
-Atoosa Rubenstein, Editor-in-Chief, *CosmoGIRL!*

How has American fashion changed? No more generation gap. I've never seen so many young kids buying luxury logos, or older Americans wearing The Gap.  
-Kate Betts, Editor-in-Chief, *Harper's BAZAAR*

In the past, women used to buy clothes for their sons, their husbands, their boyfriends. That's no longer the case. Men are far more confident about fashion today.  
-David Granger, Editor-in-Chief, *Esquire*

What's in fashion? Passion and compassion.  
-Glenda Bailey, Editor-in-Chief, *Marie Claire*



Source: 1999 Fall MRI; Note: Marie Claire and Gardener are prototyped magazines; adult readership numbers reflect all Hearst titles. Hearst Magazines, A Unit of The Hearst Corporation. © 1999 Photo: Timothy Greenfield-Sanders

Classic American Homes ~ Cosmopolitan ~ CosmoGirl! ~ Country Living ~ Esquire ~ Gardener ~ Good House  
Marie Claire ~ Popular Mechanics ~ Redbook ~ SmartMoney ~ Town & Co

Luxury today has evolved from pure glitz and adornment to feeling comfortable as well as beautiful. The 'feel good' factor is very important. You are wearing the clothes today; the clothes aren't wearing you.

-Pamela Fiori, Editor-in-Chief, *Town & Country*



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"We could come up with a catchy jingle.

On second thought,

just show them the numbers."



Rank	All Digital Media	Average Minutes Spent Per Month
1	AOL Network - Proprietary & WWW	454.9
2	JUNO/JUNO.COM	173.7
3	eBay	111.6
4	Microsoft Sites	93.4
5	IWON.COM	88.0
6	Flipside Sites	85.1
7	Yahoo Sites	81.1
8	Excite@Home	39.3
9	The Uproar Network	36.5
10	FREELOTTO.COM	33.4
11	Go Network	31.4
12	Snowball	25.0
13	EarthLink	24.0
14	AltaVista Network	23.3
15	Shockwave	22.4
16	Lycos	21.7
17	Promotions.com Sites	20.6
18	Priceline	20.4
19	AT&T Web Sites	19.3
20	iVillage.com: The Women's Network	18.1

Source: Media Metrix, June 2000 Top Properties

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# AT DEADLINE

## NBC Wins Democratic Convention Ratings Race

For their four days of prime-time Democratic National Convention coverage, the three broadcast networks averaged a 12.7 rating/22 share in households, down 11 percent from coverage of the Democrats in 1996. CBS, which aired 63 fewer minutes this year, averaged a 3.6/6, down 14 percent. NBC, which aired 96 fewer minutes, averaged a 4.6/8. ABC, which offered 13 minutes more coverage, recorded a 4.5/8, a 6 percent ratings drop. On cable, Dems convention coverage drove CNN's household delivery up 21 percent over the GOP convention two weeks ago, to an average 1.2 million, on an average 1.6 rating. MSNBC's Dems coverage shot up 48 percent from the GOP, to a 0.9 rating/523,000 households, while Fox News Channel fell 44 percent, to a 0.7/382,000, according to a Turner Entertainment analysis of Nielsen Media Research data. Fox's analysis, however, showed its delivery dropped to only 384,000 households.

## CBS Aided on HDTV Football Costs

Thomson Multimedia, which makes RCA and Proscan televisions in the U.S., will underwrite CBS' costs to broadcast the American Football Conference playoff games and the Super Bowl in high-definition TV this season. Panasonic had a similar deal to underwrite ABC's costs of airing the Super Bowl in HDTV last season.

## MeasureCast Joins Web Ratings Biz

Portland, Ore.-based MeasureCast last week launched a Web streaming-audience ratings service aimed squarely at Arbitron's Infostream ratings business, which started up late last year. With BroadcastAmerica as its first client, the new MeasureCast service boasts daily ratings (Arbitron's are monthly), along with demographic and daypart breakouts. Sources said Eyada and Global Media are in talks to sign with MeasureCast. The new company also said it is in the pre-audit stage for accreditation by the Media Ratings Council.

## Cox Radio Receives FCC Waiver

The Federal Communications Commission has given Cox Radio a one-year waiver of the newspaper/broadcast cross-ownership rule to acquire WFOX-FM, licensed in Gainesville, Ga., a station Cox is buying from AMFM Inc. in a tax-free swap. Cox owns two newspapers in Atlanta—the *Atlanta Constitution* and the *Atlanta Journal*—along with WSB-TV and four other radio stations. After a year, Cox must either divest WFOX, seek another waiver or take other action to bring the company into compliance with FCC rules.

## AT&T Plugs Digital Cable With Packages

AT&T took steps last week to further spur marketplace acceptance of digital cable by offering specialized packages based on consumer demand. Currently, most digital-cable packages are part of high-priced premium services, but AT&T's Digital Value Packages include four separately priced options, ranging from the least-expensive Bronze Package, which offers basic channels, to a premium channel-rich Platinum package. Separately, AT&T last week partnered with Phillips Electronics to roll out 1 million digital set-top boxes.

## ZDTV Becomes TechTV, Ramps Up Programs

Vulcan Ventures' cable network, formerly known as ZDTV, has changed its name to TechTV to more effectively reflect the channel's dedication to digital technology and its impact on individual lifestyles. Over the next year, TechTV will increase original programming by about 50 percent, including *AudioFile*, a weekly talk show focused on the technology of music that launches at the end of August. TechTV also passed the 20 million-subscriber mark last week via new carriage deals with Charter Communications, Time Warner and AT&T.

## New Times Buys Texas Weekly

Phoenix-based New Times Inc., the largest publisher of metropolitan alternative weeklies in the U.S., has snared Fort Worth, Texas, paper *FW Weekly*, owned by Metropolis Media Corp. New Times, which counts a total U.S. circulation of 1.15 million, also owns the neighboring *Dallas Observer* and the *Houston Press*. The *FW Weekly* purchase, expected to close in September, boosts New Times' portfolio to a dozen papers. (See *Dallas-Fort Worth Market Profile* on page 22.)

**Addenda:** CBS TV Stations president John Severino tapped Paramount executive **Walter DeHaven** to replace Hank Price as vp/general manager of WBBM-TV in Chicago... The new Carsey-Werner fall sitcom on Fox starring John Goodman, revamped since its pilot episode and previously titled *Don't Ask*, has been renamed *Normal, Ohio*... MTV Networks reached a long-term agreement with Time Warner Cable

that secures carriage of MTV, Nickelodeon and VH1 on all Time Warner systems, which reach 12 million households.

## Mediaweek Takes a Summer Holiday

*Mediaweek* will not publish an issue on Aug. 28. The next edition will be published on Sept. 4.

## INSIDE



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**Boyz and Girlz Nets Folded By Fox Family Channel**

Fox Family Channel last week pulled the plug on its year-old spinoff digital networks, the Boyz Channel and Girlz Channel, in favor of investing in FFC, which has 77 million analog subscribers.

The slow rollout of digital cable hampered the distribution growth of the two networks this year; only a handful of small systems carried Boyz and Girlz. Fox Family was on the verge of signing a carriage deal with AT&T and Cablevision, but general manager Tracy Lawrence said it made greater financial sense to focus solely on Fox Family Channel. "We asked ourselves whether we wanted to spend our resources on two digital networks or whether we wanted to invest in an asset that we think has the most potential as a business," she said.

Fox Family has suffered in recent months from spiraling ratings and the departure of three top executives, including president and CEO Rich Cronin. Parent company Fox Family Worldwide has already invested heavily in the channel, with \$400 million pledged to programming over the next five years and a 40 percent increase in the marketing budget. —*Megan Larson*

**Grey's Reilly Moves to FX, Emphasizing Originals**

Elsewhere at Fox, cable network FX may have found what it's looking for. The Fox-owned entertainment channel, determined to fill its prime-time schedule with original programming, named Kevin Reilly to the newly created position of entertainment president.

Reilly, who helped bring *The Sopranos* to the small screen as president of Brad Grey Television, will oversee the development of original series at FX. "It's another example to our audience, our affiliates and our advertisers that we are committed to bringing higher-quality programming to the network," said FX president Peter Liguori. "If anybody understands how programming needs to have a distinctive point of view, it's Kevin."

Though Reilly said it's too premature to unveil potential (continued on page 8)

# Taking Stakes In UPN's Future

*Viacom set to explore sale of equity stake in net to News Corp.*

**NEWS ANALYSIS /** By John Consoli

**U**PN's *WWF Smackdown!* could be played out in a real-world setting in the coming weeks, when executives from UPN parent Viacom and News Corp. are expected to begin discussions on forming a partnership to keep the financially struggling network alive.

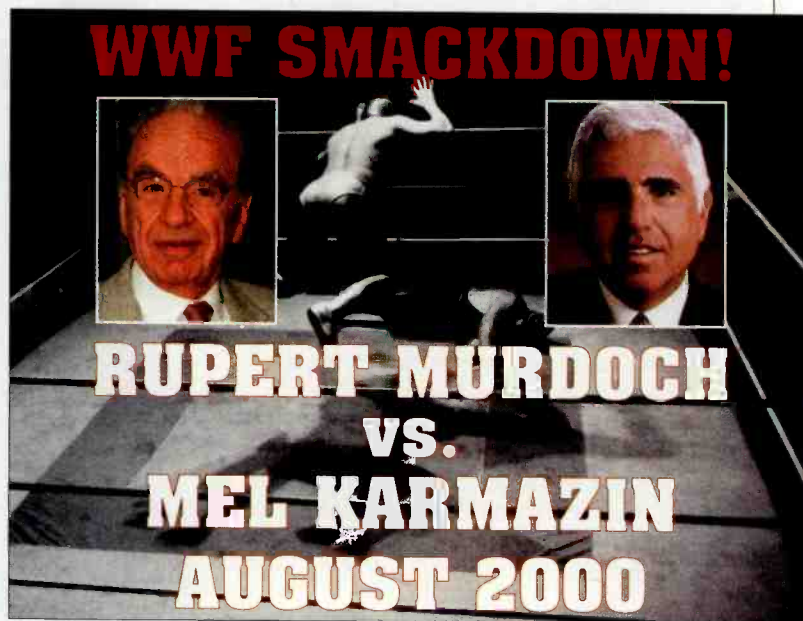
News Corp. president Peter Chernin, on behalf of chairman-CEO Rupert Murdoch, and Viacom COO Mel Karmazin are expected to begin hammering out an agreement that will enable News Corp. to acquire a sizable equity stake—possibly as much as 50 percent—of UPN from Viacom.

News Corp. could give Viacom some of the TV stations it agreed to acquire last week from Chris-Craft/United Television in exchange for the stake in UPN (see sidebar). At the same time, the two companies could swap some of their other TV outlets to help bolster their distribution systems and create additional duopolies in key markets.

A separate board of directors comprising Chernin, Karmazin, Fox Entertainment chairman Sandy Grushow and CBS Television president Leslie Moonves would be created to oversee the operations of UPN, whose name would be changed to reflect the participation of both companies.

Yet one key detail that could force the two sides to go to the mat will be just how

much of a stake in UPN Viacom is willing to sell to News Corp. Murdoch, who will seek an equal 50 percent share of the network, will posture that he is negotiating from a position of strength, having enough programming from Fox's three TV studio units to fill time on the Chris-Craft stations so that he could drop their affiliations with UPN when they expire in January.



But some analysts wonder whether News Corp. could profitably program prime time on the former Chris-Craft stations on its own. Leland Westerfeld of PaineWebber believes News Corp. would have to turn to outside suppliers of first-run syndicated fare to fill all the prime-time periods on the Chris-Craft stations. That expensive scenario for Murdoch would be good news for distributors of syndicated programming, which have been in a slump of late. And knowing that Murdoch faces a cost problem in filling the stations' time periods with syndicated fare could motivate Karmazin to toughen his stand on giving Murdoch less than a 50 percent stake in UPN.

# A Major-Market Monolith

Chris-Craft deal makes Fox a player in all top-20 markets

**TV STATIONS** / By Katy Bachman

**N**ews Corp.'s Fox Broadcasting Co., already the country's largest owner of TV stations, will become an even bigger powerhouse in the top 20 markets via its agreement to acquire Chris-Craft/United Television's 10 outlets for \$5.35 billion. The new properties will add an estimated \$528 million in annual revenue to Fox's station group, for total revenue of more than \$2.2 billion, ahead of No. 2-ranked Viacom/CBS stations' take of more than \$1.6 billion, according to BIA Financial Network.

With the Chris-Craft acquisition, Fox will become the first group to own duopolies in the two largest and most lucrative TV markets—New York and Los Angeles—as well as in Phoenix and Salt Lake City. Fox already owns two TV outlets in Dallas. Only Viacom/CBS and Sinclair Broadcasting Group own more duopolies.

The deal will put Fox into six new markets—San Francisco; Minneapolis; Orlando, Fla.; Portland, Ore.; Baltimore; and San Antonio—and will give the station group a presence in each of the top 20 markets.

The Federal Communications Commission last August relaxed regulations on TV duopolies, but few broadcasters outside of Viacom/CBS have made significant deals to take advantage of the new rules. "It's been especially quiet," noted Bishop Cheen, an analyst with First Union Securities. News Corp./Chris-Craft "is the first significant deal to come along. You'll need some more cross-ownership deregulation before we see more."

News Corp. will need to push for further relaxation of FCC regulations or sell off some properties to make the deal work. The 10 Chris-Craft stations will put Fox over the 35 percent national broadcast coverage cap, to about 41 percent of all TV households. News Corp. could be forced to relinquish one of its two stations in New York, where the company already has a cross-ownership waiver to own WNYW-TV and the *New York Post*.

In Salt Lake City, Fox is acquiring ABC affiliate KTVX-TV, the

Analyst Chris Ensley of Lazard Freres believes that "Fox holds the cards. It would be tough for Viacom to replace [Chris-Craft's UPN affiliates] in New York and Los Angeles." But Bishop Cheen, an analyst for First Union Securities, said that Murdoch cannot afford to overplay his hand. "You don't want to be awaiting approval [from the FCC on the Chris-Craft acquisition] and tell the regulators 'I shot a network,' especially a weblet like UPN."

Why would Karmazin agree to partner up with Murdoch? "It's about creating value for shareholders and the corporation," said one News Corp. exec. "If [Karmazin] can work out a deal that makes good business sense for Viacom, it would override anything else, including egos."

Although official representatives for Viacom and News Corp. would not comment on the upcoming negotiations, execs at both companies, speaking on condition of anon-

ymity, confirmed the outlines of what's been discussed so far on their respective sides.

"None of this seems illogical, and none of this is outside the realm of possibility," a Viacom exec said late last week. "But nothing has taken place yet, and this theory is several steps ahead of where things are."

Why would Viacom take on a new partner for UPN when just a few months ago the media giant bought out Chris-Craft's 50 percent share in the network? Viacom and News Corp. insiders point out that one reason UPN has struggled to turn a profit was that Chris-Craft has not sufficiently invested in the network to enable it to acquire top-flight programming. News Corp. would give Viacom a partner that has interests in three TV studios that could help program the network, along with the Viacom-owned Paramount studio.

A Viacom-News Corp. partnership in a renamed UPN would enable the Fox net-

Fox's Fab Five				
Acquisition of Chris-Craft will give Fox Broadcasting two TV stations in five major DMAs				
Market (rank)	Station (affiliation)	Avg. Share* (rank in mkt.)	Est. 1999 Revenue (mil.)	Est. Market Share
New York (1)	WNYW (Fox)	6 (5, tie)	\$260.0	17.7%
	WWOR (UPN)**	6 (5, tie)	\$170.0	11.6%
				23.3% (total)
Los Angeles (2)	KTTV (Fox)	8 (3)	\$213.1	14.4%
	KCOP (UPN)**	5 (8)	\$108.2	7.3%
				21.7% (total)
Dallas (7)	KDFW (Fox)	10 (3)	\$79.3	15.2%
	KDFI (Independent)	4 (7, tie)	\$15.4	3.0%
				18.2% (total)
Phoenix (17)	KSAZ (Fox)	10 (3)	\$54.0	14.7%
	KUTP (UPN)**	5 (6, tie)	\$37.2	10.1%
				24.8% (total)
Salt Lake City (36)	KTVX (ABC)**	14 (2)	\$31.2	21.4%
	KSTU (Fox)	12 (3, tie)	\$26.5	18.1%
				39.5% (total)

\*Share figures are average sign-on to sign-off, May 2000; \*\*Chris-Craft stations  
Source: BIA Financial Network, Nielsen Media Research

market's No. 2-ranked station. Current FCC rules allow ownership of two TV stations as long as one is not among the top four.

Since the deal is not expected to close until next June, News Corp. is playing a regulatory waiting game, banking that more relaxed media-ownership rules may come soon, especially if there is a new Republican administration in the White House.

"There is so much pent-up demand for deregulation in TV," said Mark O'Brien, BIA vp of research. "There have been a couple of deals contingent on a change in the rules. This is the kind of deal that could represent a change in the tide for TV."

If the ownership regulations are not further relaxed, Fox may end up swapping some of its stations in non-duopoly markets to other broadcasters in tax-free deals. Fox could exchange properties with Viacom as part of a possible News Corp. equity investment in UPN. With the Chris-Craft acquisition, Fox will pick up eight TV stations currently affiliated with UPN, although those affiliation agreements are due to expire in January. If News Corp. and Viacom explore a swap, the former Chris-Craft outlets in Baltimore, Minneapolis and San Francisco would be highly attractive to Viacom, which already has a CBS network O&O in those markets.

work to promote its shows to the sizable younger audiences who watch *Smackdown!* on Thursday nights on UPN. Fox shows could also get a promotional lift on Sunday nights beginning in February, when the WWE/NBC-owned Xtreme Football League's games begin airing on UPN.

A restructured UPN could also become an outlet for news programming from Fox News Channel, whose audience is growing but whose cable distribution is nowhere near that of a broadcast network. And Fox would also be able to offer some of its regional sports network programming to the jointly owned national broadcast network.

Media buyers believe a joint ownership of UPN by Viacom and News Corp. could be a good thing for advertisers. "It has the potential of making UPN a stronger media outlet," said Dan Rank, managing partner of national broadcast at OMD USA. "I think it's a good idea." ■

projects, he will be involved in shaping FX's football drama, *The Pit*, slated for the first half of next year, and *The Sight*, a potential series based on an FX movie, in October. While at Grey, Reilly also developed *Just Shoot Me* and *NewsRadio* and the pilots for *ER* and *Law & Order*. —ML

**Aronson Succeeds Berman Atop Regency Television**

Former Disney Television creative lieutenant Peter Aronson last week was named president of Regency Television, the boutique studio co-owned by Regency Enterprises and Fox TV Studios.

In assuming Regency's top job—open since May, when Gail Berman became entertainment president at Fox Broadcasting—Aronson takes charge of the studio behind last season's biggest freshman comedy hit, *Malcolm in the Middle*, as well as youth-skewing dramas *Roswell*, a WB sophomore, and *Freakylinks*, soon to debut on Fox.

"I'm very fortunate to end up at a studio with a lot of momentum," said the 34-year-old Aronson. —Daniel Frankel

**Former BET Executive Seeks \$21 Million After Dismissal**

A wrongful dismissal lawsuit filed last week against BET and its two top executives by former chief financial officer Dwight Crawford was termed a "mean-spirited and scurrilous complaint" by network representatives. Crawford, who left the channel in January, accused chairman Robert Johnson and president Debra Lee of misappropriation of funds and tax evasion, as well as unlawful billing for ad inventory. Crawford, who is seeking \$21 million, said he was fired after he refused to comply with practices he considered fraudulent.

BET reps called Crawford a "disgruntled" former employee who filed a suit because the parties couldn't agree on financial terms relating to his resignation. They also said they'd been aware of the suit for several months. BET counsel Byron Marchant said the net will seek dismissal of the suit and take appropriate legal action against Crawford. A preliminary hearing is set for November. Johnson did not return calls seeking comment. —ML

**Food Grows Up**

*50 million-sub channel preps new programming, marketing push*

**CABLE NETWORKS /** By Megan Larson

**F**ood Network has spent six years trying to find a distinct identity as it struggles to achieve mass reach in the cable universe. Having just marked a distribution milestone—company executives said Food has just passed 50 million subscribers—the E.W. Scripps-owned network will cement its newfound maturity with a new ad campaign. The channel is launching a \$3 million print and spot-cable branding effort in September that will showcase its top stars.

Programming is also evolving. On top of adding Wolfgang Puck and B. Smith to its smorgasbord of celebrity chefs this fall, Food also will produce an estimated 50 new episodes of *Essence of Emeril*, featuring network centerpiece Emeril Lagasse.

The network's just-hired vp of marketing, Adam Rockmore, who most recently created and launched products for Godiva but has no cable experience, arrived in time for the changes. "My feeling is that the Food Network brand will exist in the future as much off-the-air as on-the-air," said vp/general manager Judy Girard, explaining her decision. The challenge for Rockmore, Girard said, will be to extend that brand into the world of packaged goods without oversaturating the marketplace.

Much of Food Network's current focus stems from the restructuring of parent company Scripps Networks five months ago. To support the growth of Food and sibling network HGTV, Scripps merged operations such as finance, administration and customer service. Those departments, as well as the separate sales staffs, now report to the



The ads, with Lagasse (left), break in September.

home office in Knoxville, Tenn., which sources said has created a tense atmosphere in Food's New York office. Girard, who is based in New York, admits to some choppy waters but attributed it to growing pains. "It is part of becoming a mature network," she said, adding that office rifts have no impact on content production, which remains independent at each of Scripps' networks.

Another sign that Food Network wants to be taken more seriously is its decision to cut back on lucrative weekend-morning infomercials in order to expand its programming schedule. Starting Oct. 7, the 9 a.m. slot will be bounced in favor of the new *Essence of Emeril* episodes, which will repeat at 6 p.m.

The move is being applauded by media buyers. "It establishes [Food] as a more serious player in the marketplace," said Chris Geraci, director of national TV buying at BBDO/OMD. "They have a clear, unique voice and great look, so I hope they can wear themselves of that." ■

**Seeking New Sources**

*Facing flat spot ad growth, Emmis mines non-traditional revenue*

**TV STATIONS /** By Katy Bachman

**L**ocal TV may be in for a major shift in how it does business. If the pundits are right, spot-TV revenue growth in 2001 could come to a standstill, forcing TV stations to seek alternative sources of revenue in order to satisfy the demands of their corporate parents.

"Because election spending is exceptionally strong this year, it could create an election-year hangover in 2001," said Lee Westerfield, an analyst with PaineWebber, who noted that even flat growth "might be a stretch. The shift away from TV-station spot advertising will be more



Median HHI: \$43,800

Single: 60.3%  
Credit Card Ownership: 89%

Median age: 29

Attended/Graduated College: 76.3%

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Sources: US Census Bureau, Current Population Report, P25-1130; Forbes Magazine

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perceptible next year."

With such a dim local-advertising picture next year, TV groups such as Emmis Communications, Hearst-Argyle and CBS are looking to grow their sources of non-traditional revenue—mostly in the form of advertiser marketing programs and event sponsorships—as a way to pick up the slack and generate new business.

"TV advertising grew disproportionately for so many years that stations have been lulled into complacency. TV has to approach its fundamental business differently," said Jeff Smulyan, CEO of Emmis Communications, which has begun NTR programs at all its TV stations and is marketing its 10-year-old radio NTR company Revenue Development Systems to TV outlets, starting with its own.

While NTR programs have been popular with radio stations, generating as much

as 15 to 20 percent of a station's revenue, TV stations for the most part have concentrated solely on spot revenue. "In general, TV-station salespeople only know how to take orders and negotiate a cost per point," said Kathryn Maguire, president of RDS. "But now the dollars just aren't there like they used to be. As companies merge, corporations won't accept snail-like increases."

WVUE-TV, Emmis' Fox affiliate in New Orleans, is on track to ring up \$1 million in non-spot revenue this year alone, said Maguire. "This was money that was not there before, from advertisers they never called on before."

"2001 in a traditional sense may not be what we want it to be, but the NTR business may be the name of the game," agreed Don Browne, president/general manager of WTVJ, NBC's owned-and-operated station in Miami. ■

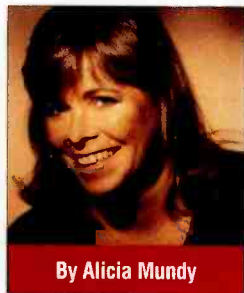
## A Show of Political Power

### COMMENTARY

The Democratic Convention of 2000 was indeed the convention of the Age of Hollywood. Television was the issue on all fronts, but two events epitomized the importance of TV to politics this year: the Clinton walk-up to his convention speech, and the fact that TV has been targeted by the Democratic vice presidential nominee as the source of all (well, most) evil in America.

"The Walk" drew a lot of commentary, most of it wrong. What was important was that this was perhaps the first time since the Nixon-Kennedy debates that the power of TV in a staged election setting began to reach its potential. It's true that TV has dictated the production of conventions in recent years—the use of "bio" films and carefully planned "spontaneous" moments. But these tactics were like European generals' strategy and weapons in the last several wars—always one war behind the curve.

The Walk was one of the few times that the use of TV was state-of-the-art, drawing on movies and sports to make a part of the farewell speech as dramatic as possible. Tom Baer, friend of TV producers Linda and Harry Thomason, staged The Walk, during which, he said, there was just Clinton, a cameraman and one Secret Service agent. At



By Alicia Mundy

BEAD WILSON

one point, Clinton worried if it would be effective, and finally asked when the heck the corridor would end. But Baer knew what he was doing.

Yes, it evoked *Raging Bull*, *Gladiator* and a half-dozen sports moments in which the hero emerges into the light. It was startling to hear a major TV politico ask Baer why Clinton

didn't do The Walk with Hillary and Chelsea. Why send out De Niro or Mean Joe Green into the hero mile with the kids and wife hanging on? Did General MacArthur hold his frau's hand and say, "We shall return"?

As for the naysayers in the group, you've been heard before: You're the folks who once bragged that you watched *Bambi* and didn't cry. Peggy Noonan derided The Walk as something only "stupid" people would like; the woman who gave us the wonderful but truly corny "Morning in America" spectacle is in no position to bemoan the Hollywood touch successfully used by a Democrat. Now if only the Hollywood pros could transmit their production values to political ads.

So what will happen to Hollywood if Gore and his sidekick Joe "turn the TV off" Lieberman are elected? Don't look to Lieberman to back down—TV execs will be doing penance buying hair shirts on Rodeo Drive by October. ■

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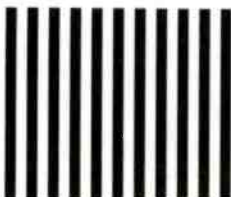
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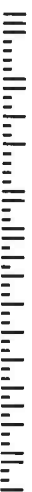
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In order to nominate, YOU MUST be a working media professional, media sales rep or research supplier doing business with agencies and buying services. Nominations are limited to two per person.

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# Tennis Balls in the Air

*Clear Channel radio stations to carry 10-minute Open updates*

**SPORTS /** By John Consoli

**T**he U.S. Open tennis tournament, which last year recorded its highest television ratings on CBS since 1991, will for the first time get added exposure on radio this year, via the newly created U.S. Open Radio Network. The new service, which will make the Open the only professional tennis event in the U.S. to have a national radio presence, will offer 10-minute updates each hour during this year's tourney, set for Aug. 28-Sept. 10.

Clear Channel Communications' 900-plus radio stations around the country will carry the hourly reports, which will be hosted by Bud Collins and Barry McKay. Next year, Clear Channel and the Open hope to offer live, point-by-point radio coverage of the tournament's finals weekend.

The U.S. Open Radio Network was created as part

of a new four-year agreement between the U.S. Tennis Association and SFX Entertainment, the broadcast programmer that is also the country's largest concert promoter. SFX subsequently agreed to be acquired by Clear Channel, the country's largest radio-station group.

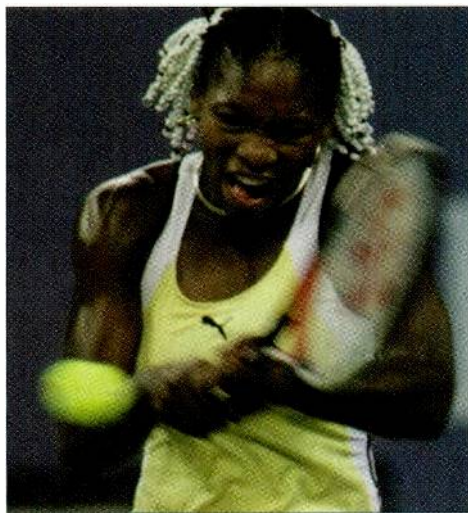
The USTA has also tapped SFX to sell the international TV rights to the Open, beginning next year. The agreement will include all areas abroad, except Japan.

U.S. Open coverage on CBS, which aired a total of 41½ hours last year, earned a 3.5 rating/10 share, up 52 percent from a 2.3/7 in 1998. Ratings for last year's finals weekend averaged a 6.3, up from a 2.9, an increase of 117 percent.

This year CBS will air seven hours less of the event, with no coverage on Sunday, Sept. 3, because of the network's National Football League commitments. The Sept. 3 matches will be picked up by the Open's cable carrier, USA Network,

which will offer a total of 92 hours of coverage this year.

The Open averaged a 1.1 rating on USA last year, a 10 percent increase over '98 and the tourney's highest rating on the network since 1993. With more ad time to sell this year, USA has picked up five new Open advertisers: Tyco International, Zurich American, Pacific Life St. Paul Companies and Daewoo.



**Women players such as tournament champ Serena Williams helped boost the Open's TV ratings in '99.**

MIKE SEGAR/REUTERS

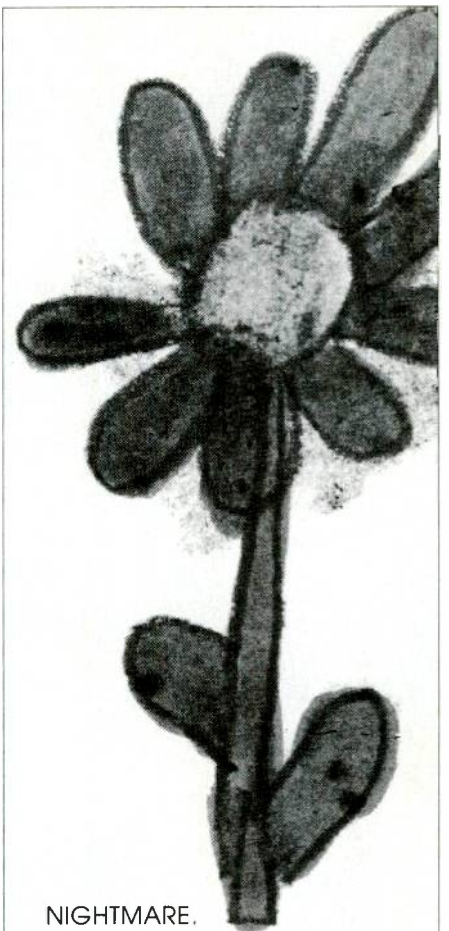
Ford Motor Co.'s Lincoln division also will be advertising on USA and CBS' Open telecasts this year to promote its new year-round tennis sponsorship deal with the USTA. In a first for the tournament, the Open will put Lincoln's name on the netposts for men's singles matches; Chase Manhattan Bank will have netpost signage for women's singles matches.

The USTA is also promoting the Open by running commercials on ethnic radio stations in New York, where the tournament is held.

"Our collective goal is to take the U.S. Open and professional tennis to the next level as a global sports and entertainment property," said the USTA's Arlen Kantarian, chief executive of the U.S. Open.

Up until last year, the Open's ratings on CBS had been in a steady decline. With the new SFX alliance, the USTA's goal is to increase fan impressions of the Open and to make it more of an entertainment event. In conjunction with SFX, the USTA is planning to stage a concert next year at the Open site on the Friday night before the start of the tournament.

In its continuing effort to attract younger viewers, the USTA will stage its annual Arthur Ashe Kids' Day on Aug. 26. Highlights of the event, featuring performances by 98 Degrees and Jessica Simpson, will air on CBS on Aug. 27 from noon to 2 p.m. ■



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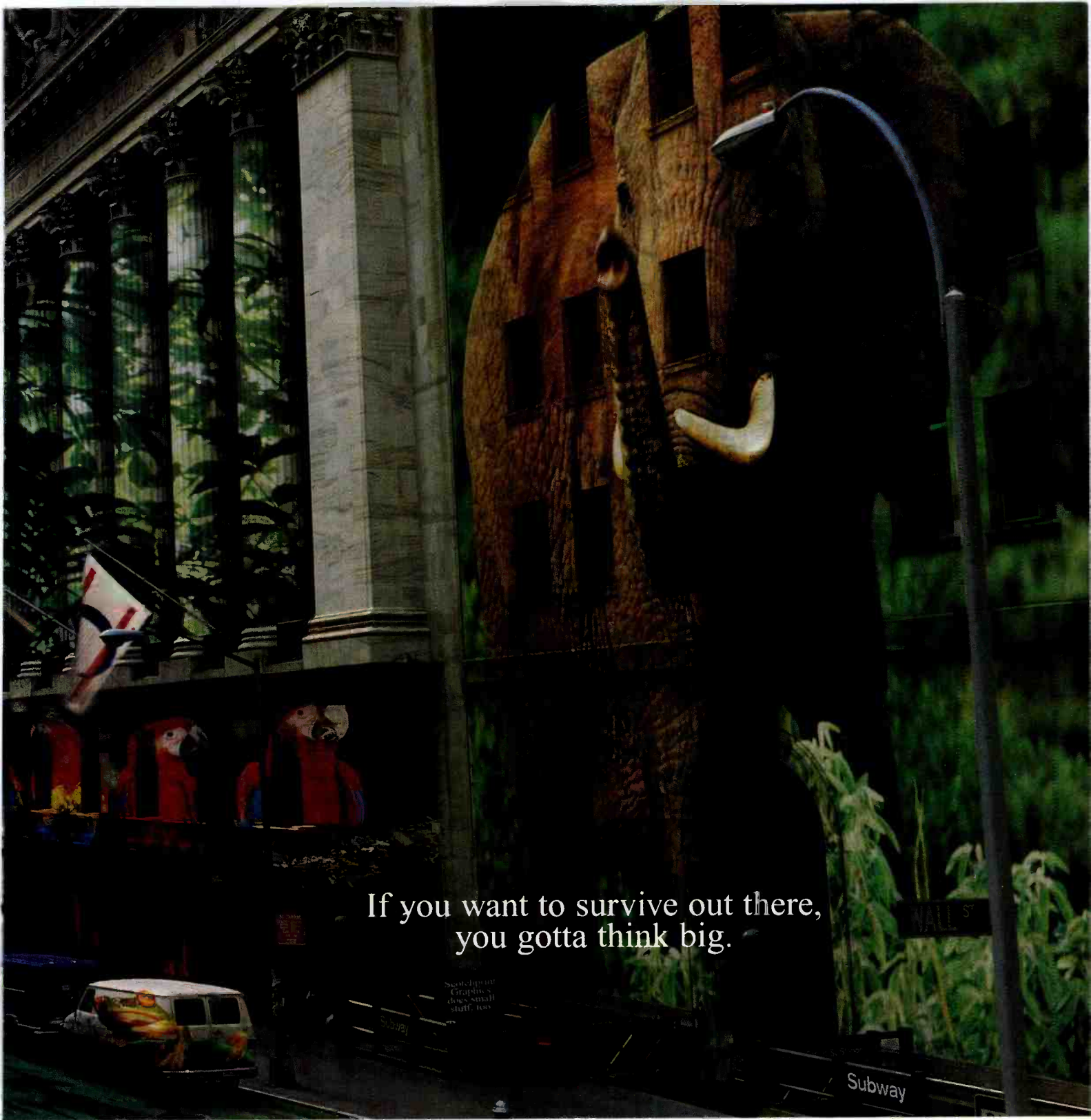
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# Local Media

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## MAGAZINES

# City Books Struggle On Newsstands



Regional and city magazines are being hit where it hurts—in their newsstand circulation—as a result of wholesaler shakeups, judging from the general drop in newsstand circ data from the just-released Audit Bureau of

gains of 7.0 percent. Two heavy hitters in their markets—*New York* and Emmis' *Indianapolis*—slipped on newsstands, 15.3 and 17.3 percent, respectively.

The shutdown last September of Dublin, Ohio-based wholesaler United Magazine Co. severely hurt

*Indianapolis*, said Tami Long, newsstand director for Emmis. “That part of the country really suffered and is still suffering

Big-City Magazines' Circulation Story

Publication	Total Circ (% Change)	Single-Copy Sales (% Change)	Subscriptions (% Change)
<i>New York</i>	432,332 (-1.3%)	28,068 (-15.3%)	404,264 (-0.2%)
<i>Texas Monthly</i>	303,257 (+0.3%)	33,953 (+1.4%)	269,304 (+0.1%)
<i>Los Angeles</i>	183,864 (+0.3%)	25,205 (+7.0%)	158,659 (-0.7%)
<i>Chicago</i>	179,039 (+0.4%)	22,556 (+2.3%)	156,483 (+0.1%)
<i>Washingtonian</i>	159,199 (-0.3%)	54,805 (-1.9%)	104,394 (-0.6%)
<i>Philadelphia</i>	136,016 (-2.9%)	23,040 (-6.6%)	112,976 (-2.1%)
<i>Boston</i>	117,333 (-5.2%)	25,121 (-4.1%)	92,212 (-5.5%)
<i>Atlanta</i>	67,942 (+2.8%)	7,817 (-6.3%)	60,125 (+4.1%)
<i>D Magazine</i>	54,924 (+31.5%)	12,832 (-19.8%)	42,092 (+63.5%)
<i>Indianapolis</i>	48,489 (+6.8%)	7,541 (-17.3%)	40,948 (+12.9%)

Source: Audit Bureau of Circulations; figures are for first six months of 2000 compared to same period in 1999

Circulations' Fas-Fax reports on the first half of 2000.

The overall circ prognosis for local publications is mixed. A lower percentage of local mags—38 percent of the 37 reporting regional titles—reported a drop in total paid circulation compared to all magazines. Total paid circ for the first half of 2000 was relatively static in larger markets, with Emmis Publishing's *Atlanta* growing only 2.8 percent; Primedia's *Chicago* was flat; Primedia's *New York* dipped 1.3 percent; *Washingtonian* was also flat, as was Emmis' *Texas Monthly*.

Not all held their circ or grew slightly. MetroCorp.'s *Boston* fell 5.2 percent and *Philadelphia* dropped 2.9 percent to 112,976. David Lipson, group publisher, maintained that the drops were merely a matter of subscription management and said the titles still delivered a bonus on their guaranteed rate bases.

At the newsstand, however, the story wasn't nearly as positive. Among the large markets, only Emmis' *Los Angeles* posted

from the loss of that wholesaler.”

Dallas' *D Magazine*, which was up 31.5 percent overall, also saw its newsstand sales drop by double digits. *D* circulation director Debbie Thompson concurred that the dips in newsstand were a result of “changes in the market as far as wholesalers,” referring to News Group and Anderson News Co. expanding their reach in the marketplace.

But the monthly made up the difference and then some with its subscription growth. *D* was able to boost its subscriptions with two direct-mail drops of 150,000 and 200,000. Also, two of *D*'s clients bought bulk subscriptions in the past year, helping to drive its 63.5 percent growth.

James Fitzpatrick, CEO/publisher of *San Diego* magazine and president of the City and Regional Magazine Association, was pleased with his magazine's results—a 1.8 percent rise in total circ, to 40,901—but admitted that in the broader picture, magazines are “facing the overall proliferation of media today.” —Lori Lefevre

## NEW JERSEY NEWSPAPERS

# Younger Borg To Helm Weeklies



The family affair at New Jersey's Macromedia newspaper chain continues with the appointment of Stephen A. Borg as president of the company's North Jersey Community Newspapers unit.

In his new job, Borg, formerly publisher of the weekly group's Bergen division and the son of Macromedia chairman Malcolm A. Borg, has oversight of all the chain's 19 weeklies and biweeklies, which include *Ridgewood News*, *Montclair Times* and *The Item* of Short Hills. The weeklies, which serve some of North Jersey's most affluent neighborhoods, have a combined circ of some 350,000. Macromedia also publishes two nearby dailies, *The Record* of Hackensack and the *Herald News* of Passaic.

The younger Borg, who has sat on Macromedia's board since 1989, said he wants the weeklies to develop stronger relationships with the communities they serve through “increased marketing efforts, improved editorial products and improved production and layout.” The chain also has an eye on the area's changing demographics, forging a partnership with another local weekly group, *Bergen News*, which just launched a weekly targeting the growing Korean population.

While the weeklies' bread and butter remains local retailers, Borg wants larger advertisers to give the papers a look. The chain lured Tiffany's about a year ago and is going after such behemoths as Target department stores.

The big retailers “go to the dailies, which are a wonderful vehicle for reach,” Borg said. “Our pitch to a major retailer... is our ability to supplement the reach” of the dailies. Borg said the company offers advertisers package deals across the weeklies, most of which are free-distribution, but does not offer combinations with the dailies. Borg admitted being free can be a liability, as some advertisers want strictly paid vehicles. He pointed out the company produces about 40,000 paid copies a week. (continued on page 20)



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Borg's sister, Jennifer Borg, is vp/human resources and general counsel for Macromedia. —*Tony Case*

#### PHOENIX TV STATIONS

## Schwartz Steps to the Foreground at KTVK



Sue Schwartz, a 15-year veteran of A.H. Belo's top-ranked KTVK-TV in Phoenix, plans to stick with the independent outlet's news-heavy philosophy now that she's been named vp and general manager, with some tweaks. Schwartz also was named vp/gm for Belo's sixth-ranked KASW-TV and the Arizona NewsChannel in the market.

For KTVK, which programs eight hours of news a day—more than any other station in the market—it means looking at news with a different eye. “We don't look at our news programming as news, but as a television show. It's not just coverage of the community or political issues; it's anything people have an interest in,” Schwartz explained. While KTVK reels in audiences attracted to news, KASW as a WB affiliate targets younger audiences and audiences with families through its focus on entertainment programming.

“I've seen it all,” said Schwartz, who joined KTVK as program director, rising

to vp of programming for all three Belo properties before she was named to replace Bill Miller, who is leaving Aug. 31 to pursue other business opportunities. “I saw KTVK grow as an ABC affiliate, lose that affiliation and become the top station as an independent, as well as signing-on KASW

five years ago,” she said. “It's easier to keep doing what we're doing, but the competition gets much tougher. So part of our challenge will always be to look at what the next thing is.”

Belo's TV-outlet hat trick provides a unique sales proposition as well as challenges in a marketplace that is getting tougher. “It isn't what it was, it just won't come to us,” Schwartz said, adding that she



After 15 years at KTVK, Schwartz gets her shot.

intends to keep sales staffs separate, even though all other station staffs are consolidated. “The sales staffs need to compete for the dollars, otherwise the littler station never develops.” —*Katy Bachman*

#### CHICAGO TV STATIONS

## WMAQ Uses Olympic Timing for Remake



WMAQ-TV, NBC's owned-and-operated station in Chicago yesterday unveiled a new on-air look, including a new set, new music and graphics, and an updated logo. “It's a great time to evolve and make current our look, especially given the Olympics,” said Larry Wert, WMAQ president and general manager.

WMAQ is among six of 13 NBC O&Os using this summer's Olympics—to be held in Sydney, Australia, from Sept. 15–Oct. 1—to trot out on-air facelifts and technical upgrades. “There's a desire to capitalize on that audience delivery and convert it,” said Blake Bryant, WMAQ's vp of advertising, promotion and creative development, who coordinated the changes with those at KNBC in Los Angeles, which launched its new look in late July.

The station's new look also tops off a four-year strategy to regain its image as a serious news station after Jerry Springer's presence on late news caused it to lose its two main anchors, Carol Marin and Ron Majors. “This station went through a public train wreck in a fishbowl and we experienced audience erosion. We then decided to walk the news walk,” Wert said.

Today, WMAQ's news ranks first only from 5–6 a.m., running second to market leader WLS-TV (ABC) in the other news dayparts. Bryant said he doesn't think new sets and graphics can bring back viewers, but he does believe the new look can help enhance the brand. “WLS may be the market leader, but they haven't evolved much in the last 10 to 15 years, so we hope this will differentiate us,” he added.

The familiar newsroom environment is still featured on WMAQ's news segments, but viewers will also see dedicated Internet and weather centers showcased on the set. “We've eliminated some bad TV shots and there are some cool things, such as flat-screen displays on anchor desks, which will be an asset during election and Olympics coverage,” explained Bryant. —*KB*

#### RADIO

## Joyner to Radio One



Through a distribution deal with ABC Radio Networks, Radio One will pick up Urban morning man Tom Joyner on three of its stations: WMMJ-FM in Washington, KMJQ-FM in Houston and WILD-AM “Hot 97” in Boston, beginning Aug. 28. It will be the first time *The Tom Joyner Morning Show* airs in Houston and Boston, giving Joyner distribution in eight of the top 10 markets.

In Washington, Joyner has aired for five years on Howard University's WHUR-FM, where he has consistently been the second-highest-ranked a.m. show after Howard Stern on Infinity's WJFK-FM. He replaces WMMJ's Les Brown, who is expected to leave Radio One with the change, said Scott Royster, Radio One CFO.

While Joyner expressed regrets about moving the show from the Black-owned college, he was lured by the economics of distribution and the chance to be associated with the largest African American-owned radio group in the U.S. “Everyone knows how I feel about supporting black colleges,” said Joyner, who has contributed millions of dollars to black colleges through the Tom Joyner Foundation. “By joining up with Radio One, we are now going to be heard in Houston and Boston, two top-10 markets we have never been heard in before.”

Separately, Radio One announced it will acquire News/Talker WPEK-FM in Greenville, S.C., from Alpeak Broadcasting Corp. for \$7.5 million. The deal gives the company two stations in Greenville once it closes on Urban WJMZ-FM, one of the 12 stations it is acquiring from Clear Channel Communications for \$1.3 billion.

No definitive format decisions have been made yet, said Radio One president Alfred Liggins, but it's likely that WPEK will be in for some changes in order to make it an attractive complement to WJMZ, the top-ranked station in the market with a 10.6 overall share in the recent spring Arbitron survey. WPEK ranked 12th with a 2.2 share. —*KB*

(continued on page 22)



Joyner signs on in Houston and Boston.



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Ouch. If you buy just The Dallas Morning News, you're missing 954,000 adults who live in the western part of the seventh largest market. The Star-Telegram is the paper of choice for nine out of 10 newspaper readers in Tarrant County and Fort Worth/Arlington each week. Everybody else pales in comparison. The Star-Telegram dominates its side of the Metroplex just as the Dallas paper dominates its side. So for maximum exposure to the entire CMSA, you have to buy both. Save your skin and buy the Star-Telegram.

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Source: 1999 DFW Consumer Survey (Belden Associates) and DMA TV households: ACNielsen SPARC.  
Larry Bien, National Advertising Manager, 817/390-7150; Steve Lundblade, Retail Advertising Manager,  
817/390-7606. Represented nationally by Newspapers First, 212/692-7100 (New York), 214/696-8666 (Dallas).

**Fort Worth Star-Telegram**

## MILWAUKEE TV STATIONS

### WJJA Suit Shot Down



The African American owner of a Milwaukee TV station has lost his discrimination lawsuit against the city of Milwaukee over the city's denial of his request to build a new transmitter tower. Joel Kinlow failed to show "direct proof" of racial discrimination by city officials, U.S. District Court Judge Thomas Curran said in an Aug. 8 ruling on the city's motion for summary judgment.

Kinlow, who was seeking \$10.5 million in damages, previously lost an appeal in state court of the city zoning board nixing a zoning variance for the WJJA-TV tower site. City officials said the industrially zoned site was unsafe for a 1,053-foot tower because it was too close to homes. Another factor was the city's 1997 adoption of a policy curtailing new transmitter towers.

Kinlow's discrimination case was based partly on the fact that while his request was pending, the city approved new tower requests for white-owned CBS affiliate WDJT-TV and technical college-owned PBS affiliates WMVS/WMVT-TV. WJJA, which Kinlow has owned and operated since 1990, carries Home Shopping Network programming and infomercials. Kinlow has Federal Communications Commission approval to move WJJA's antenna to a location closer to the other Milwaukee TV towers. Kinlow, who is a Church of God in Christ minister, also owns two radio stations. —Rich Kirchen

## FLORIDA NEWSPAPERS

### Times Sells 3 to CNI



Athens, Ga.-based Community Newspapers Inc. has agreed to buy two dailies and a weekly in northern Florida from the New York Times Co. CNI will acquire the *Palatka Daily News* and *Lake City Reporter*, as well as the *News-Leader* of Fernandina Beach. CNI, which publishes the daily *Richmond County Daily Journal* of Rockingham, N.C., and a string of weeklies in the South, has owned the three Florida papers since 1972. The Times Co. announced earlier this year it was putting a number of papers in its Regional Newspaper group up for sale. —TC

# Market Profile

BY EILEEN DAVIS HUDSON



JOHN ELK III

## Dallas-Ft. Worth

Led by solid growth among local high-tech and telecommunications firms, the Dallas-Fort Worth economy is enjoying one of the healthiest periods in its history. Unemployment is virtually nonexistent. Many people are relocating to the area, responding to the strong demand for skilled workers. Com-

puter networking giant Cisco Systems recently announced plans to quadruple its workforce in the Dallas-Fort Worth region to about 4,000 over the next few years.

Retail construction and development is also booming. The large Stone Briar Mall just opened in Denton County, a fast-growing suburban area, and Kohl's recently entered the market.

The vitality of the local economy has meant significant growth for Dallas-Fort Worth's local media and has allowed many media outlets to raise their ad rates.

A.H. Belo, the Dallas-based national media company, has long dominated the local media scene via its ownership of top-rated ABC affiliate WFAA-TV and of the daily *Dallas Morning News*.

The Dallas-Fort Worth television market is the seventh-largest in the U.S., with 2,018,120 TV households, according to Nielsen Media Research. The market is one of the most competitive in the country. Belo's WFAA has been the local news leader for years, although No. 2 KXAS-TV has been making gains since NBC acquired the outlet in 1998.

KXAS was the first station in the market to launch a 4 p.m. newscast. The one-hour program, which started up last January, has earned average ratings in the mid-3s in households and 1s and 2s in demos. The newscast has boosted KXAS' numbers in the 4-5 p.m. time slot and "has really helped our 5 and 6 p.m. newscasts," says station president/general man-

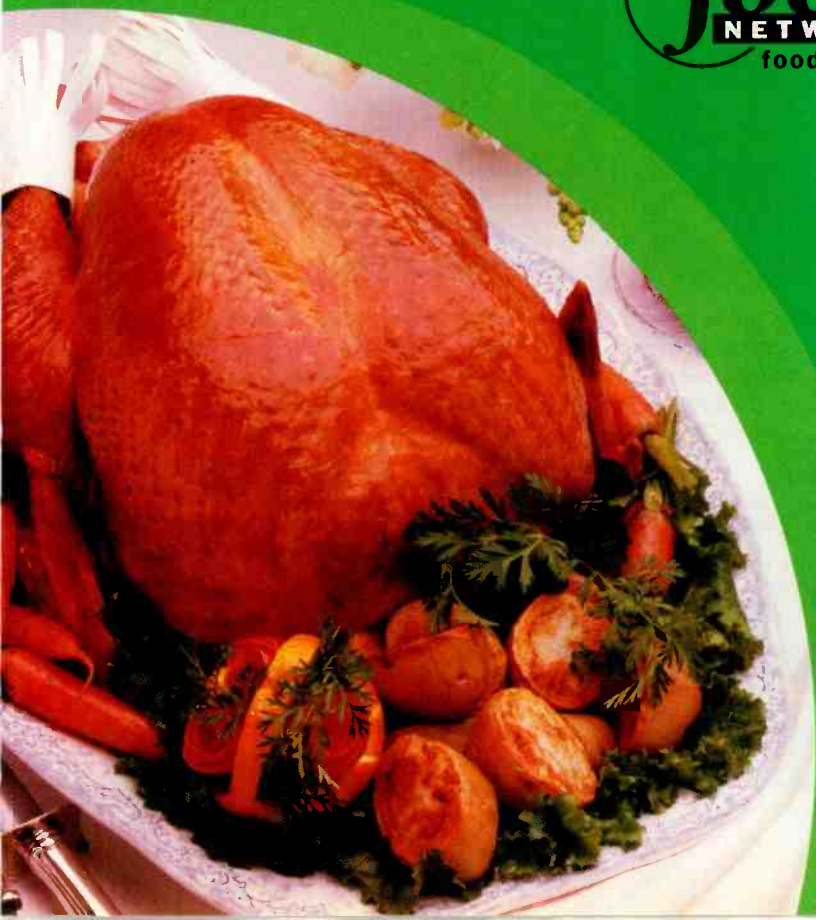


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ager Steve Doerr. While the 4 p.m. news targets primarily women, it also has a mainstream appeal with hard news as well as business coverage from CNBC. Doerr says the newscast can evolve into a "huge competitive advantage" for KXAS by offering viewers and advertisers an alternative to the entertainment shows that air on other local outlets during the 4-5 p.m. hour.

KXAS is the top-rated station in morning news. And at 10 p.m., KXAS' newscast finished a close second to WFAA in households in the May sweeps. Still, the perception in the market remains that WFAA, the oldest station in the market, rules. "That's an image we're going to have to overcome," says Doerr. "It's the longtime Goliath against an up-and-coming station."

"Definitely WFAA is the leader, but KXAS is nipping at their heels most all the time," says Pam Stafford, Dallas market specialist for LCI, the media buying unit for McCann-Erickson/Dallas.

WFAA, which was the first VHF station in the country to launch digital broadcasts, is particularly strong in the evening-news time periods. The station's 5 p.m. newscast earned an average 10 household rating and 21 share in the May sweeps, well ahead of KXAS' 5.4/11. At 6 p.m., WFAA led with an 11.3/21, compared to KXAS' 6.9/13.

In the mornings, WFAA's *Good Morning Texas*, which follows ABC's *Good Morning America* from 9 to 10 a.m. weekdays, has been No. 1 in its time period since its launch in 1994. In the May sweeps, however, the show fell to second place behind CBS O&O KTVT and the much-hyped farewell of Kathie Lee Gifford from *Live! With Regis & Kathie Lee*.

In local programming, WFAA produces a popular high school sports show on Sunday nights; a weekly news-oriented show called *La Vida* aimed at the Hispanic community; and *Metro*, a Sunday-night public affairs program geared toward the African American community.

### Ad Spending by Media/Dallas-Ft. Worth all dollars are in thousands (000)

	Jan.-Dec. 1999	Jan.-Dec. 1998
Spot TV	\$256,894.0	\$260,697.9
Newspapers	\$189,987.6	\$138,353.2
National Spot Radio	\$28,974.7	\$25,451.9
Outdoor	\$21,104.2	\$20,990.7
Total	\$496,846.9	\$445,607.2

Source: Competitive Media Reporting

## Scarborough Profile

### Comparison of Dallas-Fort Worth To the Top 50 Market Average

	Top 50 Market Average %	Dallas-Fort Worth Composition %	Dallas-FW Index
<b>DEMOGRAPHICS</b>			
Age 18-34	32	36	112
Age 35-54	40	42	104
Age 55+	28	23	81
HHI \$75,000+	23	22	97
College Graduate	12	13	107
Any Postgraduate Work	10	10	93
Professional/Managerial	22	23	103
African American	13	13	100
Hispanic	12	13	110
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	56	47	84
Read Any Sunday Newspaper	66	65	99
Total Radio Morning Drive M-F	23	24	106
Total Radio Evening Drive M-F	18	20	111
Total TV Early Evening M-F	30	29	98
Total TV Prime Time M-Sun	38	40	105
Total Cable Prime Time M-Sun	13	10	77
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	75	66	88
Read Any Sunday Newspaper	79	51	64
Total Radio Morning Drive M-F	80	82	103
Total Radio Evening Drive M-F	74	78	105
Total TV Early Evening M-F	71	69	97
Total TV Prime Time M-Sun	91	91	100
Total Cable Prime Time M-Sun	57	45	79
<b>MEDIA USAGE - OTHER</b>			
Accesses Internet/WWW	49	50	102
<b>HOME TECHNOLOGY</b>			
Owns a Personal Computer	60	62	104
Shops Using Online Services/Internet	18	20	108
Connected to Cable	70	51	73
Connected to Satellite/Microwave Dish	12	22	185

#Respondent count too small for reporting purposes. \*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable. \*\*Media Audiences-Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable. Source: 1999 Scarborough Research Top 50 Market Report (August 1998-September 1999)

WFAA also is a partner with cable operator AT&T Media Services in Texas Cable News, a 24-hour regional news channel that launched in January 1999. All of the

TV stations in Belo's Texas cluster (in Dallas, San Antonio, Houston and Austin) contribute programming to Texas Cable News.

KTVT is ramping up its efforts to become more of a

player in the market. CBS acquired the outlet last year from Gaylord Broadcasting. One of the first moves CBS made to boost KTVT's news presence was to hire away WFAA's longtime lead anchor, Tracy Rowlett, who joined the station last February.

KTVT currently is gearing up for the Sept. 11 launch of an hour-long 4 p.m. newscast. Co-anchoring the program with Rowlett will be Iola Johnson, who shared the anchor desk with Rowlett at WFAA in the 1970s and '80s. Johnson, the market's first African American TV anchor, most recently started up a news operation on Dallas' KKDA-FM, an Urban station owned by Service Broadcast Corp.

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## Radio Ownership

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Infinity Broadcasting	2 AM, 5 FM	20.1	\$100.6	30.3%
AMFM Inc.	3 FM	12.3	\$48.9	14.7%
ABC Radio	1 AM, 2 FM	9.5	\$46.0	13.9%
Susquehanna	2 AM, 2 FM	10.9	\$40.7	12.2%
Clear Channel	2 FM	7.0	\$30.0	9.0%
Service Broadcast Corp.	1 AM, 2 FM	10.5	\$21.1	6.4%
Sunburst Media	1 FM	2.2	\$10.2	3.1%
Hispanic Broadcasting	2 AM, 2 FM	3.9	\$9.3	2.8%
Salem Communications	2 FM	3.5	\$8.2	2.5%

Includes only stations with significant registration in Arbitron diary returns and licensed in Dallas-Fort Worth or immediate area. Ratings from Arbitron, Spring 2000 book; revenue and owner information provided by BIA Financial Network.

4 p.m. news, Rowlett will continue to lead KTVT's 6 and 10 p.m. newscasts. The station's 6:30 p.m. news will be shuttered in September and will be replaced by the syndicated *Hollywood Squares*, which currently airs on WFAA.

Brian Jones, KTVT vp/gm, notes that the station's news ratings advanced in both the February and May sweeps periods. While Rowlett's hiring was "a major factor" in the gains, Jones says, a branding push that includes increased billboard advertising has also helped. And KTVT is getting added exposure on radio; CBS-controlled Infinity Broadcasting's News/Talk KRLD-AM simulcasts KTVT's 6 p.m. news.

Dallas-Fort Worth has one of the strongest WB affiliates in the country in Tribune Broadcasting-owned KDAF-TV. KDAF had been a Fox O&O before Fox sold the outlet in 1995 to Renaissance Broadcasting, which switched the station's affiliation to the WB. Tribune subsequently acquired the property from Renaissance.

KDAF joined in the local news race last January with the introduction of a nightly half-hour newscast at 9 p.m., which competes with Fox O&O KDFW-TV's hour-long news at 9. "We wanted to become a full-service television station," says KDAF vp/gm Joe Young. The new 9 p.m. news has been averaging household ratings in the low 3s. Young says KDAF hopes to expand the program to an hour by next year.

In addition to its news initiative, KDAF is ramping up its locally produced *Inside Sports* show, which airs on Sunday nights. The station pulled the program off the air for several weeks this summer to make improvements; it returned to the schedule on Aug. 6. KDAF also produces *DFW Close-up*, a half-hour public affairs show that airs on Sunday mornings.

Independent KXTX-TV will be switch-

ing over to Spanish-language programming after its acquisition by Pappas Telecasting. The deal is expected to be completed in mid-October. KXTX will be going up against Dallas-Fort Worth's strong Univ-

sion affiliate, KUVN-TV, and a growing Telemundo station, KFWD-TV. To make room for the Hispanic programming, KXTX will drop syndicated fare including *Married...With Children* and *Family Feud*.

Tom Comerford, KXTX sales director, notes that the station's format shift will mean Dallas will have one less mainstream voice in television. But buyers add that the move underscores the growth and vitality of the Hispanic market in the area.

KXTX is being sold by Southwest Sports Group, parent company of Major League Baseball's Texas Rangers and the National Hockey League's Dallas Stars. The station had aired the games of both teams until this year, when the rights were acquired by Fox. Fox broadcasts the games on KDFI-TV (an independent station that KDFW operates under a local

## Nielsen Ratings/Dallas-Ft. Worth Evening and Late-News Dayparts, Weekdays

### Evening News

Time	Network	Station	Rating	Share
4-5 p.m.	ABC	WFAA*	7.2	17
	NBC	KXAS	3.4	8
	CBS	KTVT*	1.1	3
5-5:30 p.m.	ABC	WFAA	10.0	21
	NBC	KXAS	5.4	11
	Fox	KDFW	5.1	10
	WB	KDAF*	4.1	8
	UPN	KTXA*	3.0	6
	CBS	KTVT	1.8	4
	Univision	KUVN	1.4	3
6-6:30 p.m.	Pax	KPXD*	0.7	1
	ABC	WFAA	11.3	21
	NBC	KXAS	6.9	13
	WB	KDAF*	7.7	14
	Fox	KDFW	4.2	8
	UPN	KTXA	2.8	5
	CBS	KTVT	2.5	5
6:30-7 p.m.	Univision	KUVN*	2.2	4
	Pax	KPXD*	0.6	1
	CBS	KTVT	2.2	4

### Late News

9-9:30 p.m.	Fox	KDFW	6.2	9
	WB	KDAF	2.8	4
9:30-10 p.m.	Fox	KDFW	6.2	9
	WB	KDAF*	3.9	6
10-10:30 p.m.	ABC	WFAA	12.7	20
	NBC	KXAS	12.0	19
	WB	KDAF*	7.5	12
	CBS	KTVT	4.8	8
	Fox	KDFW	4.4	7
	UPN	KTXA*	3.5	6
	Univision	KUVN	1.5	2
Pax	KPXD*	0.9	1	

\*Non-news programming. Source: Nielsen Media Research, May 2000

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On second thought,  
just show them the numbers."



Rank	All Digital Media	Average Minutes Spent Per Month
1	AOL Network - Proprietary & WWW	454.9
2	JUNO/JUNO.COM	173.7
3	eBay	111.6
4	Microsoft Sites	93.4
5	IWON.COM	88.0
6	Flipside Sites	85.1
7	Yahoo Sites	81.1
8	Excite@Home	39.3
9	The Uproar Network	36.5
10	FREELOTTO.COM	33.4
11	Go Network	31.4
12	Snowball	25.0
13	EarthLink	24.0
14	AltaVista Network	23.3
15	Shockwave	22.4
16	Lycos	21.7
17	Promotions.com Sites	20.6
18	Priceline	20.4
19	AT&T Web Sites	19.3
20	iVillage.com: The Women's Network	18.1

Source: Media Metrix, June 2000 Top Properties

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## Radio Listenership

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
KHKS-FM	Contemporary Hit Radio	8.8	5.8
KKDA-FM	Urban	6.9	6.7
KSCS-FM	Country	6.4	5.2
WBAP-AM	News/Talk/Sports	5.3	3.6
KPLX-FM	Country	4.5	5.7
KVIL-FM	Lite Rock	4.5	3.8
KRLD-AM	News/Talk	4.5	3.4
KTCK-AM	Sports	3.9	3.8
KZPS-FM	Classic Rock	3.6	4.4
KOAI-FM	Smooth Jazz	3.4	3.9

Source: Arbitron Spring 2000 Radio Market Report

marketing agreement) and on its regional cable network. KDFW executives did not return calls.

In cable, AT&T is the dominant operator in the market. Some subscribers are served by Charter Communications and Paragon Cable. AT&T has about 643,700 subscribers in the market and a total of 760,000 through its interconnect, which includes the Charter and Paragon systems.

The biggest news on the Dallas radio scene these days is the recent move of Ron Chapman, a top DJ for many years at Infinity's Lite Rock-formatted KVIL-FM, to sister Infinity station KLUV-FM, an Oldies property. Infinity and Chapman have said the switch is a good career move for the jock. But some media buyers in the market say the move may be linked to KVIL's recent decline in the ratings. KVIL ranked No. 8 in the market in Arbitron's spring ratings book; KLUV placed 13th.

Another Infinity property, KYNG-FM, which had been the third-ranked Country station in the market, earlier this year dropped Country in favor of Talk. The station, themed "The Talk That Rocks," currently features local hosts. But KYNG is said to be considering picking up the Infinity-syndicated *Howard Stern Show* in the mornings to appeal to its target audience of 18 to 34-year-old men.

Infinity's seven stations in Dallas-Fort Worth control the largest share of the market's radio advertising dollars (30.3 percent). The closest competitor is AM-FM Inc., which has a 14.7 percent market share. AMFM's Contemporary Hit Radio KHKS-FM is the No. 2-rated station overall in the market and is tops in morning drive.

Service Broadcast owns the No. 1-rated station overall, Urban KKDA-FM.

Clear Channel, which is in the process of acquiring AMFM, owns two FM stations in the market. Clear Channel's Eller

Media is also the dominant outdoor player in Dallas-Fort Worth. Eller controls about five times as many outdoor positions as its closest rival, Infinity Outdoor.

While there are not as many players in the Dallas-Fort Worth newspaper business as in television and radio, the competition is just as intense. Belo-owned *The Dallas Morning News* (circulation 496,182 Mon-

day-Thursday; 592,915 Friday; 560,953 Saturday; 783,944 Sunday) is the largest paper in the market. The *Morning News*, which competes for readers and advertisers against Knight Ridder's *Fort Worth Star-Telegram* (circulation 228,237 Monday-Thursday; 267,679 Friday; 261,590 Saturday; 334,773 Sunday), has not been shy about expanding its footprint into the *Star-Telegram's* home territory in Tarrant County.

The *Star-Telegram* has not sat idly by, however. Over the past two years, the paper has introduced a significant redesign. And Knight Ridder has expanded the paper's press capacity to boost efficiency.

The *Morning News* has spent the past year reorganizing its advertising department. "We've restructured it to be much more aggressive—to get more people on the street selling," says Bob Mong, president/gm of the paper. "It's just one of those things where you have to be relentless. We had been hurting in our classified employment advertising, [and now] we've turned that around."

Mong attributes the *News's* classified employment ad decline to a combination of factors, including the region's extremely low unemployment. He says the ad-

department restructuring has resulted in strong gains in both classified and display business. The launch earlier this year of the *News's* first major branding campaign in several years—including print, TV, radio, billboards and direct mail—has also helped fuel ad growth.

Mong notes that *The Morning News* tries to listen to its advertisers, who successfully lobbied the paper to move its 2-year-old Personal Technology section from Tuesdays to Thursdays, closer to the weekend, when many product purchases are made in retail outlets.

*The News* has taken advantage of the health of the Dallas-Fort Worth business environment by splitting off its Discovery section, a science department that had been in the back of the business section, as a section on Mondays. As a result, the *News* has been able to augment its Monday business section with an expanded Personal Finance section. The section, which features Dallas-based syndicated personal finance columnist Scott Burns, recently hired Pam Ty to write a weekly personal finance column.

*The Morning News* last year purchased the family-owned Denton Newspaper Co., publisher of the suburban daily *Denton Record Chronicle* and two biweekly papers in the fast-growing communities of Louisville and Grapevine, as a way to gain greater market share outside its home territory of Dallas County. Its 6-year-old *Arlington Morning News* spinoff is also gaining momentum.

Among the other print outlets vying for readers and advertisers is American City Business Journals' weekly *Dallas Business Journal*, now in its 23rd year of publication. The *DBJ* competes with locally owned *The Business Press*, published by Lionheart Newspaper Publications. ■

## Newspapers: The ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Collin County: 160,800 Households</b>				
<i>The Dallas Morning News</i>	52,659	93,547	52.7%	58.2%
<i>Plano Star Courier</i>	10,105	11,674	6.3%	7.3%
<b>Dallas County: 777,700 Households</b>				
<i>The Dallas Morning News</i>	250,019	405,858	32.1%	52.2%
<i>Fort Worth Star-Telegram</i>	4,296	6,190	0.6%	0.8%
<b>Tarrant County: 517,900 Households</b>				
<i>The Dallas Morning News</i>	38,795	60,692	7.5%	11.7%
<i>Fort Worth Star-Telegram</i>	189,052	275,957	36.5%	53.3%

Source: Audit Bureau of Circulations



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As for *Mira*'s coverage of today's hottest movie, music and telenovela stars, the readers agreed that *Mira* gave them everything they wanted and more!

For advertising opportunities in *Mira*, contact Richard Amann, Executive VP Publishing at 561-540-1000 ext. 2093

***Mira!*** is a first in Spanish language publishing, a biweekly magazine featuring exclusive news, gossip and goings-on about the hottest stars in the Latino pop culture

***Mira!*** is sold at checkouts in supermarkets, mass-merchandisers and convenience stores concentrated in the top 30 Hispanic markets

***Mira!*** editorial offices:  
799 Brickell, Miami, FL 33131

Source: Publisher's Estimate based on single copy sales to date; ABC Fas-Fax December 1999; Beta Research Reader Survey

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SPECIAL ADVERTISING SECTION IN BRANDWEEK & MEDIAWEEK

# AHAA PORTFOLIO

# 6

## SUCCESSFUL CASE STUDIES

**ahaa** Association of Hispanic Advertising Agencies

**OUT-OF-HOME**

**TELEVISION**

**MAGAZINE**

**NEWSPAPER**

**RADIO**

**ONLINE**



# New School Insights™

By Jesús Ramírez



## ¿Je, je? or Ha ha?

Do Hispanics laugh differently? Does air travel faster through a Hispanic's diaphragm, at a different angle perhaps? Does the contour of their accented tongues create a particular Hispanic laugh pattern? Heck, I don't know! But if you ask whether Hispanics laugh to different types of humor the answer is absolutely maybe.

First, Hispanics are on the whole less cynical than typical channel-surfing, sitcom-watching Caucasians. Consequently, the famous punch line may not be collaborated correctly for Hispanics.

In some ways Hispanics are naive when it comes to American pop culture humor, yet highly sophisticated when they are in an in-language, in-dialect environment. Whenever you find yourself in a movie theatre that is showing a comedy, and you're among Hispanics, gauge what jokes they connect with.

My wife, who is of Mexican-American heritage, didn't laugh once during "Notting Hill". But she almost peed in her pants during "My Family/Mi Familia." I'm certain the less boisterous Anglos in the theatre wondered what all the fuss was about.

On the other hand, while my wife watches novelas (Spanish-language soap operas) 5 days a week, she hardly relates to Spanish network comedy shows. Which leads to another important consideration.

The U.S. Hispanic reality is multi-segmented. So even though individual Latin American countries (or even individual cities in the case of U.S. born Hispanics) are permeated with potent double-entendre wit, that type of humor isn't easily leveraged. Just as you can count on different shades and

degrees of "hispanicity," so can you expect gradations in humor. What works in Puerto Rico won't necessarily hold water in Puerto Vallarta. That is the reason successful wordplays and poetic messages that appeal to every Hispanic taste are so rare.

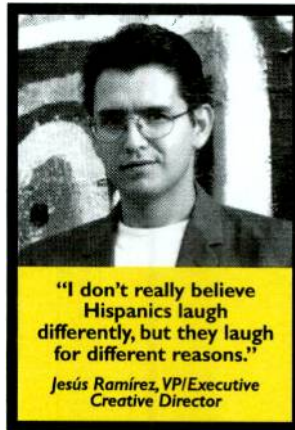
Vocabulary glitches and regional misinterpretations often burden advertisers and marketers addressing Hispanics, much like Australian or British humor can prompt an "I don't get it" from American audiences.

So how do you bridge Hispanic audiences with humor? I mean with humor that doesn't fall prey to overacted, over-the-top, forced and cliché slapstick. The obvious answer is... Humor that is truly funny.

Humor connects with Hispanics when you can visually or linguistically lure them into a commercial and surprise them with the outcome. Then the subject matter is between-the-eyes relevant and the audience shares a common emotion or situation. Surprises are powerful payoffs when your product or service is connected to the punch line. At Cartel Creativo, we've done that successfully many times and have created humor that is Hispanic to its core. When the Taco Bell chihuahua came on the scene, it borrowed Hispanic elements for its humor. I agree it was funny and we can take a joke. But when I heard a Hispanic DJ mention on the air that the

same chihuahua commercials were a revelation to him because he always felt Taco Bell tasted like dog food, to me, that was hilarious.

I don't really believe Hispanics laugh differently, but they laugh for different reasons. Power to all the humor chemists who have learned to mix the right wit and situations to create an environment conducive to great ads and promotions. And to ultimately sell lots of stuff! ■



## Hispanic Common Sense

### Haven't been there. Haven't done that.

I remember watching the Bad News Bears when I was a kid. During the movie, a coach explained the consequences of making assumptions. He wrote the word "assume" on a blackboard. He said, "whenever you assume, you make an ass out of u and me" as he pointed to the three words within the single word assume. Although most marketers don't make asses of themselves when they target Hispanics, they often make some unfortunate assumptions. Most of the time, these are deal killers.

Many Hispanics haven't been there... Or done that. True. We are great consumers with a hunger for ideas and products, but we also need to catch up to our hyper-consuming Caucasians counterparts. Don't sell us the new and improved widget if you haven't informed us about the basic widget, yet. Sounds simple, but you'd be astonished how often this fundamental rule is violated.

On occasion, we at Cartel Creativo have chuckled at marketers selling a benefit that isn't even on the radar of the Hispanic consumer. At the agency roll on the floor when the entirely wrong product is being promoted to our target segment...especially when it is our competition. Amazing to us, is the mind-boggling investments that are being made in marketing to Hispanics without a proper compass.

Most of the time, we don't offer complicated hierarchical models

souped up with regression analyses. We just offer some "I shoulda thought of that!" Hispanic consumer common sense, which in turn, ends up causing retail checkout scanners to work overtime.

Here are a few morsels of Cartel marketing (common sense) freebies.

- Before you can sell Caller ID to Hispanics, they must have phone service.
- Unless free is an option, conducting e-commerce with Hispanics requires a credit card (or another form of debit or credit instrument).
- Spanish-language customer support comes in handy with Spanish-dominant customers.
- Salsa music is as novel to Mexican-Americans as it is to Caucasians. Salsa (the spicy kind) is as novel to Cuban-Americans as it is to Caucasians.
- If a sales promotion is complicated in English, it is more complicated in Spanish.
- If the only retail establishment messages translated into Spanish are warnings and "anti-shoplifting" messages, you probably aren't making Hispanic customers feel welcome.

If you would like more insight, e-mail [jramirez@thecartel.com](mailto:jramirez@thecartel.com).

Este es un anuncio pagado por Cartel Creativo, Inc. ■

# OUT-OF-HOME

## Authentically Mexican Las Palmas Wows Cooks

CASE STUDY

**1 Client:**  
B&G Foods,  
Roseland, NJ

**Agency:**  
Ethnic Marketing  
Group  
Valencia, CA

**Billings:**  
Up to \$10 million

**Category:**  
Outdoor

**Goal:**  
Buttress brand  
leadership/image;  
drive sales

**Results:**  
12% sales increase

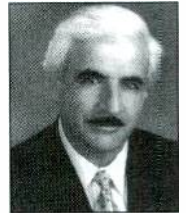
When B&G Foods acquired the Las Palmas line of Mexican sauces from Pillsbury last year, it had been a neglected regional brand for several years amid encroaching competition from other brands on the west coast. The Mexican sauce category was booming but Las Palmas sales had been steadily declining. So when Las Palmas joined its sister brands at B&G, like Polanerfruit spreads, B&M Baked Beans and Red Devil hot sauce, clearly a new baby had arrived in their midst: it was the company's first foray into marketing an almost exclusively Hispanic market that was either Spanish-dominant or bilingual. And it was this loyal customer base of females, aged 14-49, that, through the years, had catapulted the food marketer to become the leader with a market share of 37%, and a whopping 51% in the overall Mexican cooking sauces category. Here was a brand whose customers knew the difference between claims of "authenticity" and "homemade" or hype; a Spanish-dominant consumer who actually spends time cooking for her family in these days of home meal replacement and away-from-home dining.

B&G wasted no time. It tapped the Ethnic Marketing Group to

develop a four-prong, grassroots strategy to drive sales, buttress the brand's equity among its loyal customers, while at the same time, strengthen the brand's leadership and enhance its image. Tagged "*Tan autentica y original como nuestra gente*" (As authentic and original as our people), the five-week ad blitz last August revolved around the use of outdoor billboards which they felt best conveyed a strong visual presence and broad reach, as well as afford the geographical flexibility to place them in key retailer locations where consumers shop. But EMG didn't stop there. They formed a strategic partnership with Tupperware, another EMG client, whose distributors featured in-home cooking demos using Las Palmas sauces. It reached nearly 77,000 gatekeepers at 11,000 parties. "Las Palmas sauces are best known for their authenticity and outstanding homemade flavor," said EMG vice-president Carmen Hensch. "The inhome parties gave consumers a chance to actually taste product and see the convenience and versatility in a wide range of traditional and contemporary dishes." EMG also went on to tailor retailer-specific radio spots on top-rated stations to air promotions and sweepstakes. The result? Volume sales went up by 12% after the campaign and Las Palmas' original style enchilada sauce, green chile enchilada sauce and red chile



CARMEN HENSCH



ENRIQUE GIL

sauce remain the No. 1 Mexican cooking sauce on the west coast.

But what was the thinking behind the campaign? What were the challenges? EMG's Enrique Gil, president, and B&G's Marcia Fusilli, senior product manager, share those insights in their own words.

### ENRIQUE GIL:

"Las Palmas was facing aggressive competition and needed to reinforce its dominance of the category and also retain its loyal following. We wanted to target not just Hispanic females of Mexican origin, but just as important, draw other Hispanic adults in 11 key markets like Los Angeles, San Diego, San Francisco, El Paso and Phoenix. And we needed to do it in the period leading up to Sept. 16, Mexican Independence Day, a key selling period for Las Palmas. With a budget of \$700,000, we developed a campaign leveraging the brand's "authenticity" and "homemade" flavor in the preparation of traditional/contemporary Mexican dishes with 8-sheet boards and with 50-75 showings per market



# OUT-OF-HOME

for two months. The challenge here for us, was that our rivals like Juanita's and La Victoria had similar packaging to Las Palmas and were engaged in similar outdoor efforts as well. So we decided to leverage Las Palmas' equity of authenticity with billboards that showed an indigenous Mexican woman holding two cans of Las Palmas enchilada sauces with the tag, "*Tan autentica y original como nuestra gente.*" Radio spots not only rendered greater production flexibility and frequency of commercial insertions, but allowed us work with retailers on promotions and sweepstakes, in partnership with another EMG client, Tupperware. A consumer sweeps offered 150 winners, 14-piece Tupperware sets. We had bilingual header cards instore to enter the sweeps, as well as bilingual recipe booklets, sampling and coupons at Tupperware parties, supermarkets and local community venues. Outdoor is a great advertising vehicle for the mobile population

of most major cities, especially when done at key strategic locations, like the entrance of supermarkets. That really makes a difference. Equally important to the success of our campaign, were the synergistic efforts of B&G, the sales force, retailers and the agency, all working together towards a common goal. And our emphasis on maintaining a grassroots approach."

#### MARCIA FUSILLI:

"We did research that show Hispanics spend more on groceries than nonHispanics. They cook from scratch using Las Palmas sauces at least three times a week in traditional recipes like *sopados*, burritos and enchiladas. Our customers also have a high consumer loyalty. When Pillsbury bought us in April 1999, we needed to act quickly if we were going to reap the benefits of the Mexican Independence holidays in September. We went with EMG, even though they're 3000 miles away,

because they know the Mexican-American consumer and what will work to maintain their loyalty. Their clients include Tropicana and Dole Packaged Foods. EMG opted to go with outdoor because we felt the visual appeal would resonate with our customers. We also wanted to reach them en route to their shopping errands before they make the purchase. By placing billboards at eye level near supermarkets, we were able to get up close and personal. We used bright colors to convey the spirit of the Mexican people and the flavors of our brand. We show an indigenous Mexican woman, not only to emphasize Las Palmas' authenticity in that we use selected hand-picked chiles and fresh ingredients, but as a marker that we value matriarchs. After all, the company was founded in 1922 by a Mexican housewife, Rosa Ramirez, who started making the sauces from an old family recipe."



MARCIA FUSILLI

**Tan Auténtica y Original  
Como Nuestra Gente**

Las Palmas  
ENCHILADA SAUCE  
SALSAS PARA ENCHILADAS

Las Palmas  
GREEN CHILE  
ENCHILADA SAUCE  
SALSAS DE CHILES VERDES

agency

**EMG**  
Ethnic Marketing Group, Inc.

26074 Avenue Hall  
Suite 20  
Valencia, CA 91355

# más mamás



**american baby's**  
**baby faire**



**TodoBebe**  
**com**

## American Baby Group gives you more

**AMERICAN BABY'S ESPERA** launching April 2001, our pregnancy guide will be delivered through Ob-Gyn offices, upon direct request. ♦ **PRIMEROS 12 MESES** The only month-by-month guide to basic baby care that reaches 2 out of 3 new Hispanic moms at birth. ♦ **PARA NUEVAS MAMÁS** Founded in 1988, delivers your product samples, coupons, literature and *Primeros 12 Meses*. ♦ **HEALTHY KIDS EN ESPAÑOL** The only Spanish-language consumer mag-

azine from the American Academy of Pediatrics. ♦ **CUSTOM PUBLISHING** Brochures to full-sized magazines, we create authoritative, culturally relevant publications tailored for your brands. ♦ **NUESTRA COMUNIDAD** Our Spanish language area within American Baby's Baby Faire in Miami, LA, Dallas, Chicago, New Jersey. ♦ **TODOBEBE.COM** Our strategic partner, the premier website for Spanish and Portuguese speaking parents in the U.S. and Latin America. ♦

Call Ahu Terzi, Ad Director at 212-462-3548 for details and a FREE Hispanic Marketing statistics poster!

## TELEVISION

## CASE STUDY

## American Trans Air Scores Hits with Family Style Vacations

2

**Client:**

American Trans Air,  
Indianapolis

**Agency:**

The San Jose Group,  
Chicago

**Billings:**

\$30 million

**Category:**

Television

**Goal:**

Official vacation  
airline for Latinos

**Results:**

Call volume  
outpaces general  
market by 5%

**Scene 1:**

An adult dives into the ocean against a blazing sunset. "If you're planning your next family vacation..." a Spanish voiceover says, against a beckoning vista of a gleaming ATA airplane overhead, headed for a vacation destination under sunny blue skies.

**Scenes 2-6:**

A little girl plunges gleefully into a family resort swimming pool, as the voiceover touts ATA's "guaranteed savings" and "superior service." The camera then zeros in on ATA's official seal that boasts "25 years of excellence." A scene of two young girls frolicking under an inviting waterfall follows, as well as a little boy on the beach clad in diving mask, snorkel, flippers and an inflatable inner-tube around his waist.

**Final Scene:**

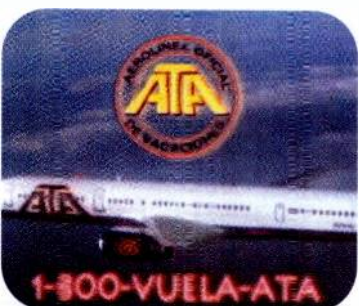
A young couple holds hands while strolling on the beach with an ATA plane flying overhead. Viewers are told to call their travel agent or the 800 number as a \$93 roundtrip special to Orlando, Fla. splashes on the screen.

The voiceover asserts: "ATA, su aerolínea oficial de vacaciones," (your official vacation airline).

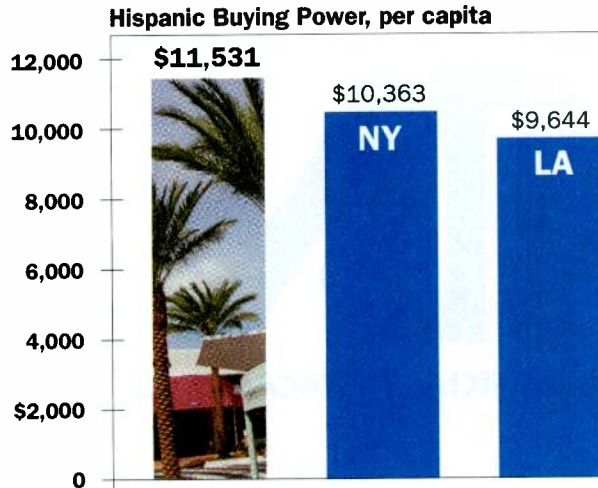
The 30-second spot, with its

slice-of-life scenarios, has reached out to vacationing Latinos and their families with the brand promise of affordability, family values, dependability, and heritage of ATA, the 11th largest U.S. passenger airline. The spot airs on a weekly basis in major ATA markets with high Latino density like Chicago, New York, Miami and San Juan; cities where ATA spends the bulk of its marketing dollars. The spot is tailored to each market depending on the fare specials that week. For example, Latinos in New York City, fly to San Juan very often to visit family. The ad would feature the current fare that week between the two cities. TV efforts are stepped up during the holidays when many opt to travel and during the summer when volume drops.

With highly-bankrolled carriers like American Airlines and United aggressively targeting the Latino traveler, The San Jose Group faces much competition in its bid for Latino passengers. "Being a credible alternative to the other big airlines was extremely important to the positioning," said Rick Larsen, ATA vice-president of marketing. Company research shows that Hispanics, which tend to have larger families, are apt to travel with their families, posing a



# Marketing to Hispanics?



Here's where you want to be.



Here's how to get there.

Where is the nation's most affluent Hispanic market? In Miami. What are the best vehicles for reaching them? El Nuevo Herald, The Miami Herald and our award-winning websites, Herald.com and Elherald.com. With just one ad in the Sunday Herald/El Nuevo Herald combo, you'll reach 52% of DMA Hispanic households earning \$50,000+. Which certainly makes The Herald the way to go.

**The Miami Herald**

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**el Nuevo Herald**

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**The Herald**

[www.herald.com](http://www.herald.com)

For more information call Ric Banciella, National Marketing Manager, at (305) 376-2694 or (800) HERALD5, ext. 2694. E-mail: [rbanciella@herald.com](mailto:rbanciella@herald.com)  
Or, visit our websites at [www.herald.com](http://www.herald.com) or [www.elherald.com](http://www.elherald.com)

Source: Demographics USA, 2000 Market Statistics; Scarborough Multi-Media Study, 2000

# TELEVISION



## SU AEROLINEA OFICIAL DE VACACIONES

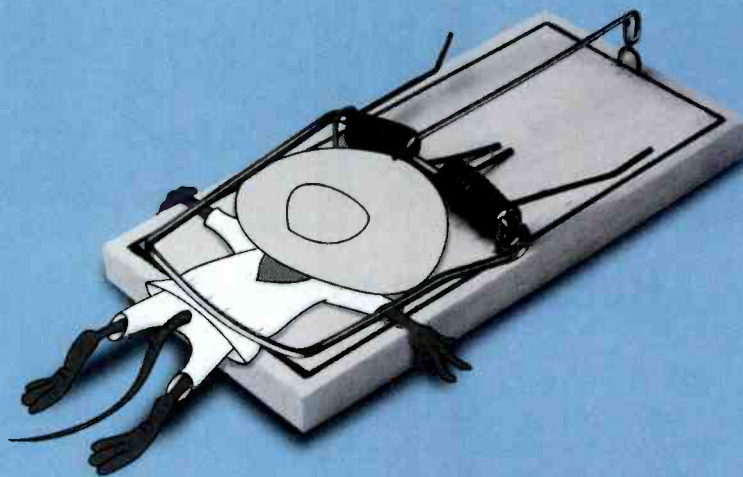
challenge to the basic premise of getting-away-from-it-all used in ATA's general market campaign.

"For them, travel is not about

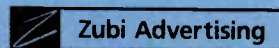
getting away from their families," said agency rep Jennifer Woods, "The main market positioning of travel as escapism needed to be

adjusted to the Hispanic market. They travel not to get away, but to reunite with family and friends." As the San Jose Group sought for ways to distinguish ATA from its rivals, they brainstormed with various words that would convey the legitimacy and authority of its heritage. They chose the word "official" in Spanish. "For Latinos, the word has a more specific significance," explained Woods. "The word carries greater authority in Spanish."

When ATA saw an opportunity to drive sales in the Latino market,



Devoted to erasing stereotypes.





they set up a bilingual reservations center to deal with the large numbers of Spanish-dominant customers. That was in 1996. "We're seeing a continued rise in volume now that we've a four-year campaign in place that works," said Larsen. Though precise sales figures for Hispanic-bought fares are hard to track, overall revenues are \$1 billion, up 10-15%. "We're seeing results. It's been a good investment in terms of segmenting market dollars to target Latinos," said Larken. "We're still growing. We haven't found our ceiling yet."

The San Jose Group didn't rely solely on TV but created an integrated campaign that also includes radio, print and community promotions to build trust and brand awareness. All media displays the toll-free 800 number. "It's a continuous effort to step up call volume," said Woods, who noted that even travel agents are helping build brand awareness as they use ATA print ads as sales tools to potential customers. Drive-time radio spots touted the brand promise with a jingle that promotes the toll-free number

to potential passengers on the way to work or play. And grassroots promotions afforded ATA an opportunity to get close and personal to the community it is wooing at such venues as the Cinco de Mayo celebrations in Chicago, and the Mexican Independence Day parade in Texas.

"We feel we have a relevant product that offers value pricing, superior service and variety of destinations to the Latino market," said Larsen. "We will continue to look for ways to get our share."

agency

*The San Jose*  
G R O U P  
Advertising • Marketing • Public Relations

625 N. Michigan Avenue  
Suite 1601  
Chicago, IL 60611

## Merkafon International begins operations ahead of the pack in the dynamic and expanding US Hispanic Market

The Hispanic population in the United States is one of the fastest growing ethnic segments and is expected to reach 41 million people by the year 2010. On June 9, 2000, Merkafon de Mexico acquired Access Worldwide's subsidiary operation in Dallas, Texas. This call center has operated in the US Hispanic market for more than 9 years, making it one of the most experienced, focused and dedicated companies serving this exciting US ethnic market.

The newly formed company, named Merkafon International, Ltd., is located in Dallas, Texas. Merkafon International and its parent, Merkafon de Mexico, in Monterrey, Mexico, are now the most cost-effective providers of Latino Teleservices in the United States. Together they form the largest dedicated teleservices group focusing on the US Hispanic Market, with 300 fully automated workstations in Dallas and the existing 1,100 workstations in Monterrey. All offices are interconnected via fiber optics and state of the art communications technology.

Jesús Rodríguez, Merkafon President, stated that "Merkafon has developed one of the most effective processes conceivable, which is a proprietary 'call blending' technology that

services the needs for both English and Spanish speaking customers throughout North America." This process is the only one of its kind in the marketplace and will bring US clients an efficient and cost-effective solution for their call center needs, providing a truly bilingual option. This has been a critical, but as of yet unmet need, demanded by the market for the past several years. Merkafon now can not only provide this solution but can offer its clients multiple communication alternatives, integrating inbound, outbound, pure bilingual, full English and the best Spanish for the most efficient communication.

Mr. Rodríguez noted, "In addition, Merkafon understands the growing usage of the Internet among Hispanics living in the United States." Because of this dynamic trend, Merkafon International will provide "Web-enabled" call center services such as:

E-MAIL MANAGEMENT  
WEB CHAT  
VoIP  
CALL ME BACK and  
CALL ME NOW buttons  
COLLABORATIVE BROWSING  
VIDEOCONFERENCING

The convergence of voice and data is a reality; therefore, the need to provide these services further enhances our clients' and their customer relationship management strategies.

As one of our existing customers stated, "Merkafon now has all of the intelligent resources, intelligently deployed." Let Merkafon be your best connection to the Hispanic market.

Contact Merkafon to explore a tailor-made solution to your strategic direct marketing needs and they will exceed your expectations - You won't believe it!

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## MAGAZINE

# Heavy Heat Stylers Warm up to Thermasilk

CASE STUDY

3

**Client:**

Unilever's  
Helene Curtis

**Agency:**

Mendoza-Dillon  
& Associates

**Billings:**

\$61 million

**Category:**

Magazine

**Goal:**

Build brand  
awareness/trial

**Results:**

67% top of mind  
awareness

Hispanic women outpace the general market when it comes to tending their crowning glory: they buy more haircare products than their mainstream counterparts. They also turned out to be what the industry calls "heavy heat stylers", a term that denotes the frequent use of hairdryers. That's what Helene Curtis uncovered from research into womens' buying patterns of haircare products. The data formed the foundation of a national TV, cable and print (magazine) effort for its Thermasilk heat-activated shampoo, launched in 1998.

Helene Curtis exerted significant marketing muscle this past year for the campaign, tagged, "*Donde hay calor. Hay cabello saludable*" (Where there's heat, there's healthy hair), to target women 18-49. The magazine push was an integral component of the campaign and featured four full-page executions in six womens' titles as *People en Espanol*, *Latina* and *Cosmopolitan en Espanol*. There were 26 insertions spread among the 6 publications.

One print ad underscores the company's strategy of focusing on the end-result the product renders: silky, conditioned, luxurious hair. The entire full-page ad focuses on a luxuriant mass of hair that blows out of a Thermasilk bottle in bright blue and gold colors. All Thermasilk products contain a mix of protein

and conditioning agents that work most effectively with heat styling appliances to improve hair condition.

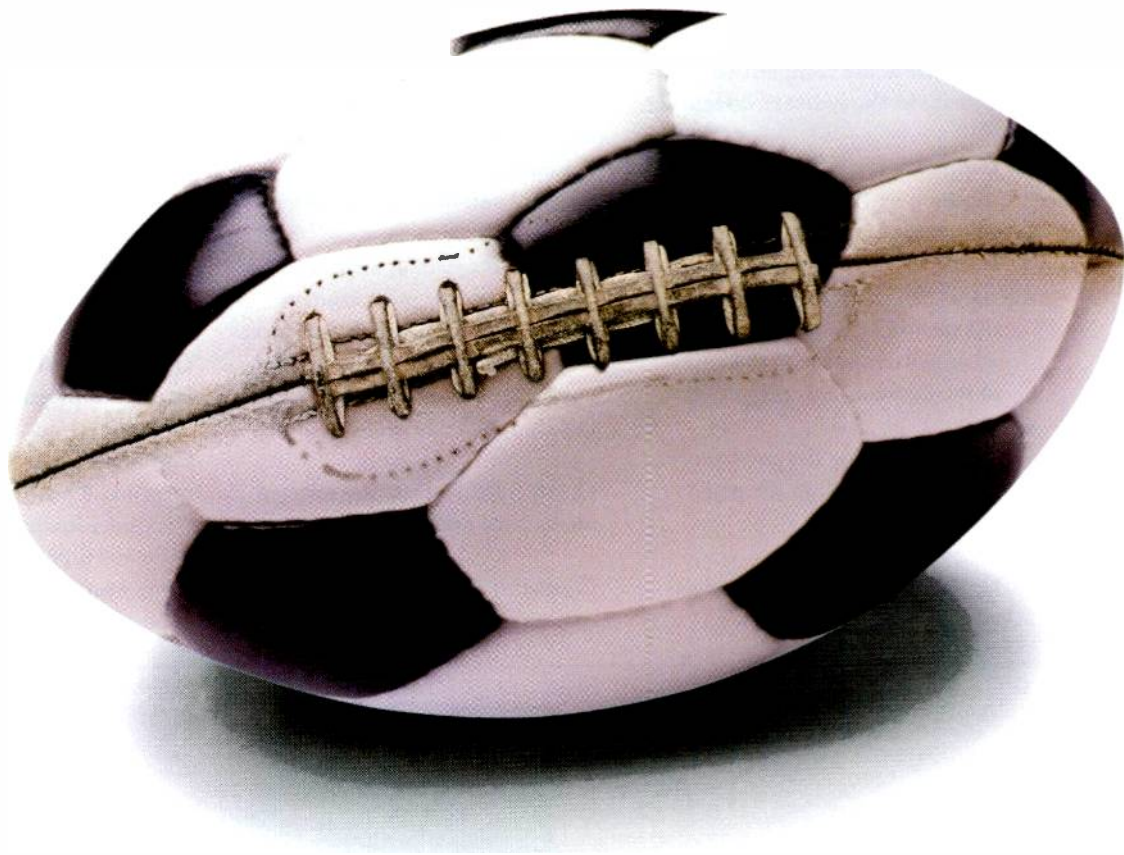
We asked Ingrid Smart, president and chief operating officer of

Mendoza-Dillon, and Joanne Cappucci, marketing manager for Thermasilk, to expound on the campaign strategy and why it's so successful.

MAS DE 10,000 VECES  
USARAS CALOR EN TU CABELLO.  
SON MAS DE 10,000 OCASIONES  
DE HACERLO MAS SALUDABLE.

DONDE HAY CALOR. HAY CABELLO SALUDABLE

www.thermasilkhair.com



## Same name, different game

*It's all about brand performance... with a kick! However, when playing in the Hispanic field your brand needs the strength of a consumer-driven, experienced and strategically-oriented team like The Bravo Group. Our unique marketing tool, the BrandAsset® Valuator, is the largest across-category brand database for helping build and integrate global and Hispanic strategies. The result is Gold Effie-winning advertising. Contact Linda De Jesús at (212) 614-6014 or [linda-ny\\_de\\_jesus@yr.com](mailto:linda-ny_de_jesus@yr.com). Because whether it's Football or "Fútbol," winning is the name of the game.*

**The Bravo Group**

New York San Francisco Miami

*Member of the Young & Rubicam group of companies*

# MAGAZINE

agency

**MD&A**  
MENDOZA, DILLON & ASOCIADOS INC.

4100 Newport Place

Suite 600

Newport Beach, CA 92660

**Q: What is the competitive climate in the haircare category?**

**Cappucci:** Overall, category spending on Hispanic-targeted advertising has increased with new entries to the category. Unilever and P & G however, remain the top spenders. We recognize there's an opportunity to gain the loyalty of the Hispanic heavy heat styler.

**Smart:** Spending has gotten very heavy, particularly in the past two years.

**Q: Which media did you select and its role?**

**Cappucci:** We've concentrated on national TV, cable and print. Our print schedule effectively utilizes key publications that serve as a "voice of authority" to our targets.

**Smart:** Print gives us a chance to get the consumer in an intimate setting, perhaps home or the office. It also gives us repeated exposure, not only to the target, but to other family members at home.

**Q: Why did you use the selected media over other options?**

**Cappucci:** We look to develop communication vehicles that link

together, to reinforce the Thermasilk message and interact with the Hispanic consumer in her daily routine, and that feature Thermasilk in her everyday life. For example, at home on TV, in print and door-to-door sampling, and instore promotional events.

**Q: What creative units were used in the campaign?**

**Cappucci:** We had 30-second TV spots and 4 print ad executions. Consumer feedback is very positive. Hispanic heavy heat stylers found the campaign creative to be motivating and relevant.

## Don't think of Hispanic Marketing as a Shot in the Dark

You don't know where to aim.  
You can't tell if you hit your target effectively.  
You don't even understand the language.  
We have the answers you seek.  
We are the market.  
Our team of seasoned professionals will open your eyes to visible results.

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**SANCHEZ & ASSOCIATES, INC.**

116 S. Michigan Avenue, 9th. Floor  
Chicago, Illinois 60603  
Tel. 312/704-0300 Fax. 312/704-0301



**Q: Tell us about promotional grassroots efforts.**

**Smart:** We're establishing a grassroots presence and involvement in what we believe are meaningful and highly-visible environments, such as community programs, festival events and cause-related organizations. For example, we're doing value sampling with *Latina Magazine* in target stores in Los Angeles, Miami and San Antonio. We'll be involved with two Hispanic Designers events in Miami this October and Los Angeles in November. Additionally, we're giving away 2 million samples via *American Baby en Espanol Magazine*.

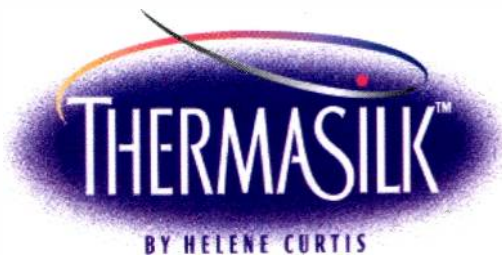
**Q: What else did you consider when marketing to Latinas?**

**Smart:** We focused on the outer beauty that they take pride in. To Hispanic women, it is important that their outer appearance is validated by other family members, like a boyfriend or husband. So, in the print ads, we needed to show the end-result, which is gorgeous-looking hair. It's a very show-and-tell approach.

**Q: Have you been successful with your 2000 programs?**

**Cappucci:** Yes, we've been very successful in building awareness and usage of Thermasilk among Hispanic target consumers. Our most recent Hispanic marketplace report showed total awareness at 67%. In addition, we've seen a

strong increase in intent to purchase. We will continue to drive Hispanic-specific initiatives, such as advertising and promotions, to further support the growth of this important segment within our user base.



**We taste different.**

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# NEWSPAPER

## CASE STUDY

### 4

**Client:**

Labatt USA's  
Cerveza Tecate,

**Agency:**

Cartel Creativo, Inc.

**Billings:**

\$75 million

**Category:**

Newspaper

**Goal:**

Raise awareness  
as true Mexican  
beer/drive sales

**Results:**

Sales up 24%

## New Arrivals, Here to Stay, Cheer Tecate

The total U.S. beer market has been flat since the mid 1980s. Blame it on industry-wide consolidations, the aging of health-crazed baby boomers, and the short run of success of microbreweries in the '90s. But meet the bright lights in this otherwise dismal landscape: specialty and Mexican imported beers like Labatt's Tecate, a segment that continues to gain steadily, even as it unleashes a fierce battle for market share.

Since Labatt's consumers are Spanish-only, Mexican-American males, Labatt USA embarked on a bold strategy to channel its marketing efforts exclusively behind the Latino market, specifically adult males aged 21-29. For their most recent campaign, Cartel Creativo, buttressed the brand's positioning as the authentic, true Mexican beer with the theme, "*Asi como tu, Tecate llego para quedarse*" (Like you, Tecate is here to stay). It's a message that resonates well with Tecate's core consumers, the rising numbers of Mexican immigrants who are leaving their homeland to pursue the American Dream.

"When economic refugees from Mexico come here, they still prefer

the food and drink they had back home," said Cartel Creativo president, Victoria Murphy-Hudson. "They don't want to be coaxed into drinking American beer. We tell them, you live in America now, but it's okay to continue drinking your Mexican beer." Tecate, one of Mexico's leading beer brands, was first brewed in 1944 in the little town of Tecate in northwestern Mexico.

Murphy-Hudson and her team developed what they call a "holistic" marketing print, radio, outdoor and TV campaign to drive trial and brand awareness while at the same time, generate excitement among consumers and the trade. For print, the team went outside the "safe" audited, large circulation newspapers, to little-known community papers preferred by Tecate consumers.

**Cerveza  
es mejor que beer**



**TECATE**

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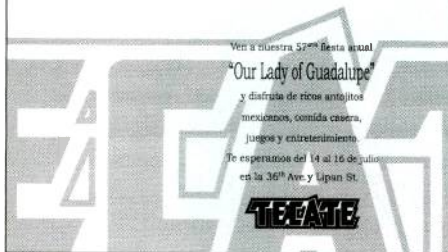
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## NEWSPAPER

# Chelas y Chalupas en "Highland Neighborhood"

Patrocinado por Tecate, la cerveza que llegó para quedarse.



Agency research found that Spanish newspaper readership by Latinos is on the rise, creating a viable complement to more traditional media types for the category. Cartel enlisted MediaWorks, a media buying firm, who worked closely with local Tecate reps to identify appropriate print venues, barrio-by-barrio.

To pitch Tecate as the “true” Mexican beer, print ads leveraged Tecate’s equity as the original salt-and-lime beer and depict a lime wedge and salt shaker alongside Tecate’s red and gold can. “Tecate was doing the salt and lime thing before any other brand, and our target knows that,” said Hittle. “So we position Tecate as the hero in our print ads with a humorous play on words and double meanings.”

One print ad reads, “*Cerveza es mejor que beer*” (cerveza is better than beer), which conveys the authentic quality our consumer was accustomed to drinking at

home. Another ad reads: “*Este 5 de Mayo lleva una mexicana a la fiesta*” (Take a mexicana to a Cinco de Mayo fiesta), a play on the feminine genders of the words “mexicana” and cerveza. “We use language that our consumer uses when chatting with friends and it’s rife with double-meanings,” said Murphy-Hudson. “So the Spanish language itself becomes an effective marketing tool.”

Half- and full-page print ads appeared in local papers that included *El Hispano*, Denver, *El Chisme*, New York, *La Voz Hispana*, Cleveland, and Chicago’s *Acento*, and

when possible, were placed in the papers’ sports sections. MediaWorks negotiated one-by-one with the community papers with the help of Tecate sales reps who were enlisted in the effort to generate excitement for retailers via regional promotions at community events like fairs, musical concerts, and sporting venues like amateur soccer games. “We hammered out the best placement and rates for Tecate. When all was said and done, we secured about 20% in value-added merchandising opportunities, which we used to sponsor local events.”

The sales reps were an integral part of the campaign’s success. Labatt hired veteran sales reps from Mexico to deal with the cultural divide faced by Anglo staffers. “They didn’t understand the cultural nuances to forge relationships with retailers, many of them Mexican-American. So we went to Mexico and hired some.”

The authenticity positioning rang true across the multimillion-dollar campaign’s other components: radio and TV. Radio spots on Mexican regional music, featured neighborhood denizens who improvised “corridos” (improvised open-ended folk ballads) about their experiences drinking Tecate. TV creative features Mexican-Americans in major markets sending heartfelt greetings to loved ones back home. It also signed on as beer sponsor last year of Major League Soccer games that aired on Univision and Galavision.

“The Hispanic community has embraced this campaign because it comes right out of their lives,” said Hittle. “It’s rough, not polished or slick, and no special effects. It’s a genuine approach that resonates with them.” The campaign was so successful that in the company’s most recent tracking poll, top of mind brand awareness and loyalty continues to climb. Hittle is jubilant: as of July 8, sales were up 24% this year, according to A.C. Nielsen data. When Labatt approached Cartel three years ago, they wanted to break into the Top Ten. “Now, we’re the third largest imported beer in the U.S. after Corona and Heineken, respectively. That’s saying something.”

There’s another unexpected boon: while Labatt expends minimal effort in marketing to Anglos, the campaign has created a halo effect that is luring them to the brand. They enjoy the point of difference from American brews like authenticity and the cache and trendiness of drinking imported. “Look at it this way, if you want Chinese. You go to Chinatown,” avers Hittle.

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# RADIO

## CASE STUDY

# Chevy Silverado Tunes Up Growth with "Toda la Vida"

### 5

**Client:**

Chevrolet Silverado

**Agency:**

Accent Marketing

**Billings:**

\$37 million

**Category:**

Radio

**Goal:**

Drive Sales

**Results:**

Sales up 24%

Full-size trucks play an important role in the Hispanic market. And Hispanics listen to more radio than nonHispanics. Armed with these demographics, Chevrolet and Accent Marketing came up with a \$6 million national TV, radio and print campaign for its Silverado truck. The central link of the effort: a popular song entitled "*Toda la vida*" (for life), a catchy pop tune with an infectious rhythm that conveys the durability, dependability and powerful engine power of the Silverado.

The "*Toda la vida*" campaign was launched amid fierce competition from big-budgeted rivals like Ford and Dodge, who are also wooing the same customer. Unit sales for the category continue to grow with a 23% growth versus a year ago. This is three times higher than nonHispanic growth. "This is a fast-growing market segment that is extremely important to our youth and regional marketing efforts," said R.M. Whisner, director/Chevrolet Truck advertising. The target: mostly males aged 34-54.

With three 60-second spots in heavy rotation, Chevrolet devoted 30% of its media strategy to radio for several reasons. The spots delivered high levels of frequency. They reached Hispanics who don't watch TV, as well as bilingual listeners. The tune was also adapted to regional music genres like the Tex-Mex flavor of Texas, salsa in New York, and the mana-style rhythms of California.

"Music ties Latinos to their roots," said agency rep Ana Maria Montero. "Radio gave us a variety of formats to reach our con-

sumer. We were able to tweak the tune to have relevance in our various markets."

No doubt that music plays a pivotal role in the campaign. But positioning the Silverado to Latinos was tricky. In the general market, it is branded as a "work" truck because these consumers tend to own more than one car. But research showed that Hispanics generally buy one large car that they use for all activities. And they prefer to spend more money on one truck. In the end, they opted to main-


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# RADIO

tain the general market platform as the "most dependable, longest-lasting FS truck" in the "Like a rock" campaign because it is relevant and meaningful to Latino consumers. But tweaked it further and positioned as a "valued partner."

"They take great care of their cars," said Montero. "It takes them to work. And it takes their families out as well. It's a work and play truck."

One radio spot touts the truck's powerful 300 horsepower engine while an announcer forcefully says, "*Potencia de sobra, todos la buscan*" (Power to spare, everyone wants it). In the background, a male singer croons in Spanish, "For all of life, and you at last the most loved, for all of

life..." Another spot focuses on the truck's spaciousness with the words, "*Espacio. Espacio de veras*" (Room. room to spare), as the tune undulates in the background. Ads aired on news and sports programs on network radio which provides coverage of 90% of all U.S. markets. It also provided an opportunity to sponsor local sport events like Mexican Soccer games and other grassroots venues. On several occasions, local radio hosts drove a Silverado while describing the driving experience to listeners through remote feed.

Promotional efforts also supported the campaign including a Copa America Championship (the oldest soccer tournament) on Radio Unica Network. The

promo included a sweeps that offered a grand prize of a Silverado in key markets like Los Angeles, San Antonio, Dallas, Houston and El Paso. Later this year, Silverado is sponsoring two seasons of Mexican Soccer on Caracol Network with a promotional tie-in that will offer trips to the games.

The "Toda la vida" campaign is resonating with consumers. Brand recognition was very high at 48% awareness less than three months after the launch in February, 1999. Market share went up slightly. And overall sales were up 24% and significantly higher in some key markets like Los Angeles, with a 38% sales growth from the previous year.



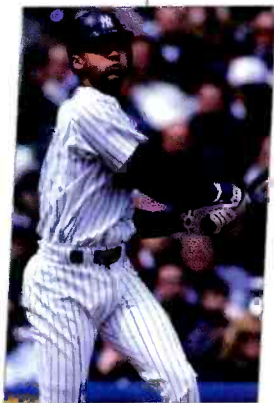
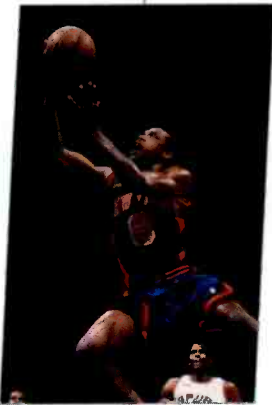
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On WADO 1280 AM

## ONLINE

## CASE STUDY

# Droves of Internet-Savvy Latinos Flock to ITT Tech Web Site

6

**Client:**ITT Technical  
Institute**Agency:**Reynardus & Moya,  
New York**Billings:**

\$8 million

**Category:**

Online

**Goal:**Drive business  
to web site**Results:**Enrollment  
up by 13%

An Information Technology Association of America study predicted over 1.6 million new jobs will open up this year in one of the hottest career paths today: Information Technology. And schools that specialize in Computer Technology - like ITT, stand poised to reap the rewards of higher student enrollment. For ITT, it's a mad scramble for market share as deep-pocketed traditional universities and other technical institutes also step up to the plate for their stake in this burgeoning sector.

One way ITT is trying to broaden its reach, is the Internet, which offers cost-efficient access to selected targets. The Internet is increasingly becoming an integral part of the U.S. Hispanic market with an estimated 3.8 million Hispanic households (a 44% penetration, up from 33% in 1999) projected to go online by the end of the year, according to recent data from Jupiter Communications, an Internet specialist. Latinos are turning to the Internet to shop for products and services, creating a captive audience for schools like ITT. The school boasts a multicultural student body enrollment in its

associate, bachelor's and master's degree programs at 65 campuses nationwide. However, school data found that Hispanics have the highest completion rates at ITT, of which Mexican-Americans living at home, have the highest graduation rate. These students do not make unilateral decisions about their future. Rather, they engage the family unit and depend on them for approval and support.

Enter Reynardus & Moya, whose relationship with ITT spans nine years. But wanting to stay ahead of the pack, ITT turned to the agency for a new strategy that would turn its English-only [www.ITT-tech.edu](http://www.ITT-tech.edu) Web site into the central link of its Spanish TV and radio umbrella campaign. Its goal: to brand itself as the educational authority that gives Latinos an "*Educacion para el futuro*" (Education for the future).

The strategy was a natural for ITT, whose computer technology curriculum is taught exclusively in English. Visitors to the Web site must be fluent in English, which is required to enroll and succeed at ITT. "The key is to tell our story to the entire family.



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# ONLINE

They have to be supportive of their child's decision. After all, it's an investment in the entire family's future," said Glenn Tanner, ITT national director of marketing.

R & M phased in an 800

number and Web site address in its tagline which appears in all advertising, including its three most recent national TV spots that air on Univision. The spots reinforce familial pride in accomplishments and

the supportive role the family unit holds in the decision-making process of each family member.

For example, the "Mature man" spot depicts a young man proudly carting a laptop home to his computer-uninitiated family. The father says, "*Mi hijo toma buenas decisiones todo el tiempo*" (My son always makes good decisions). The ad ends with the tagline and an invitation to visit the



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Web site. "Through the family, we're striking an emotional chord, a visceral connection that drives them to take the next step," said Jorge Reynardus, R & M president. It's a frontal assault, said Reynardus, that uses Hispanic media as a "welcome mat" to a more mainstream activity that is the Internet.

Visitors to the Web site have grown significantly, notching about 1 million hits a month.

Once online at the ITT site, the entire family can take a virtual tour of any campus or chat online with various school reps. ITT also encourages prospective students to visit the campus with their families. "We used Spanish media to drive potential customers to our site," said Tanner. "We don't have a Web site with lots of bells and whistles. There's no pressure to commit. They feel safe."

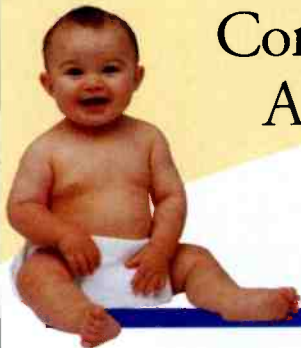
With more and more Hispanics discovering the Internet, ITT's strategy to target the family directly rather than the end-user, is a successful one. Tanner said that Internet-driven student enrollment has exceeded expectations and is notching about 13% this year, versus 9% last year. He expects that figure to go up to 4% of its student body by year's end.

agency



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### Lamaze Para Padres Promotion Program

- Delivers 625,000 polybagged issues, in which coupons, samples and educational literature ride-along with Lamaze Para Padres magazine
- Promotion program participants earn category exclusivity
- Reaches expectant couples in childbirth classes, doctors offices and hospitals



### Lamaze Lo Mejor Para Su Bebe Video

- Delivers 475,000 viewers annually, up 5.5% from 2000
- 60-minute educational videotape on infant and mother care
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- Participating sponsors earn category exclusivity

For more information, contact Linda Springett at 1-203-559-3647 or via e-mail at [lspringett@lamaze.com](mailto:lspringett@lamaze.com).

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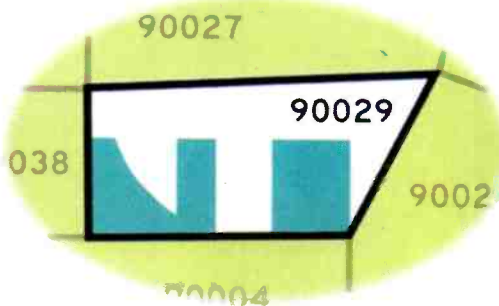
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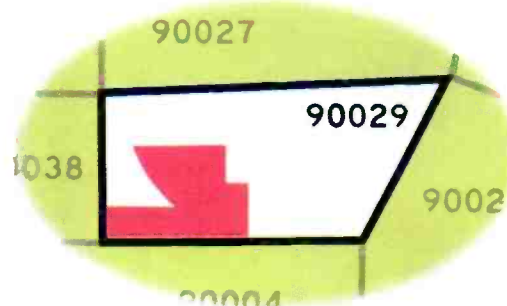
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# Magazines

BY LISA GRANATSTEIN

## Newsstand Nosedive

*Publishers feel the pain of Audit Bureau's first-half data on single-copy sales*

**A**fter years of predictions about newsstand doom and gloom, the day of reckoning finally arrived for many publishers last week. The economics of single-copy sales in recent years have proven costly, a result of wholesalers' unabated pressure on publishers to dramatically improve efficiencies, and the proliferation of new magazines overcrowding stands. Now, the Audit Bureau of Circulations' first-half results for this year essentially affirm the circulation Cassandras. Fully three out of four of the top 25 single-copy sellers—76 percent—reported losses on the newsstand,

according to *Mediaweek's* analysis. And 27 publications failed to make their rate bases, up 8 percent from the prior year.

Simply put, the results were grim, leading industry observers to predict a raft of rate-base cuts and a major blow to

scores of publishers' circ margins.

With their backs against the wall, publishers have been turning over every rock, seeking out new subscribers in the hope of making up their newsstand losses. But with the demise of the stamp sheets, the soaring costs of direct mail, and a greater reliance on zero and negative-remittance agents such as PDS, maintaining or growing rate bases has come at a heavy price.

"What we're experiencing is one of the greatest advertising climates in the history of magazines, and it's hiding everything," says circulation guru Daniel Capell. "The revenue is so strong it's hiding the expense of replacing newsstand with subscriptions."

"Across the board, virtually all large multi-title publishers are taking a fairly good hit on their circulation margins. It's almost a depression," adds one circ director from a large publishing company who requested anonymity. "Because of the loss of newsstand they're being forced to sell more subscriptions. And, of course, the loss of [Publishers Clearing House] and [American Family Publishers] has been devastating to some magazines. They've had to trade off those subscriptions that actually were reasonably profitable compared to some of the alternatives."

Meredith Corp.'s *Ladies Home Journal*, which took an 8.9 percent rate-base cut in February, to 4.1 million, has over time put



Down 7.3 percent, to 4.17 million

## Mediaweek Magazine Monitor

### Weeklies

August 21, 2000

*Business Week* reports it sold out the ad space in its Aug. 21 "The 21st Century Corporation" issue with new economy advertising. The double issue gave the McGraw-Hill weekly a boost of 18.22 percent over the same issue last year. Year-to-date, *BW* leads its 1999 performance by 35.14 percent, at 2,796.67 pages. The Aug. 21 issue included an impact gatefold from Hewlett-Packard and a 16-page insert from Apple. —Lori Lefevre

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
Business Week	21-Aug	181.36	23-Aug	153.41	18.22%	3,779.54	2,796.67	35.14%
The Economist <sup>D</sup>	12-Aug	38.00	14-Aug	30.00	26.67%	1,941.50	1,927.32	0.74%
The Industry Standard	21-Aug	88.00	NO ISSUE		N.A.	5,080.00	1,067.00	376.10%
Newsweek	21-Aug	37.54	23-Aug	26.97	39.19%	1,410.14	1,459.19	-3.36%
People	21-Aug	61.97	23-Aug	77.51	-20.05%	2,459.25	2,484.06	-1.00%
Sporting News	21-Aug	24.30	23-Aug	26.30	-7.60%	520.47	563.59	-7.65%
Sports Illustrated	21-Aug	38.05	23-Aug	46.17	-17.59%	1,650.05	1,761.78	-6.34%
Time <sup>E</sup>	21-Aug	34.00	23-Aug	35.08	-3.08%	1,830.11	1,669.80	9.60%
US News & World Report	21-Aug	28.74	NO ISSUE		N.A.	1,019.34	1,181.74	-13.74%
<b>Category Total</b>		<b>531.96</b>		<b>395.44</b>	<b>24.52%</b>	<b>19,698.48</b>	<b>14,911.15</b>	<b>32.85%</b>
<b>ENTERTAINMENT/LEISURE</b>								
AutoWeek	21-Aug	28.13	23-Aug	23.40	20.21%	969.87	993.22	-2.35%
Entertainment Weekly	18-Aug	48.70	20-Aug	58.98	-17.43%	1,203.49	1,200.29	0.27%
Golf World	18-Aug	9.00	20-Aug	32.70	-72.48%	1,053.53	977.91	7.73%
New York	21-Aug	23.10	23-Aug	21.70	6.45%	1,501.40	1,386.60	8.28%
The New Yorker <sup>D</sup>	21-Aug	87.09	23-Aug	105.28	-17.28%	1,367.57	1,003.52	36.28%
The New Republic	21-Aug	14.24	23-Aug	3.18	347.80%	273.52	275.52	-0.73%
Time Out New York	16-Aug	66.06	18-Aug	64.30	2.74%	2,316.56	2,189.95	5.78%
TV Guide	19-Aug	63.34	21-Aug	54.04	17.21%	2,004.05	2,018.00	-0.69%
<b>Category Total</b>		<b>339.66</b>		<b>363.58</b>	<b>-6.58%</b>	<b>18,689.99</b>	<b>18,045.81</b>	<b>6.42%</b>
<b>SUNDAY MAGAZINES</b>								
Parade	20-Aug	6.69	22-Aug	7.18	-6.87%	377.73	387.72	-2.58%
USA Weekend	20-Aug	8.39	22-Aug	8.50	-1.29%	359.80	403.11	-10.74%
<b>Category Total</b>		<b>15.08</b>		<b>15.68</b>	<b>-3.85%</b>	<b>737.53</b>	<b>790.83</b>	<b>-6.74%</b>
<b>TOTALS</b>		<b>886.70</b>		<b>774.70</b>	<b>14.46%</b>	<b>31,117.92</b>	<b>25,746.98</b>	<b>28.96%</b>

E=ESTIMATED PAGE COUNTS



Down 7.3 percent, to 3 million

# Magazines

even more emphasis on subscriptions. "Sure it gets more expensive. You have to find a new source mix instead of stamp sheets," says Michael Brownstein, *LHJ* vp/

publisher, who in recent years created a two-year renewal model. "But going from one-year to two-year subscriptions makes it pretty efficient, and a subscription copy is now more profitable to us than a newsstand copy." Still, the magazine's paid circ fell 7.3 percent, to 4.17 million, as did its subscriptions, which

**Down 5.9 percent, to 2.7 million**

dropped 6.6 percent.

*Playboy*, which is among the top 25-biggest newsstand sellers, missed its 3.15 million rate base. The monthly's paid circ dipped 7.3 percent, and single copies nosedived 30.3 percent over the prior year. "We're a celebrity-driven magazine, so we can have great fluctuation in terms of our newsstand sales," explains recently named *Playboy* publisher Gail Day. "We do our best to call the covers right, but we're not always 100 percent successful."

Other big newsstand losers include the 8.2 million-circ *TV Guide*, whose single copies skidded 24 percent, to 1.69 million; Hearst Magazines' 2.7 million-circ *Cosmopolitan*, which saw its paid circ dip 5.9 percent and fell 8.2 percent on newsstands, to 1.87 million; and *ESPN The Magazine*, which grew its paid circ by 27.2 percent, to 1 million, but watched newsstand fall 30.9 percent, to 55,373. "As our subscriber file grew, we converted a lot of those newsstand buyers to subscribers, and it's fallen down to levels we expected it to," says Tom Slater, *ESPN's* circulation director. "We're still right on track with our original plan."

Time Inc.'s *Entertainment Weekly* also lost out on the newsstand. While paid circ fell just 1 percent, to 1.5 million, single copies were off 18.4 percent. "The business is really in turmoil, and we're not immune to that," admits *EW* president John Squires. "But we also had an enormous year last year, driven by three *Star Wars* covers, and a lot of that change is coming from not having the same powerhouse sell-out issues in the same period."

Still, there are a number of magazines that are the envy of many, including *Fast Company*, whose paid circ is up 64.8 percent,



# Mediaweek Magazine Monitor

## Weeklies

August 14, 2000

As weekly magazines round the halfway mark and make their way home to finish up the year, the results are mixed. Several titles are suffering ad-page losses; *Newsweek* has slipped 4.16 percent YTD; *Sports Illustrated* is off 6.04 percent; and *US News & World Report* is down 16.17 percent. —LL

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
Business Week	14-Aug	69.51	16-Aug	54.53	27.47%	3,518.18	2,643.26	33.10%
The Economist	5-Aug	48.00	7-Aug	43.00	11.63%	1,903.50	1,897.32	0.33%
The Industry Standard	14-Aug	140.00	16-Aug	78.00	79.49%	4,993.00	1,067.00	367.95%
Newsweek	14-Aug	43.32	16-Aug	38.66	12.05%	1,372.60	1,432.22	-4.16%
People	14-Aug	75.96	16-Aug	66.50	14.23%	2,397.74	2,406.55	-0.37%
Sporting News	14-Aug	19.40	16-Aug	15.91	21.94%	496.17	537.29	-7.65%
Sports Illustrated	14-Aug	72.75	16-Aug	60.46	20.33%	1,612.00	1,715.61	-6.04%
Time <sup>E</sup>	14-Aug	62.65	16-Aug	37.86	65.48%	1,796.11	1,634.72	9.87%
US News & World Report	14-Aug	19.12	16-Aug	55.52	-65.56%	990.60	1,181.74	-16.17%
<b>Category Total</b>		<b>550.71</b>		<b>450.44</b>	<b>22.26%</b>	<b>19,079.90</b>	<b>14,515.71</b>	<b>31.44%</b>
<b>ENTERTAINMENT/LEISURE</b>								
AutoWeek	14-Aug	23.91	16-Aug	35.70	-33.03%	941.74	969.82	-2.90%
Entertainment Weekly	11-Aug	30.53	13-Aug	37.20	-17.93%	1,154.85	1,141.31	1.19%
Golf World	11-Aug	45.66	13-Aug	44.20	3.30%	1,044.53	945.21	10.51%
New York	14-Aug	31.30	16-Aug	22.40	39.73%	1,478.30	1,364.90	8.31%
The New Yorker	14-Aug	17.48	16-Aug	13.40	30.45%	1,280.48	998.24	28.27%
The New Republic	14-Aug	1.47	16-Aug	6.08	-75.82%	259.28	272.27	-4.77%
Time Out New York	9-Aug	62.51	11-Aug	61.50	1.64%	2,250.51	2,125.65	5.87%
TV Guide	12-Aug	50.01	14-Aug	46.63	7.25%	1,940.71	1,963.96	-1.18%
<b>Category Total</b>		<b>262.87</b>		<b>267.11</b>	<b>-1.59%</b>	<b>10,350.40</b>	<b>9,781.36</b>	<b>5.82%</b>
<b>SUNDAY MAGAZINES</b>								
Parade	13-Aug	10.67	15-Aug	10.37	2.86%	371.05	380.54	-2.49%
USA Weekend	13-Aug	10.00	15-Aug	8.19	22.10%	351.41	394.61	-10.95%
<b>Category Total</b>		<b>20.67</b>		<b>18.56</b>	<b>11.35%</b>	<b>722.46</b>	<b>775.15</b>	<b>-6.80%</b>
<b>TOTALS</b>		<b>834.25</b>		<b>736.11</b>	<b>13.33%</b>	<b>30,152.76</b>	<b>25,072.22</b>	<b>20.26%</b>

E=ESTIMATED PAGE COUNTS

## Biweeklies

August 21, 2000

*ESPN The Magazine*, which got off to a sluggish start early this year, is seeing a slight uptick in pages, up 16.10 percent for its Aug. 21 issue. The title is virtually flat for the year to date, with 972.42 pages. Although it's a presidential election year, *National Review* isn't benefiting from the political hype so far. The title trails last year by 5.57 percent. —LL

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>BUSINESS/ENTERTAINMENT</b>								
Business 2.0 <sup>B/20</sup>	22-Aug	168	NO ISSUE		N.A.	2164.89	466.46	364.11%
ESPN The Magazine	21-Aug	68.50	23-Aug	59.00	16.10%	972.42	962.78	1.00%
Forbes	21-Aug	174.90	23-Aug	102.56				
Forbes ASAP	21-Aug	98.90	23-Aug	76.47				
Forbes <sup>e</sup>	21-Aug	273.80	23-Aug	181.03	51.25%	3,484.01	2,616.36	33.16%
Fortune			NO ISSUE			3,811.33	2,519.29	51.29%
Inc. <sup>F</sup>			NO ISSUE			1,037.80	845.50	22.74%
National Review	28-Aug	15.08	30-Aug	18.41	-18.11%	313.78	332.30	-5.57%
Rolling Stone	17-Aug	78.72	19-Aug	93.85	-16.12%	1,066.14	1,091.65	-2.34%
<b>CATEGORY TOTAL</b>		<b>604.10</b>		<b>352.29</b>	<b>71.48%</b>	<b>12850.37</b>	<b>8834.34</b>	<b>45.46%</b>

B=MONTHLY IN 1999; e=PUBLISHER'S ESTIMATE; F=18 ISSUES PER YEAR; 20=20 ISSUE IN YEAR

## Monthlies/September

Several magazines had record-breaking issues in September. Hearst Magazines' *Esquire* tipped the scales this month with its largest issue since 1989. With a double-digit gain of 23.68 percent over September 1999, the men's lifestyle publication is making a rebound. Nonetheless, with only 714.96 ad

	RATE BASE (1ST HALF '00)	CIRC. (1ST HALF '00)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>BUSINESS/TECH/NEW ECONOMY</b>								
Fast Company <sup>10</sup>	500,000	538,261	231.00	193.00	19.69%	1559.00	977.00	59.57%
Red Herring*	175,000	243,695	310.83	134.667	130.81%	2387.34	856.95	178.59%
Upside <sup>10</sup>	200,000	205,083b	136.00	81.00	67.90%	935.00	513.00	82.26%
Wired	475,000	494,404	182.00	125.00	45.60%	1,412.30	855.50	65.08%
<b>Category Total</b>			<b>859.83</b>	<b>533.67</b>	<b>61.12%</b>	<b>6,293.64</b>	<b>3,202.45</b>	<b>96.53%</b>
<b>DO-IT-YOURSELF</b>								
Family Handyman <sup>9</sup>	1,100,000	1,149,832	79.08	88.10	-10.24%	512.26	482.41	6.19%
Today's Homeowner <sup>10</sup>	950,000	954,383	60.92	56.71	7.42%	418.82	372.35	12.48%
<b>Category Total</b>			<b>140.00</b>	<b>144.81</b>	<b>-3.32%</b>	<b>931.08</b>	<b>854.76</b>	<b>8.93%</b>



# Magazines

850,434, according to ABC; single copies declined 19.9 percent.

Since January, the company has lost several key executives. Wenner vp/group publisher John Berg left to join the New York office of Omnicom Group's DDB Worldwide as COO. *Rolling Stone* publisher Terry Hummel left in April for family reasons but has since been succeeded by former *RS* associate publisher Jack Rotherham. And *Men's Journal* publisher Kevin O'Malley, who recently joined



Burstein is anointed king of *MBA Jungle*.

Emap as president of its sports properties, was replaced last month by Rob Gregory, former publisher of *American Express' Travel & Leisure Golf*.

Three contenders are now in the running for *Us Weekly's* top job, and a new publisher will be announced shortly, says Kent Brownridge, Wenner's vp/general manager. "The results will speak," he says, predicting that all three titles will be up by year-end.

*MJ* is up 15.8 percent through September, to 788 pages; *RS* through its Aug. 17 issue is down 2.3 percent, to 1,066 pages, reports *Mediaweek Magazine Monitor*.

Interestingly, *Jungle Interactive's* advisory board reads like a *Who's Who* of Wenner alumni. Burstein, who joined the board in January, helped bring on Berg, O'Malley and former *Men's Journal* senior deputy editor Jon Gluck. "I've made some introductions," says Burstein. "It's the way the business works. People know each other—you network and introduce people around."

## Vibe Finds Its Feminine Side

'Home Girl' to launch in Oct.

Just three months after music lifestyle magazine *Vibe* shuttered its year-and-a-half-old, youth-targeted quarterly *Blaze*, the *Vibe/Spin* Ventures book is planning to try its hand at yet another spinoff niche

# Mediaweek Magazine Monitor

Monthlies/September



ABC syndicated program *MoneyTalks*. Travel Channel produced an hour-long special about the September issue, and *MoneyTalks* has *Traveler*-branded segments. The title offered advertisers 30-second spots on both TV programs. "Advertisers loved the added value," says *Traveler* publisher Lisa Hughes, who booked 38 pages from advertisers including Hewlett-Packard, Prudential and Toyota as part of this deal.

Not all publications scored record numbers in September. *CN's Mademoiselle* continues to be bogged down by its yearlong makeover. A year ago, the title announced it would move in a new direction when editor Mandi

	RATE BASE (1ST HALF '00)	CIRC. (1ST HALF '00)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
George10/@@	450,000	461,013	26.33	50.33	-47.69%	192.68	314.11	-38.66%
Harper's Magazine	205,000	220,597	24.17	37.59	-35.70%	232.24	225.75	2.87%
National Geographic	7,800,000	7,957,062	45.23	30.45	48.54%	316.56	279.82	13.13%
Reader's Digest	12,500,000	12,613,790	101.72	86.48	17.62%	906.09	802.25	12.94%
Smithsonian	2,000,000	2,055,887	57.08	69.15	-17.45%	518.92	566.30	-8.37%
Talk	500,000	N.A.C	77.67	126.33	-38.52%	441.33	126.33	249.35%
Vanity Fair	1,000,000	1,069,650	270.79	220.64	22.73%	1,332.10	1,197.22	11.27%
<b>Category Total</b>			<b>679.10</b>	<b>692.62</b>	<b>-1.95%</b>	<b>4,629.86</b>	<b>4,185.01</b>	<b>10.63%</b>
<b>HEALTH/FITNESS (MEN)</b>								
Flex	150,000	163,336	182.46	149.14	22.34%	1,464.46	1,459.44	0.34%
Men's Fitness	550,000	567,552	47.56	76.88	-38.14%	417.78	494.03	-15.43%
Muscle & Fitness	None	485,318	170.69	115.47	47.82%	1,253.69	1,148.48	9.16%
Runner's World	500,000	510,685	49.87	57.15	-12.74%	360.32	416.16	-13.42%
<b>Category Total</b>			<b>450.58</b>	<b>398.64</b>	<b>13.03%</b>	<b>3,496.25</b>	<b>3,518.11</b>	<b>-0.62%</b>
<b>HEALTH/FITNESS (WOMEN)</b>								
Fitness10	1,050,000	1,061,387	78.22	64.52	21.23%	512.96	579.71	-11.51%
Health9	1,300,000	1,415,806	106.42	86.92	22.43%	656.42	496.04	32.33%
Prevention	3,000,000	3,014,859	138.28	91.90	50.46%	913.64	722.78	26.41%
Self	1,100,000	1,190,707	158.00	143.25	10.30%	929.25	874.53	6.26%
Shape	1,500,000	1,538,192	78.21	64.26	21.71%	672.17	552.69	21.62%
<b>Category Total</b>			<b>559.13</b>	<b>450.85</b>	<b>24.02%</b>	<b>3,684.44</b>	<b>3,225.75</b>	<b>14.22%</b>
<b>KIDS</b>								
Boys' Life	1,300,000	1,340,232	17.74	18.08	-1.88%	132.71	110.76	19.82%
Contact Kids10	300,000	272,028	8.00	9.00	-11.11%	51.67	43.33	19.25%
Disney Adventures10++	1,000,000	1,045,041b	39.23	37.56	4.45%	219.43	206.11	6.46%
KidCity10	250,000	234,742	11.00	10.00	10.00%	38.00	39.33	-3.38%
Nickelodeon Magazine10	900,000	906,318b			<b>DID NOT REPORT</b>	181.48	124.83	45.38%
Sports Illustrated for Kids+	950,000	1,027,703b	45.30	31.03	45.99%	233.25	225.72	3.34%
<b>Category Total</b>			<b>121.27</b>	<b>105.67</b>	<b>14.76%</b>	<b>856.54</b>	<b>750.08</b>	<b>14.19%</b>
<b>MATURE MARKET</b>								
New Choices10	600,000	619,352			<b>DID NOT REPORT</b>	295.34	272.82	8.25%
Senior Golfer10	185,000	199,579	96.50	84.93	13.62%	561.81	432.91	29.78%
<b>Category Total</b>			<b>96.50</b>	<b>84.93</b>	<b>13.62%</b>	<b>857.15</b>	<b>705.73</b>	<b>21.46%</b>
<b>MEN'S LIFESTYLE</b>								
Esquire	650,000	676,211	157.16	127.07	23.68%	714.96	641.30	11.49%
Gentlemen's Quarterly00	750,000	827,605	294.21	307.61	-4.36%	1,276.05	1,227.59	3.95%
Maxim@@	1,500,000	2,157,324	130.06	120.20	8.20%	802.95	612.86	31.02%
Men's Health10	1,625,000	1,649,156	112.28	109.83	2.23%	523.33	605.32	-13.54%
Men's Journal	600,000	601,170	158.05	124.23	27.22%	788.41	681.16	15.75%
Outside	550,000	569,224	99.08	83.14	19.17%	814.95	813.35	0.20%
Penthouse	None Claimed	851,066	45.93	73.14	-37.20%	381.10	403.28	-5.50%
Playboy	3,150,000	3,014,812	41.27	56.61	-27.10%	465.42	429.34	8.40%
<b>Category Total</b>			<b>1,038.04</b>	<b>1,001.83</b>	<b>0.04</b>	<b>5,767.17</b>	<b>5,414.20</b>	<b>6.52%</b>
<b>OUTDOORS</b>								
Bowhunting9	160,000	194,136	69.11	71.35	-3.14%	278.59	274.42	1.52%
Field & Stream	1,750,000	1,755,389	103.55	108.92	-4.93%	586.58	545.28	7.57%
Guns & Ammo	575,000	585,443	36.27	39.45	-8.06%	344.96	339.36	1.65%
Handguns	150,000	158,074	30.02	36.22	-17.12%	255.50	286.46	-10.81%
Hunting	350,000	358,522	54.98	60.57	-9.23%	328.22	354.41	-7.39%
Outdoor Life10	1,350,000	1,369,094	87.01	72.08	20.71%	412.07	370.20	11.31%
<b>Category Total</b>			<b>380.94</b>	<b>388.59</b>	<b>-1.97%</b>	<b>2,205.92</b>	<b>2,170.13</b>	<b>1.65%</b>
<b>PARENTING/FAMILY</b>								
American Baby	1,805,000	1,706,343b	51.31	56.06	-8.47%	408.97	385.53	6.08%
Baby Talk10	1,500,000	1,503,382b	49.61	45.87	8.15%	280.85	271.06	3.61%
Child10	920,000	921,290	64.52	55.77	15.69%	409.08	392.61	4.20%
FamilyFun10	1,200,000	1,233,414	81.05	80.01	1.30%	518.00	471.23	9.93%
Family Life10	450,000	464,164	64.55	45.69	41.28%	300.18	331.68	-9.50%
Family PC	500,000	527,263	64.65	70.81	-8.70%	597.50	689.28	-13.32%
Parenting10	1,450,000	1,459,297	129.96	126.49	2.74%	782.16	794.63	-1.57%
Parents	1,991,000	1,992,364	153.55	132.64	15.76%	1,094.80	1,028.21	6.48%
Sesame Street Parents	1,100,000	1,119,705	59.00	63.30	6.79	331.00	337.80	-1.75%
<b>Category Total</b>			<b>1,394.84</b>	<b>676.64</b>	<b>106.14%</b>	<b>4,723.44</b>	<b>4702.03</b>	<b>0.46%</b>



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**BELO**

# Magazines

title, this one aimed at *Vibe's* growing female audience.

*Home Girl* will be polybagged with 200,000 subscriber copies of *Vibe's* October issue. The first edition might best be described as a *Cosmo-Martha Stewart Living* hybrid aimed at the hip-hop set, sporting various beauty and self-help columns, fashion spreads and a photographic tour of a record exec's Brooklyn brownstone. Inaugural advertisers include Lane Bryant, Captain Morgan Rum and Urban Luxe Cosmetics.

A follow-up issue is slated for March, after which time the company will decide whether to break the title out as a stand-alone.

*Vibe* president Kenard Gibbs says creat-

ing a magazine around the music book's burgeoning female base seemed an obvious move. The traditionally male-skewing title today has achieved true dual-gender status, with a 49.9 percent female readership.

"Half our audience is female.

And look at the pop charts—Mary J. Blige, Mariah Carey. It just made sense for us to explore this world," adds Emil Wilbekin, publication director of *Home Girl*. "I think the idea is that there are many young, urban women who want to read and learn more about themselves and the world that surrounds them."

Its creators say the magazine's focus on the home sets it apart from such women's titles as *Essence* and Oprah Winfrey's *O*. "Finance, travel, fashion, beauty—all these ideas take place in the home," says editor Mimi Valdes.

Meanwhile, forebear *Vibe's* fortunes are looking up. Next January, the magazine plans to raise its rate base from 725,000 to 800,000 and boost its frequency from 10 times a year to monthly. Ad pages through July were running 9.2 percent ahead of last year, according to the Publishers Information Bureau. While newsstand sales for the six months ended June 30 were off by 5.3 percent compared to last year, subscriptions were up by 7.3 percent on overall greater circ of 3.6 percent, according to the Audit Bureau of Circulations. —Tony Case



A *Martha Stewart/Cosmo* for the hip-hop set

# Mediaweek Magazine Monitor


## Monthlies/September



Norwood took the helm in March 2000. Two issues into *MJ's* new look, pages are still soft, off 17.06 percent year-to-date, to 699.63 pages. Publisher Lori Burgess says she was hurt by not having a redesigned product to show advertisers until July 10. "We were asking [advertisers] to give us a leap of faith," says Burgess. "I can understand why many were being conservative." Burgess adds, however, that the rest of 2000 is looking up for the fashion magazine; *Mademoiselle* has landed commitments from Nike, Coach and Anne Klein. Other losers in September: Hachette Filipacchi Magazines' *Premiere* dropped 44.93 percent, and Emap USA's *Motor Trend* skidded 50.47 percent. —LL

	RATE BASE (1ST HALF '00)	CIRC. (1ST HALF '00)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>PERSONAL FINANCE</b>								
Individual Investor	500,000	501,439	47.83	38.30	24.88%	474.57	432.90	9.63%
Kiplinger's Personal Finance	1,000,000	1,046,639	62.00	63.40	-2.21%	590.00	605.96	-2.63%
Money	1,900,000	1,908,573	93.34	122.22	-23.63%	954.81	968.98	-1.46%
Mutual Funds	800,000	828,331	46.78	36.04	29.80%	505.22	351.00	43.94%
SmartMoney	750,000	780,909	107.14	113.15	-5.31%	878.03	884.17	-0.69%
Worth10W	500,000	521,674	88.25	121.29	-27.24%	561.04	569.84	-1.54%
<b>Category Total</b>			<b>445.34</b>	<b>494.40</b>	<b>-9.92%</b>	<b>3,963.67</b>	<b>3,812.85</b>	<b>3.96%</b>
<b>SCIENCE/TECHNOLOGY</b>								
Discover	1,000,000	1,030,842	38.70	48.67	-20.48%	347.55	418.30	-16.91%
Natural History <sup>10</sup>	300,000	322,577	30.52	29.18	4.59%	226.70	245.31	-7.59%
Popular Science <sup>10</sup>	1,550,000	1,566,817	45.67	43.83	4.20%	400.27	416.16	-3.82%
Scientific American	640,000	700,043	29.01	24.67	17.59%	255.43	255.20	0.09%
Spectrum, IEEE	None	304,430 <sup>c</sup>	58.17	70.39	-17.36%	449.51	429.60	4.63%
Yahoo! Internet Life	900,000	884,960	77.19	89.74	-13.98%	705.09	630.63	11.81%
<b>Category Total</b>			<b>279.26</b>	<b>306.48</b>	<b>-8.88%</b>	<b>2,384.55</b>	<b>2,395.20</b>	<b>-0.44%</b>
<b>SHELTER</b>								
American HomeStyle/Gardening <sup>10</sup>	980,000	1,021,836	67.67	49.74	36.05%	455.10	407.47	11.69%
Architectural Digest	800,000	840,913	220.43	217.65	1.28%	1,259.04	1,204.12	4.56%
Country Living	1,600,000	1,651,206	106.20	101.35	4.79%	775.56	767.13	1.10%
Home10	1,000,000	1,005,607	122.46	117.35	4.35%	761.63	760.64	0.13%
House Beautiful	850,000	865,127	120.92	99.79	21.17%	781.29	696.56	12.16%
House & Garden	700,000	722,538	208.82	196.74	6.14%	789.08	717.61	9.96%
Martha Stewart Living <sup>10</sup>	2,100,000	2,310,692	216.29	179.34	20.60%	1,188.61	975.94	21.79%
Southern Living	2,500,000	2,540,821	129.40	122.70	5.46%	1,166.40	1,129.40	3.28%
Sunset	1,425,000	1,443,757	122.81	113.03	8.65%	1,039.26	914.07	13.70%
This Old House <sup>10</sup>	650,000	678,038	78.71	92.62	-15.02%	619.33	555.26	11.54%
<b>Category Total</b>			<b>1,393.71</b>	<b>1,290.31</b>	<b>8.01%</b>	<b>8,835.30</b>	<b>8,128.20</b>	<b>8.70%</b>
<b>TEEN</b>								
CosmoGirl! <sup>10/L</sup>	500,000	850,000 <sup>c</sup>	65.27	N.A.	N.A.	378.40	52.00	627.69%
Seventeen	2,350,000	2,369,734	189.51	170.99	10.83%	1,086.59	996.19	9.07%
Teen	2,200,000	2,202,615	67.29	76.64	-12.20%	459.55	451.17	1.86%
Teen People <sup>10</sup>	1,500,000	1,671,338	149.71	143.70	4.18%	760.57	638.14	19.19%
YM <sup>10</sup>	2,200,000	2,202,615	84.22	86.41	-2.53%	399.86	424.69	-5.85%
<b>Category Total</b>			<b>556.00</b>	<b>477.74</b>	<b>16.38%</b>	<b>3,084.97</b>	<b>2,562.19</b>	<b>20.40%</b>
<b>TRAVEL</b>								
Condé Nast Traveler	750,000	768,547	177.60	137.95	28.74%	1,102.21	1,047.87	5.19%
Travel & Leisure	925,000	961,211	174.28	167.32	4.16%	1,236.00	1,141.93	8.24%
Travel Holiday <sup>10</sup>	650,000	653,318	52.36	69.75	-24.93%	496.02	502.60	-1.31%
<b>Category Total</b>			<b>404.24</b>	<b>375.02</b>	<b>7.79%</b>	<b>2,834.23</b>	<b>2,692.40</b>	<b>5.27%</b>
<b>WEALTH</b>								
Robb Report	None	106,605	145.00	100.00	45.00%	1,134.33	966.00	17.43%
Town & Country	425,000	430,367	170.25	149.04	14.23%	1,010.07	921.01	9.67%
<b>Category Total</b>			<b>315.25</b>	<b>249.04</b>	<b>26.59%</b>	<b>2,144.40</b>	<b>1,887.01</b>	<b>13.64%</b>
<b>WOMEN'S SERVICE</b>								
Better Homes & Gardens	7,600,000	7,627,977	166.23	205.55	-19.13%	1,391.71	1,372.97	1.36%
Family Circle			<b>DID NOT REPORT</b>					
Good Housekeeping	4,500,000	4,507,306	143.99	122.82	17.24%	1,079.46	990.02	9.03%
Ladies' Home Journal	4,100,000	4,173,295	120.73	131.58	-8.25%	952.21	925.58	2.88%
McCall's			<b>DID NOT REPORT</b>					
O, The Oprah Magazine <sup>9</sup>	900,000	N.A.	170.68	N.A.	N.A.	462.90	N.A.	N.A.
Redbook	2,250,000	2,338,941	156.60	122.82	27.50%	1,040.63	882.76	17.88%
Woman's Day <sup>17</sup>	4,050,000	4,151,481	211.54	214.25	-1.26%	1,315.71	1,201.40	9.51%
<b>Category Total</b>			<b>969.77</b>	<b>797.02</b>	<b>21.67%</b>	<b>6,242.62</b>	<b>5,372.73</b>	<b>16.19%</b>
<b>MEDIAWEEK MONITOR TOTALS</b>			<b>15,462.94</b>	<b>14,317.35</b>	<b>8.00%</b>	<b>98,255.95</b>	<b>92,712.15</b>	<b>5.98%</b>

FOOTNOTES: RATE BASE AND CIRCULATION FIGURES ACCORDING TO THE AUDIT BUREAU OF CIRCULATIONS FOR THE FIRST HALF OF 2000; b=AUDITED BY BPA INTERNATIONAL; c=NON-AUDITED TITLE; D=DOUBLE ISSUE; L=LAUNCHED 5/99; O=LAUNCHED 5/00; T=LAUNCHED IN AUGUST 1999; W=SEPTEMBER 1999 AD PAGES INCLUDED 50.90 PAGES FROM THE EQUITY SUPPLEMENT; OO=SEPTEMBER 1999 ISSUE INCLUDES A 22.36 ONSET; 4=FOUR MORE ISSUES IN 2000; 9=PUBLISHED NINE TIMES; 10=PUBLISHED 10 TIMES; 11=PUBLISHED 11 TIMES; 17=PUBLISHED 17 TIMES; @=PUBLISHED ONE FEWER ISSUE IN 1999; @@=PUBLISHED TWO FEWER ISSUES IN 2000; +=PUBLISHED ONE MORE ISSUE IN 1999; ++=TWO MORE ISSUES IN 1999; +++=PUBLISHED THREE MORE ISSUES IN 1999; #=STEREO REVIEW AND VIDEO WERE MERGED IN JAN. '99



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# Kinzan to Launch Branded Homepages for Avon Reps

**BY ERIK GRUENWEDEL**—Kinzan, a two-year-old Carlsbad, Calif.-based provider of online content management, commerce and communication services, has formed a partnership with Avon Products to provide the New York-based direct seller of beauty and related products more than 500,000 independent sales representatives with individual branded Web sites.

The personalized e-representative sites, which require no programming experience and can be created for a fee via an Avon Site-Builder link from the company's homepage, are expected to launch in mid-September, according to Lauren Essex, vice president of marketing for the 85-employee Kinzan.

While recognizing that local sales reps know their territories and clientele best, Essex said Avon wanted to avoid the pitfalls one national restaurant chain experienced when an independent franchise's site featured images of a topless waitress.

"Avon wanted to offer an individual Web site to its representatives while maintain-

ing control over the content," said Essex. "They've spent millions branding Avon."

Besides choosing from three different branded Web site designs, reps can include a personal biography and photos, in addition to product listings and links to pertinent editorial content from particular Avon campaigns.

"If pink lipstick is popular in Southern Georgia, [local Avon sites] are not going to show lovely browns that are popular in New York," said Essex.

In addition to Avon, Maytag Corp., a Newton, Iowa-based appliance manufacturer; Carson Wagonlit Travel, a Minneapolis- and Paris-based business travel and expense management company; Atlanta-based AutoTrader.com; and New York-based



By mid-September, Avon reps will be able to create personalized sites.

Chase Merchant Services have partnered with Kinzan, according to Essex.

"Many Fortune 1000 companies have a distribution model that's essentially working in the physical world," said Essex. "We want them to establish that model online and embrace their current distribution channel so their brand identity stays intact." ■

# Miller Lite Sponsors Pigskin Pages

**BY JENNIFER OWENS**—SportsLine.com, a Fort Lauderdale, Fla.-based online sports media company, has signed Miller Lite to be title sponsor of its suite of Commissioner.com fantasy football pages, part of its flagship site, CBS SportsLine.com.

Miller Lite will be featured on all CBS Sports Line.com fantasy football pages. Additionally, Miller Lite will be highlighted in both banner ads and SportsLine.com's advertising and promotional campaign slated for the upcoming football season.

The deal follows SportsLine's decision to make its online fantasy sports services free, starting with the upcoming pro football season. The result, according to a SportsLine spokesman, has been a "significant" increase in user sign-ups, with the busiest two weeks for sign-ups yet to come.

"We decided to forego the revenue we would have made by selling the leagues

individually and make it up in sponsorships," explained Mark Mariani, president of sales and marketing for SportsLine.

Expecting to announce additional sponsorships for individual Commissioner.com sections this year, Mariani said, "We've already exceeded our [projected revenue] numbers and we're well on our way [to beating last year's subscription revenue]."

In the meantime, as traffic grows, so will SportsLine's consumer database. "We will [be able to] run promotional announcements to that database for our sponsors," said Mariani. "But we'll never turn the names over. We'll never forfeit ownership of that."

At Milwaukee-based Miller Brewing Co., Bob Mikulay, senior vp of marketing, said the sponsorship should serve "as a stepping-stone as Miller Lite increases its presence on the Internet." ■



## mediaconnect

If you think the public's obsession with a movie's box-office receipts has reached overkill status, turn the page. However, if



you're like **Oliver Eberle**, president and CEO of ShowBIZ Data.com, a three-year-old, Los Angeles-based online entertainment subscription database, dissecting the daily grosses for *Hollow Man* is as equally an entertaining enterprise as munching free popcorn at a half-price matinee.

Not that Eberle doesn't appreciate moving pictures. As the former president of German-based Centropolis Films, he's had his share of creative brainstorming. But as producer of *Stargate* and *Universal Soldier*, two films that grossed more than \$700 million worldwide, Eberle understands Hollywood's bottom-line mentality. Which is probably why he told *The Hollywood Reporter* in June that if ShowBIZData's business model only revolved around online entertainment, he'd "be worried."—Erik Gruenwedel

### So are advertising-based entertainment sites doomed?

If [they're] in a niche business like the online film market, I think so. You're looking at potentially 6,000 to 7,000 customers [buyers, sellers, producer reps, independent filmmakers, among others] that are actively buying entertainment related product or rights to product. The only expansion is from TV, which probably adds a few thousand people. It's not like a million-pageview generator where you can actually reap ad revenue.

### Is there still a viable online entertainment market?

Yes, especially if you look at other segments, including [online] development and production, domestic and international sales, and marketing and distribution. For the general user interested in the entertainment industry, [he or she] has reaped substantial benefits from these systems through reduced costs and increased exposure.

### Would actor Kurt Russell have been cast in *Stargate* with your proprietary software, which claims to project a movie's revenue based on the genre, cast, director, writer and producer?

Let's find out. Adjusted for inflation, the average Kurt Russell movie grosses \$30 million in the United States and another \$16 million worldwide. *Stargate* had a \$60 million budget. With \$50 million worldwide gross in video, and if you disregard the sci-fi element that attracts a certain audience, you would still have a profitable movie. ■

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# List Man

How did Craig Newmark—founder of Craigslist.org—make his community and job listing site into Silicon Valley’s hottest, advertising-free destination on the Web? By Janis Mara



**CRAIG'S WORLD:** Newmark says that Craigslist.org is more labor of love than commercial venture. Below, the site's simple, text-based interface may lack pizzazz, but it more than makes up for it with relevant information.



**C**raig's List ([www.craigslist.org](http://www.craigslist.org)) is the little site that could—and could and could. The San Francisco-based job and community referral service has no VC funding and accepts no advertising, yet it added 18 people to its staff this year, expanded to Boston and Australia and racked up 14 million page views in July.

Back in 1995, founder Craig Newmark, a programmer living in San Francisco, was in the habit of e-mailing friends about interesting job openings and hot parties in the area. The list soon became so popular that Newmark had to put up a Web site to contain the listings.

The timing dovetailed perfectly with the explosion of Silicon Valley jobs and doings in the late '90s, and Newmark soon found himself in on something bigger than he had ever imagined. "I've been at parties and had CEOs tell me they hired 50 [out] of a 54-person staff through the list," Newmark says.

For example, when adhoc, a company that designed and produced Web pages, moved to the San Francisco area in 1994, "all of our new people came from Craig's List," says Todd McNichols, a recruiter for the firm, which has since merged with Reston, Va.-based Proximcom.

What makes Craig's List special? McNichols says, "Craig's List has a higher-caliber candidate and is a place where a unique individual would check for jobs, which goes a long way in the Web world. I wish to God I had a Craig's List in every city. It would make [my job] 20-times easier."

Cambridge, Mass.-based Forrester Research rates Craig's List as the "most efficient job recruiting site," outranking multimillion-dollar sites such as Careerbuilder.com and Monster.com.

Also, it helps that Craig's List's fees are significantly lower. Employers pay only \$45 a month to list available positions, a mere pittance compared to the thousands of dollars often spent to recruit professionals.

While Newmark says he may adjust the fees upward in the near future, they will still be reasonable compared to other services. According to Newmark, it has never been his intention to make money from the site.

In 1997, Microsoft Sidewalk approached Newmark about running banner ads on the site. "I told myself, 'I'm already an overpaid contract programmer, and while making money on the Net is good, not everything has to be about money.' That's when I decided not to accept ads."

Newmark has remained true to this decision. The 20-person staff and the site are funded solely by the \$45 fee employers pay to list their positions. (All other listings, which include personal ads, classifieds and ads for apartments, are free.)

The 47-year-old founder has also turned down offers from investors to buy Craig's List. To Newmark, such a sale "would have destroyed the spirit that we have." Newmark jokes about the site's bare-bones user interface, saying, "[The site] still feels like a half-assed personals site to me."

Kept deliberately simple, the site eschews bells and whistles such as Flash or RealAudio—or, for that matter, graphics of any sort. The top-level page is a simple collection of text links. But when the visitor clicks on the links, it soon becomes apparent what Craig's List has to offer.

A glance at the "Community" section on a given day reveals listings including: "Filou, my French dog, needs a temporary

home," "Soccer for women over 35," and "Kids with cancer need your used electronic games!" (from the "Pets," "Sports" and "Volunteer" sections). A visit to the "Internet/Web Engineering" job area, one of 24 employment categories, reveals 24 openings, all in the Bay Area, posted in one day.

The site also carries events listings. In the beginning, Craig's List was a good way to learn about cutting-edge happenings, such as the San Francisco Drag King contest in which women compete in male garb, or '60s biker flicks at San Francisco's Werpapad, a retro movie house. These listings still abound, but more mainstream organizations, such as local bookstores listing their scheduled readings, have also joined in.

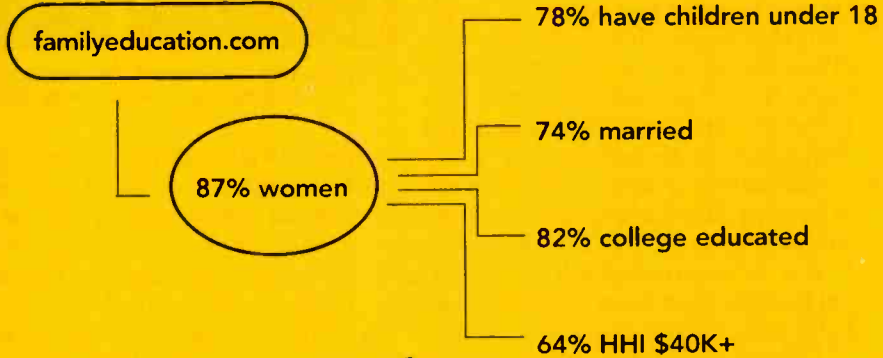
A 1999 Halloween event advertised on Craig's List only four days in advance by the International Academy of Digital Arts & Sciences (better known as the Webby's) drew about 500 people, according to Maya Draisin, the San Francisco-based organization's director. "We were thrilled with the turnout, especially on such short notice, and Craig's List played a big part in that."

Perhaps in the case of Craig's List, the secret of making money when you're not even trying is just that—not trying. Keeping the fees to customers low and providing top value seems to have done the trick. Or, as Draisin puts it, "Craig's List is a model community site because it provides access to quality people who participate and make things happen." ■

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# Foreign Service

WorldByNet.com aims to be an online lifeline for expats and immigrants living in the States.

By Jennifer Owens

**E**xpatriates may move far away from their home country, but Houston-based WorldByNet.com wants to make sure that they're never out of touch.

Since launching in June 1999, the company has rolled out a dozen multilingual, country-specific destination sites targeting expats, immigrants and people of common descent living in the United States—a new twist on language-specific Web networks such as Starmedia, which serves Spanish and Portuguese speakers from around the world.

Filled with proprietary content and home-country e-commerce, the WBN sites—which feature country domain names including HungaryByNet, IndiaByNet and VietnamByNet—aim to be a lifeline back home for those living abroad, both in English and the home language.

According to WBN president and CEO Matt Flemming, the company's target—an estimated 50 million people of foreign affinity living in the States—is an underserved one. Nevertheless, he says, "It's emphatically through that [heritage] that people want to hang out with others like themselves."

Additionally, Flemming and founder Leo Womack, a Houston-based venture capitalist who now serves as WBN's chairman, are also betting on two growing Web trends: increasing Internet penetration abroad and a growing demand for native languages online.

"We're 18 months away from profitability," claims Flemming, whose company has attracted \$12.75 million in funding. Currently, he says, the total network receives about 150,000 unique users a month, with traction growing 7 percent week over week since January.

Much of that traffic is generated by WBN's marquis sites, including IrelandByNet and MexicoByNet, for which the company has signed 20 proprietary content deals.

But while both the Ireland and Mexico sites benefit from large U.S.-based communities, Flemming says that relationship is not necessarily linear to the traffic a WBN site may generate.

"You can have overwhelming market penetration that's very viral just because nobody's had a way to connect with others just like them," says Flemming, who claims



WorldByNet's founder and chairman Leo Womack (left) and president and CEO Matt Flemming.

that the sites' demographic is split evenly between men and women, ages 25 to 45, with an above-average income. "A good example of that is Romania[ByNet], where we've had brutal success, but the relative population size is small."

To help promote viral interest, each WBN site is established individually, run by channel managers who themselves are bilingual expatriates. The managers work with overseas partners to generate content and commerce for the site as well as with local groups to attract users.

"It's going out and talking to the Romanian church in Houston about posting their church calendar on RomaniaByNet so their congregation can go there to find out what's happening," explains Flemming.

WBN takes a focused approach to marketing itself, as well. For example, the company's online marketing is conducted on Web pages that are "three levels deep," according to Flemming, who says the approach generated a 2 to 2.5 percent average clickthrough rate between January and June.

To WBN, "three levels deep" means finding out where an expatriate or immigrant might look for information on a larger site, such as a weather site. "We won't run an ad [on the Budapest page] because theoretically that could still be tourists," says Flemming. "We'll find the second or third city in a matrix of 20 relevant keywords and then we'll run our ad. Sometimes we get 11 percent clickthroughs."

The result? "We can get members for \$10 to \$20 a piece, and the lifetime value of that customer, based on the demographic slice they present as well as an e-commerce purchase situation, could be \$300 per capita."

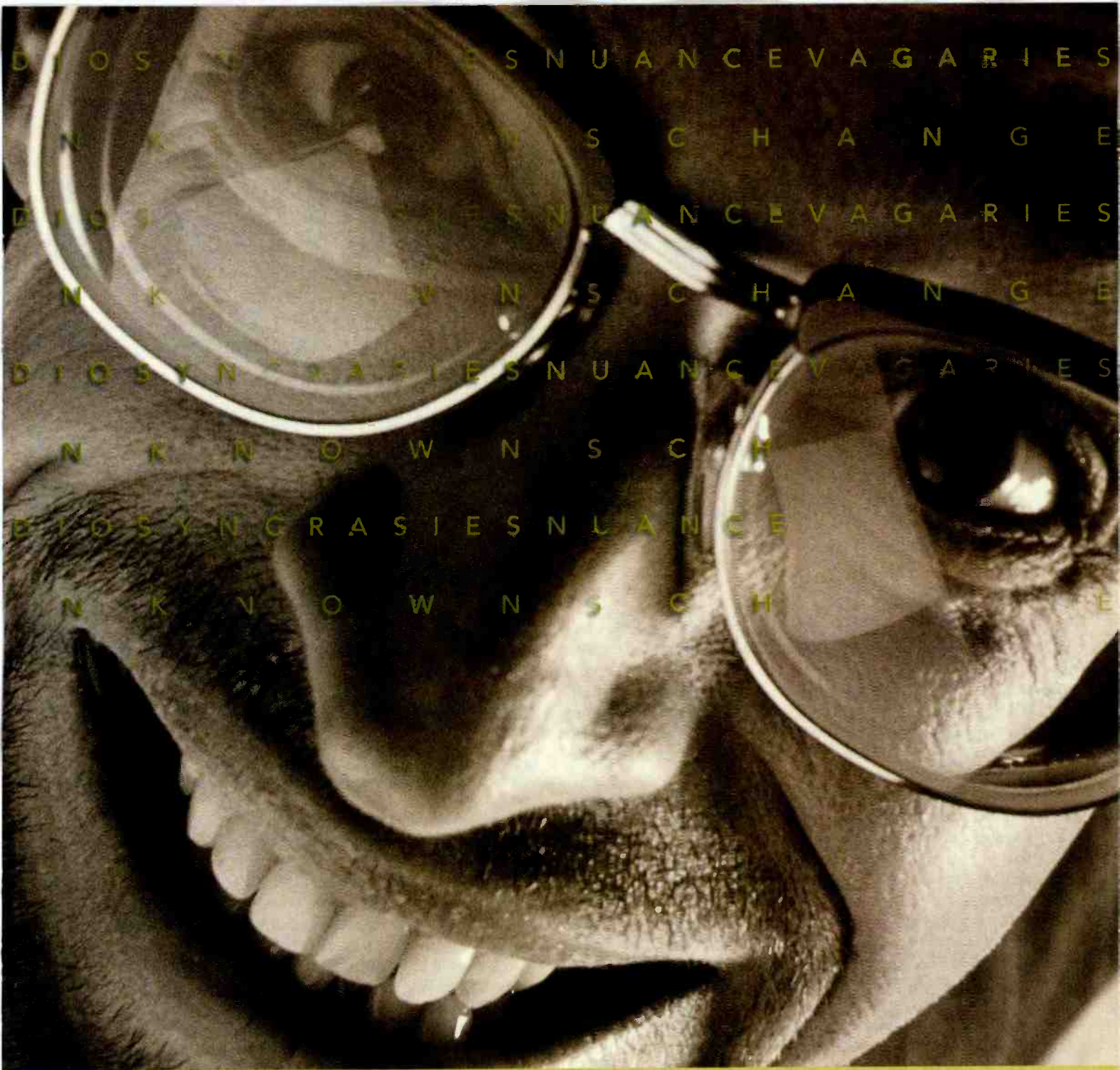
And yet, despite such Web marketing, WBN says its primary revenue is driven by offline deals, such as one with a long-distance carrier that has since begun offering WBN-branded service that is then advertised on the "ByNet" sites.

"You go to the site and type in your name and phone number and hit the send key," says Flemming. "And you literally switch your long-distance service." Users then receive a monthly WBN bill and the company earns a commission on each call. "It's an example of making money without relying on site usage," says Flemming, and it's an approach that WBN plans to build on.

WBN's diverse revenue plans have attracted such investors as New York-based Seneca Capital. According to Seneca partner Davis Parr, WBN has been "focused since day one on creating a profitable company rather than one that draws the biggest amount of visitors [it] can find."

WBN has set a rollout goal of 30 country-specific sites in the next year. Says Parr, "It's too early to say whether [WBN] has the exact right basket of countries. Time will tell which ones really take off and which ones won't." But overall, he says, "I think they've got enough of them to work." ■





## *Keeping The Nature In The Beast.*

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# Water Works

Evian entices Gen-Y bottled-water drinkers with a Flash-y online effort. Will they take a sip?

By Jennifer Owens

## HISTORY

Once a pioneer in the branded, bottled-water business, Evian had staked its claim on the Gen-X market in the late '80s and early '90s. Today, though, as the marketplace for soft drinks has become increasingly crowded, the bottled-water brand most often associated with Yuppiedom is now seeking to attract Gen Yers. Evian's importer and marketer, Great Brands of Europe, tapped New York-based interactive shop Cythere to add more depth and interactivity to its existing Web site.

Up until this point, says Cythere creative director Alfredo Tadiar, Evian's advertising efforts, both online and offline, had stayed fairly straightforward.

"[The campaigns] were always just about the drink—Evian as unexpected, original, cool," says Tadiar, whose agency created the original brand site nearly two years before. That site had worked well enough with Gen X, so Evian's brand managers felt "they couldn't really change direction in their traditional advertising campaigns," explains Tadiar. "So they decided to have a special section [within the existing site] for this new audience."

Called "L'original," this new section is an all-Flash, primarily proprietary section of evian.com, focusing on Gen-Y interests and the "original" artists and athletes who best represent youth culture.

"We took a look at what Gen Y is into these days," says Cythere account director Cynthia Damon. "You'll find a common thread among Gen Y-targeted sites. It's what most kids are into—music, fashion and sports. But we definitely didn't want to be a generic Gen-Y site. We wanted to offer content about music and fashion and being cool, but we didn't want it to be about Britney Spears and 'N Sync."

Instead, L'original, which launched June 21, highlights Datach'i, a New York-based electronica artist, and skateboarder Jaime Reyes—both of whom star in their own series of short QuickTime films on the site. Two new "L'originals" will be added to the site every six months.

The originals are, of course, young and hip. They also never mention Evian by name. "We don't want them to say, 'Drink Evian,'" says Tadiar. Instead, he says, the sell "is by association."

In the meantime, says Will Waggaman, vp of worldwide mar-



LIQUID REFRESHMENT: Evian looks to capture the Gen Y crowd with L'original, which features "original" artists and athletes that best represent today's youth.

keting for Evian, the overall Evian site can retain its traditional product-focused bent. "There's a lot that we want to say about the brand that remains constant over the years," he says. "And then there's the imagery behind the brand and that evolves, so that really lends itself to having a product-directed portion of the site as well as a really targeted, younger person's lifestyle section."

A targeted lifestyle section that is interactive in multiple ways. According to Waggaman, that's critical. "Nobody's going to look at a bottled-water site that's just brochure-ware," he says. "It's got to be interactive, and I think there's a way that it can be fun. You can have sweepstakes, you can play games. You always want to provide a bit of a reward to the people who spend time there."

Nevertheless, says Damon, Cythere still had to consider the question of how to make what is essentially a premier brand appeal to a Gen-Y consumer. "It was relatively straightforward—I'm not going to say easy—but I'd say straightforward thinking on how to do that with Gen X because they have the money to spend on better brands if they want to," she says. "But Gen Y doesn't, really. So basically, [Cythere had to figure out] how do you influence them to want to buy a premier brand?"

It's a question that most other potential Gen-Y beverage brands, such as Mountain Dew or Pepsi, don't have to contend with. "We do," she says, "so the way we try to address that is with our artists and talent. We try to choose people who make qualitative judgments about their career and their work. So when you hear Datach'i talk, he's very serious about his work, and we feel that's a way to keep the status."



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## THE SITE

Hip to the core, L'original opens with several methods of navigation, including an expandable "ducky" navigational tool on the right and a set of more traditional-seeming vertical bars on the lower left.

"We wanted to do something that was both new and yet still intuitive," explains Damon as she clicks on the pink duckie to link to a section featuring three different interview video segments with Datach'i. "It's constructed in a specific and dynamic way," says Damon. "And with each interview segment, he goes on to talk about his philosophy and where he sees himself going."

Users can also listen to Datach'i's music, view a list of his upcoming performances and click through a photo gallery about him that pops up in its own smaller window. Users can also submit questions to Datach'i, who will likely answer about five each month, and enter a contest to see him play in conjunction with a *Rolling Stone* event.

Not that Datach'i's un-hummable, electronic music is for everyone. "Our feeling is that he's definitely original," says Sean Perkins, a promotions and Web site manager for GBE. "He's unique and a pioneer in what he's doing. We realize that maybe not everybody's going to sit down and listen to his music, but you have to agree that he's original, and that's the purpose of highlighting him."

Similarly, L'original visitors can check out female skateboarder Jaime Reyes, whose section also features video segments edited by Cythere producer Gigi DeRoux. Says Damon, "Each video has a different feel to it. We try to make it appropriate to the forum."

Reyes' segment includes "Tricks & Pics," where users can see and learn four different stunts. It also includes a schedule of Reyes' upcoming competitions and a contest to win a year's pass to Chelsea Piers, an entertainment and sports complex in New York.

Additionally, L'original includes other sections, including eLounge, home to Evian screensavers, e-cards, games and wallpaper; and Channel Evian, which will eventually highlight exclusive Evian promotions. The site also features a boutique offering Evian- and L'original-branded T-shirts, tote bags and pink rubber duckies.

L'original also offers an opt-in e-mail newsletter, something which is already generating a positive response, says Damon. "They do sign up," she says. "Say we send out a newsletter for a contest within the tri-state area, generally our rate of response for people



**COOL DUDE:** The L'original site includes a section on Datach'i, a hip electronica artist.

Gen-Y user who's looking for a little more interactivity, a little more game playing and refreshed content that's more relevant to them as well," he says.

Not that creating something authentically Gen Y was easy, says Tadiar. "We struggled

with how to build a site that would not alienate the users who were already there, but switch the focus to a Gen-Y target," he says. "So we did a lot of research."

According to Waggaman, one of the first things Evian learned is that "you've got to be really careful with [Gen-Y] Web sites ... We found that if your site's uncool, then your product is uncool, and probably the same is true if you have no Web site at all."

So, says Waggaman, GBE wanted to make sure it had an authentic Gen-Y feel to L'original before the company began promoting it hard. "It can't be some late 20s, early 30s kind of guy trying to speak down to them," he says. "It just doesn't work. It's got to be the real thing."

To do that, Tadiar says research showed that Evian should concentrate less on advertising to Gen Yers than on integrating within

**"Nobody's going to look at a bottled-water site that's just brochure-ware. It's got to be interactive, and I think there's a way that it can be fun."—Will Waggaman, Evian**

registering is about 11 percent, which is way above the standard. We feel it's a great way to do a value added for the people who do sign up as well as keeping them interested."

## STRATEGY

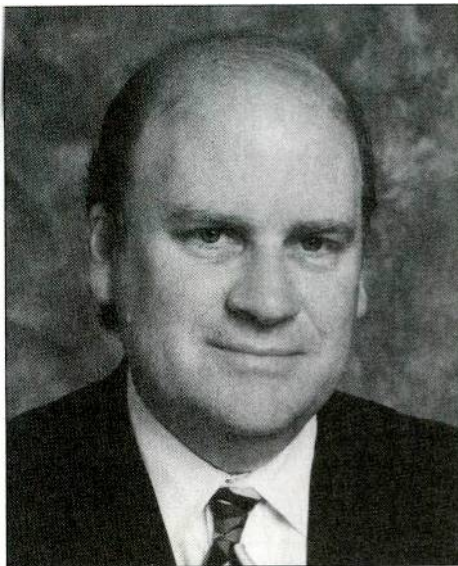
Having created its own space to express itself, L'original's goal is to attract younger consumers without alienating any older ones, says GBE's Perkins. "This is an extension to add a little more value to a

their lifestyles. And yet, says Tadiar, "a lot of people are doing it—Coke, Mountain Dew, Dr. Pepper—so how can Evian stand out among all of those? We figure [the answer is] to keep it original, to keep it unexpected and to keep it proprietary."

"So while we have a music section and a sports section, it's not haphazard, miscellaneous information about who just won a tennis open. It's about proprietary stuff, highlight one particular extreme sport athlete and one particular musician. If we wanted to use mis-

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| <input type="checkbox"/> ORLANDO, JUNE 22, 23             | <input type="checkbox"/> NEW YORK, OCTOBER 18, 19              |
| <input type="checkbox"/> PITTSBURGH, JUNE 26, 27          | <input type="checkbox"/> TAMPA, NOVEMBER 2, 3                  |
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cellaneous information, we'd put it in Channel Evian, so we're not excluding it, but we have specific, proprietary areas."

Cythere has also begun rolling out original banners on Gen Y-related sites. "We just launched a great site and now we're going to launch some great banners," says Damon. And, she says, "we're going to be looking closely at the statistics to make sure it's worth all the work and all the effort."

## TECHNOLOGY

Simply put, L'original is one continuous Flash movie.

"Unlike a usual Web site, where it goes from front page to the next HTML document, [L'original] just calls up more and more Flash movies—each section is a different Flash movie," explains Tadiar. "You can have seamless transitions between one section and the next. There's always motion."

And yet, much like Datach'i's music and Reyes' skateboard tricks, the site is not for everyone, especially those with slow modems. Nevertheless, Cythere's choice to make L'original all Flash was a conscious one. "You're not trying to be the most easily accessible site for everybody," says Tadiar. "It really rewards those people who enjoy new experiences on the Web."

Which is why Cythere chose to go with QuickTime for its videos, says Damon. "We had to make a decision about not just who we were going to appeal to," she says, "but what sort of platforms we'd target and whether we'd target the old, outdated modems that some people have now or make a site that requires a faster connection and just wait for people to get there."

Says Damon, "We decided to do that and to make it really dynamic and quality everything and just wait for people to get the faster connections. So while if I use it at home with 56K [modem] and if I'm really patient, I can download everything and it looks wonderful. But if [users] aren't so patient, they might have a hard time and they might click out of it."

Damon acknowledged some click-outs from L'original "and it's a shame," she says. "But we also feel that some time down the road, hopefully sooner than later, people will gradually update to the DSL or cable modem or something."

In the meantime, the site itself is "an interesting mix of Unix and Linux platforms," says Neil Barton, Cythere's manager of Information Technologies. According to Barton, the site's Web server

**"We struggled with how to build a site that would not alienate the users who were already there, but switch the focus to a Gen-Y target."—Alfredo Tadiar, Cythere**

uses Apache running on Solaris, while the database uses Informix running on Linux. Barton notes, however, that the database will soon be migrated over to DB2 due to a preference by GBE, although Cythere will continue to host the site itself.

Additionally, says Bart Grantham, technical lead on the project, the back-end coding, which was overseen by José Guevara as chief integrator, is mostly Python "with a couple of other things thrown in."

**L'original**

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**L'original**

**JAIME REYES**

Be her style? That's the way of someone getting paid for doing what she loves. But it's hard to imagine 20-year-old Jaime Reyes doing anything but selling paystubs or not. A few sales and skateboards during a busy day at the skateboard and the Hawaiian Islands (for means, respectively) is the price of happiness. At the fragile age of 16, this Evian Original exhibited the really much, while some and hasn't looked back. Now, she's one of the brightest children in the world, having started to teach other girls in the process. And it's clear that Reyes, who takes the as it comes, will be back to get her part of the world.

Which mineral is not part of the Natural Mineral Content of EVIAN?  
Mg? NaCl? NO<sub>2</sub>? SiO<sub>2</sub>?

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**CHOICES, CHOICES:** Evian.com visitors can purchase Boutique items or learn about skateboard pro Jaime Reyes.

## RESULTS

With the site still only a few weeks old, Cythere says it's too early to analyze the numbers.

Still, Damon says L'original did see a one-day spike, which doubled normal traffic, following a mention in *CosmoGirl*. The results were especially

heartening, says Damon, who would not divulge actual traffic numbers, since "we hadn't really been highlighted before."

That should change, though, as Evian begins promoting L'original with banner ads on such Gen-Y sites as Alloy.com, ChickClick, gURL, Snowball and iTurf. According to Damon, sponsorships are also planned.

"We expect very good results from the banners because of their placement and because of their creative," she says. "But I can't project too much because this is the first time we've done this."

Going forward, Waggaman says Evian will continue to build up

# CULTURE TRENDS

## MTV's BUZZWORTHY

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

*Week of 8/14/00*

Artist/Group: **Lucy Pearl**

Song/Video: **"Dance Tonight"**

Director: **Darren Grant**

Comprised of Dawn Robinson (En Vogue), Ali Shaheed Muhammad (A Tribe Called Quest), and Raphael Saadiq (Tony! Toni! Tone!) - this R&B super-group also enlisted hip-hop heavyweights Snoop Dogg and Q-Tip to assist on their debut record. "Dance Tonight" is their first single.

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## The Hollywood Reporter's Box Office

For weekend ending August 14, 2000

<i>This Week</i>	<i>Last Week</i>	<i>Picture</i>	<i>3-Day Weekend Gross</i>	<i>Days In Release</i>	<i>Total Gross Sales</i>
1	1	Hollow Man	13,048,132	10	50,304,216
2	3	Space Cowboys	13,016,448	10	39,023,971
3	New	The Replacements	11,039,214	3	11,039,214
4	New	Autumn in New York	10,987,006	3	10,987,006
5	2	Nutty Professor II: The Klumps	10,223,430	17	93,986,150
6	5	What Lies Beneath	9,736,764	24	112,004,876
7	New	Bless the Child	9,413,684	3	9,413,684
8	4	Coyote Ugly	7,847,094	10	34,261,478
9	6	X-Men	4,136,463	31	143,918,535
10	8	The Perfect Storm	2,747,779	45	170,483,052
11	7	Scary Movie	2,526,102	38	144,790,572
12	9	The Kid	1,859,629	38	62,127,599
13	10	The Patriot	1,454,323	47	108,357,881
14	13	Chicken Run	1,317,943	54	99,903,419
15	12	Thomas and the Magic Railroad	1,154,322	19	13,282,806

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# CULTURE TRENDS

## MTV Top 20 Countdown

Week of 8/14/00

1. **Nelly** "Country Grammar"
2. **Eminem** "The Way I Am"
3. **Janet Jackson** "Doesn't Really Matter"
4. **DMX/Sisqo** "What You Want"
5. **Busta Rhymes** "Fire"
6. **Incubus** "Stellar"
7. **Papa Roach** "Last Resort"
8. **Everclear** "Wonderful"
9. **Britney Spears** "Lucky"
10. **P.O.D.** "Rock the Party"
11. **SR-71** "Right Now"
12. **Wheatus** "Teenage Dirtbag"
13. **Red Hot Chili Peppers** "Californication"
14. **Disturbed** "Stupify"
15. **No Doubt** "Simple Kind of Life"
16. **Dr. Dre** "The Next Episode"
17. **Deftones** "Change"
18. **Creed** "With Arms Wide Open"
19. **Matchbox Twenty** "Bent"
20. **3 Doors Down** "Kryptonite"

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## Top R&B/Hip-Hop Albums

The top-selling albums compiled from a national sample of retail store sales.

<i>This Week</i>	<i>Last Week</i>	<i>Wks on Chart</i>	<i>Artist</i>	<i>Album</i>
1	1	6	Nelly	Country Grammar
2	93	2	Big L	Big Picture
3	3	12	Eminem	Marshall Mathers
4	2	4	Soundtrack	Nutty Professor II
5	4	6	Various Artists	Ryde OR Die (Vol. 2)
6	5	6	Kelly Price	Mirror Mirror
7	6	15	Toni Braxton	The Heat
8	9	46	Yolanda Adams	Mountain High...
9	7	7	Lil' Kim	The Notorious KIM
10	8	8	Three 6 Mafia	When the Smoke Clears

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## Top Country Albums

Compiled from a national sample of retail store sales.

<i>This Week</i>	<i>Last Week</i>	<i>Wks on Chart</i>	<i>Artist</i>	<i>Album</i>
1	-	1	Jo Dee Messina	Burn
2	1	49	Dixie Chicks	Fly
3	2	39	Faith Hill	Breathe
4	3	7	Billy Gilman	One Voice
5	4	11	Lee Ann Womack	I Hope You Dance
6	-	1	Soundtrack	Coyote Ugly
7	7	65	SheDaisy	The Whole Shebang
8	5	2	Aaron Tippin	People Like Us
9	6	144	Shania Twain	Come On Over
10	8	132	Dixie Chicks	Wide OpenSpaces

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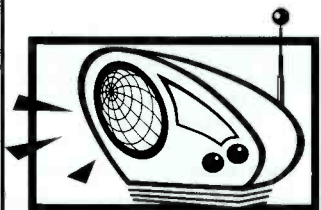
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IF YOU are a heroic creative person or a courageous entrepreneur, you already know the secret power of the word, *no*. Try saying it right now. Say it out loud. Doesn't that feel good? Now, try saying it next time an account person gives you a ridiculous deadline that will jeopardize the quality of the work. Say it when a headhunter calls you with an offer from a hacky agency for loads of money. Try saying "No" the next time a client asks for changes that don't make any sense. It's fun, it's good for you, and it's only two letters, so it's easy to remember. In *Radioland*, you're going to hear the word *no* more often than you would at any of the radio production companies in this section. "No, we won't do competitive bids, because our numbers will always come in higher, and besides, if we love the creative, money won't be an issue." "No, we won't take on a job unless we're convinced that we can do great radio." "No, we won't let anyone else present our scripts. This is what we do, this is *all* we do. You have to let us do it." "No, we won't finance your radio campaign. We expect 50% up front, and 50% at the session." And stuff like that. We figured you might like to know what you're getting yourself into before you call Em at 323-962-2506 and ask for our latest CD and a free "No" T-Shirt.

**RADIO PRODUCTION**

DICK & CHRIS @  
**THE FAMOUS**



**RADIO RANCH**

"We shoulda called the Radio Ranch. We didn't. Now our dotcom is dot gone."  
--Anon dot.com

1140 N La Brea Ave  
Los Angeles, CA 90038  
Phone (323) 462-4966  
radiatoranch1140@aol.com  
www.radio-ranch

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Ext. 232

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www.creativeoasis.com

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visit us at www.richmanfilms.com

**ATTN:  
FREELANCERS**

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

Call for info  
1-800-7-ADWEEK

**DEDICATE YOUR  
CREATIVITY TO  
CLASSIFIED**

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

**CATCH A CREATIVE GENIUS**

**EMPLOYMENT**

**ATTN: FREELANCERS**

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

**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.

**ADVERTISING SALES**

Join an entrepreneurial team with unique online/offline promotional services. You are an enthusiastic self-starter with 1-3 years experience. Sales promotion background a plus. Fax resume to: (212) 481-0423 or email to rslcomm@aol.com

**RATES for Employment and Offers & Opportunities**

**MINIMUM:** 1 Column x 1 inch for 1 week: \$184.00, 1/2 inch increments: \$92.00 week. Rates apply to **EAST** edition. **Special offers:** Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

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

**Classified Asst: Michele Golden**

The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$25.00. **Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m.** If classified is filled prior to closing, ads will be held for the next issue, **Classified is commissionable when ad agencies place ads for clients. No proofs can be shown.** Charge your ad to American Express, Mastercard or Visa, **ADWEEK CLASSIFIED, 770 Broadway, 7th fl. New York, NY 10003. 1-800-723-9335 Fax: 646-654-5313.**

# OFFERS & OPPORTUNITIES

## MERGERS & ACQUISITIONS

### Mid-Town NYC

Advertising agency is interested in expanding and would like to purchase small advertising agencies. Perfect for an owner looking for exit strategy. We prefer Metro NYC, Connecticut or New Jersey agencies but will consider others. Confidentiality assured.

Call Michael Babich at 212-725-9200 or email [mjbabich@aol.com](mailto:mjbabich@aol.com)

## FOR SALE

**FOR SALE:** Solidly profitable, mid-sized marketing research company in a premier west coast market. Well established full-service supplier with new, on-premises focus facility and favorable lease. Ideal for an owner/operator to take to the next level or for market entrée by an existing major research firm. Principals only should fax inquiries/interest to: 509/561-9700.

## REQUEST FOR INFORMATION

### MEDIA CONSULTANT

\$100 billion public pension fund seeking the services of a media consultant. Details of the engagement available Aug. 25 at [www.fsba.state.fl.us](http://www.fsba.state.fl.us)

Florida State Board of Administration  
Tallahassee, Florida

## NOTICE

### USE THE CREATIVITY AT HAND!

We know from experience that our advertisers get better response from our readers when they send their own artwork. A creative ad stands off the page and gets noticed. When placing an ad, send it camera ready!

# EMPLOYMENT



## Senior Sales Manager

Based in Washington DC or New York.  
3-4 years experience in advertising sales.

Key team member of global advertising sales team targeting international clients and agencies with creative advertising/marketing solutions.

Responsibility for New York agencies.  
Development of new portfolio of clients.

Dynamic, self-motivated with creative sales skills and international outlook.  
The ideal candidate will enjoy working in a fast-paced environment.  
Knowledge of international advertising community an advantage.

**Please send resume and salary expectations to:**  
**Human Resources**

National Geographic Channel International  
1145 17th St NW Washington, DC 20036  
or FAX to 202-828-8039

## ADVERTISING SALES

Account Manager wanted for computer publications. We prefer 1-2 yrs. sales experience in print and online advertising. Must have excellent verbal and written communication skills. Should be self-motivated, assertive individual who seeks growth opportunity. Good with details and follow through. Phone work and presentations required. College grad. Computer literate: Microsoft Office and Outlook. Internet savvy. Salary + comm. + good benefits. Send resumes to:

ACM  
c/o Personnel  
1515 Broadway, 17th Floor, New York, NY 10036  
or email: [lancaster@acm.org](mailto:lancaster@acm.org)

EOE

# EMPLOYMENT

## Desperately Seeking Winners Motivated By Challenges

We are looking for a few good folks—self-starters, leaders and evangelists with infectious enthusiasm for the Internet and a sense of humor—who want to help create our future. Join our dynamic team, responsible for marketing one of the most successful, groundbreaking Internet properties. NY, Boston, Atlanta, Washington, D.C., and Florida.

### Sales Manager

High-visibility, seasoned sales professionals needed. You: 5+ years of increasingly successful experience in building and leading ad sales teams. The job requires a keen understanding of Internet marketing and advertising, top-flight new business development skills, know-how to forge new strategic alliances with major partners, as well as critical planning, goal setting, and interpersonal skills. Be a leader and team builder. Requires excellent negotiating skills, the ability to plan and implement new business campaigns, and recognize multiple business models and execute ROI analysis. You need to increase penetration levels at major accounts, forecast accurately, and manage multiple projects simultaneously. Are you blessed with boundless energy, laser like focus, total commitment to the team, uncommon flexibility, and workhorse energy with a human touch?

### Account Executive

Senior outside sales people are needed with a proven record of new business development skills with major clients, agencies and key accounts; excellent presentation skills, strong local contacts, and interactive advertising/media sales experience. Responsibilities? You know the drill: Building relationships and developing a major account list of management at key accounts; projecting a polished image as an interactive advertising expert; marketing advertising promotion and revenue programs; prospecting, presenting, proposing, closing, renewing and servicing accounts; working with a regional team to accomplish quarterly goals; providing timely forecasting reports, competitive information, account status and field intelligence.

Excellent verbal and written skills and BA/BS required for all jobs. Are you fun? Think you can excel in a highly charged, challenging marketplace? Are you ready to change the world? Can you take the heat-for outrageous rewards? Join us. Email us: [jobs@iswebs.com](mailto:jobs@iswebs.com)

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## VICE PRESIDENT-DIRECTOR OF SALES

We currently have an incredible career opportunity for an experienced and enthusiastic sales pro. Our VP Director of Sales for our television station and two sports channels must be an energetic leader with the ability to motivate and continue to develop a seasoned sales team while maintaining a high standard of excellence. Responsibilities include overseeing sales management teams of both Fox 11 and the Fox Regional Sports Net West I & II. In this highly visible role, you will be responsible for growing market share and revenue while developing the convergence of two sales teams.

Our ideal candidate must have a minimum of five years in broadcasting sales management, preferably in a top market. Intimate creative knowledge of broadcasting sales, budgeting, forecasting, planning, analyzing, pricing and inventory control a must. A related degree and computer literacy are also required.

At Fox, we provide an environment that is supportive and team oriented. In addition we offer an excellent benefits package and compensation. If qualified, please submit resume with salary requirements to: Fox 11, 1999 S. Bundy Drive, Los Angeles, CA 90025. Attention: Vice President, Human Resources. EOE/M/F/D/V.



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## HELP WANTED

## Join Our Premier Media Operation

## Detroit Metro Area

We are building a worldwide, state-of-the-art media operation for the largest media assignment in history. This premier unit, responsible for the strategic planning for General Motors, will be supported by the latest, world-class generation of systems and research from the global Starcom MediaVest Group network. We are looking for talented and dedicated media professionals ready to take their careers to a new level. Current openings include:

**Media Director**

- 8+ years of media planning experience in an agency environment or an independent media operation plus effective client interaction skills.
- Proven capacity to think holistically and strategically about the media planning process to deliver integrated/creative communication plans.
- Superb client handling and facilitation skills a must.
- Established leader with management experience.
- Outstanding communication skills.
- Interactive media planning experience a definite plus.
- Traditional and non-traditional media planning skills preferred.
- Automotive experience a plus.

**Associate Media Director**

- Same requirements as above except requires 5+ years media planning experience.

**Media Supervisor**

- 4+ years of relevant media planning experience or comparable marketing expertise with strong client service and presentation skills.
- Demonstrated supervisory abilities capable of mentoring and training media staff.
- Automotive experience and/or interactive media planning experience definite pluses.

We offer qualified candidates a dynamic work environment with an attractive compensation and benefits program including flex-time, telecommuting and part-time arrangements. Please submit your resume in confidence to **Karen Tucker**, Fax: 520-429-9969 or E-mail: [koman@darcyww.com](mailto:koman@darcyww.com).



STARCOM MEDIAVEST GROUP

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**Advertising Sales Rep**

Major trade publishing company has immediate opening for an advertising sales rep. This outstanding growth opportunity includes a prominent mid-west/west territory. The ideal candidate will be a highly motivated self-starter with excellent organization, communication and selling skills. A proven track record in advertising sales is preferred. Excellent benefits and compensation package commensurate with experience. Please send resume and salary requirements to:

**Bill Communications**  
Attn: HR  
770 Broadway  
New York, 10003  
or fax: 646-654-7212  
[hr@billcom.com](mailto:hr@billcom.com)

**DIRECTOR,  
Business Development  
and Sponsorship Sales**

**AKA.COM**, the leading online music network, is seeking a **DIRECTOR, BUSINESS DEVELOPMENT AND SPONSORSHIP SALES**, to sell and negotiate affiliate agreements, partnerships, and sponsorships. The ideal candidate will have at least two years marketing, business development, and/or media sales experience. Excellent opportunity at pre-IPO internet company with tremendous growth potential.

Please send cover letter, including salary history, and resume to:

William Funk  
**AKA.COM**  
221 West 17th Street  
New York, NY 10011  
e-mail: [willfunk@aka.com](mailto:willfunk@aka.com)  
Fax: 212-929-4932  
No Phone Calls Please

WHERE OUR OUTPUT IS  
AS GOOD AS YOUR INPUT**DIRECTOR OF MARKETING  
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Take a look at Bloomberg's big picture - News, Radio, Magazines, Bloomberg.com, Tradebook and our core business The Professional Service Sales Team. We help subscribers make decisions that can enrich their professional and personal lives. Our firm has built a worldwide customer base of corporations, financial executives and institutional investors by giving these financial players an edge. Experience the future of business with Bloomberg.

We are seeking an experienced professional to act as Director of Marketing for Bloomberg Magazine. Bring your enthusiasm and creative mind to lead our sales team into the future and produce value added pieces to support sales initiatives. The ideal candidate will have 5-10 years experience in the financial publishing world.

Be a part of the world's fastest growing real-time financial information network. Please forward resumes to: **Bloomberg**, Attn: D. Neligan, 499 Park Avenue, New York, NY 10022. E-mail: [dneligan@bloomberg.net](mailto:dneligan@bloomberg.net). Fax: (917) 369-6236. No phone calls, please. EOE M/F/D/V

**Bloomberg**  
[www.bloomberg.com](http://www.bloomberg.com)

**Director of  
Corporate Development**

The Ad Council, the nation's largest provider of public service advertising, seeks a professional who wants to apply his/her skills to our corporate development dept. This person will conduct donor visits, assist in identifying new donors, develop funding strategies to secure financial support and manage the bi-annual solicitation schedule. 2 years of fund-raising experience at a supervisory level req. **Please send or fax (212) 922-1676 resume with salary req. to:**

**Ad Council**  
Human Resources Dept. 2  
261 Madison Avenue  
New York, NY 10016

**MARKETING - PROMOTION MANAGER**

Leading b2b publishing company has immediate opening for a promotion manager for the retail group of publications. This promotion manager will plan, create and coordinate promotional brochures, fliers, direct mail, advertising and other marketing activities. Ideal candidate will have 2-3 years of business experience with degree in Marketing or Advertising. Interested candidates should send resume and cover letter with salary requirements to: **Director of Human Resources (Prom. Mgr.)**

**Bill Communications, Inc.**  
770 Broadway, New York, NY 10003  
or FAX (646) 654-7212 or email: [HR@billcom.com](mailto:HR@billcom.com)

HELP WANTED

**MANAGER OF MARKETING COMMUNICATIONS**

**Standard & Poor's.  
Setting the Standard.**

We are **Standard & Poor's**-A Division of The McGraw-Hill companies-and an international financial information provider.

This is your opportunity to help manage our brand identity across the board, internally with Standard & Poor's employees, and externally to the financial community and the markets we support. You will provide direction for delivering a consistent look and message in all our global promotional materials and advertising programs at the corporate, business, and operating unit level of S&P. Responsibilities will also encompass project management from conception through completion, selecting companies and outside vendors for creative development, managing and maintaining marketing budgets, media buying, overseeing production of all marketing materials, plus serving as liaison with McGraw-Hill legal department regarding compliance and trademark issues.

Requirements include 4+ years' marketing communications experience; a good working knowledge of production, including print ads, collateral, premiums; experience with the Internet and trade shows; demonstrated experience managing vendor relationships; understanding of legal compliance process, billing/budget maintenance; strong oral/written skills; plus ability to juggle multiple projects simultaneously.

We offer a very lucrative compensation package and the opportunity to be part of a company that is leading the way in the financial services industry. Please send resume, cover letter, and salary history, to: **Standard & Poor's, HR Dept. KR-MC, 37th FL, 55 Water Street, New York, New York 10041; Email: ratingshr@standardandpoors.com; Fax: (212) 438-6741**

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PUBLISHING



**PUBLISHER  
OPHTHALMOLOGY TIMES**

Advanstar Communications, a global leader in trade magazines and trade shows that specialize in healthcare, technology, art and fashion (to name just a few), is expanding again and seeking a Publisher for Ophthalmology Times, the magazine written by physicians for physicians that reaches members of the ophthalmic community.

We are seeking a sophisticated, experienced (5+ years) sales professional to oversee and develop new business and existing accounts. For this high-growth opportunity, we seek an aggressive, highly motivated, self-starter with the proven ability to close deals and lead a sales staff. The ideal candidate will possess excellent communication skills and be able to work with demanding clientele. Willingness to travel and P & L expertise are musts. Knowledge of the industry desired.

Please send resume and cover letter with salary requirements to: **Advanstar, Dept HR-RL, One Park Avenue, NYC, 10016 or fax to (212) 951-6658. You can also send via email to: [stracy@advanstar.com](mailto:stracy@advanstar.com)**



**Market/Media Research  
Sr. Project Director**

KMR is seeking an an exp'd market researcher who can shepherd the progress of a research instrument from questionnaire design thru back end data processing. The candidate will deal w/requests from subscribers & interact with suppliers to meet deadlines. The person needs to be well organized & able to juggle multiple tasks. OTC/DTC Background a plus. Growth potential. Excellent compensation package. Immed. hire. **Please fax resume along w/ cover letter to 212 373-8909, Attn: HW.**

**Kantar Media Research**

## HELP WANTED

**Land Rover North America, Inc.**

For more than 50 years, Land Rover has been a preeminent builder of rugged and innovative sport utility vehicles. Our marque values are simple yet resolute: individualism, authenticity, freedom, adventure, guts and supremacy.

An exciting opportunity may be waiting for you at our corporate headquarters in Maryland, moving to Irvine California in 2001.

**MARKETING PROFESSIONALS**

You must possess a bachelor's degree and at least 3 years' experience, knowledge of marketing or automotive advertising experience, excellent written and verbal communication abilities, interpersonal and leadership skills; and be creative, enthusiastic and organized. Proficiency on PC and web a must.

**RELATIONSHIP MARKETING MANAGER**

Work with direct marketing agency to execute a strategy that expands our prospect base and enhances the Land Rover experience for owners. Create ownership loyalty and reward programs. Utilize market research, database information and competitive knowledge to identify methods for increasing owner retention.

**INTERNET MARKETING MANAGER**

Continually enhance the Land Rover website and develop a strategy to attain owner retention and luxury brand leadership. Manage all relevant vendors; provide direction on web-related advertising and promotions, and monitor site for traffic. Develop and implement ways to convert web handraisers to owners.

**SHOWS, EXHIBITS AND EVENTS MANAGER**

Maximize consumer awareness of Land Rover products and the Land Rover lifestyle through the development and management of auto shows, sponsorships, customer promotions and new model launch activities. Evaluate sponsorship and promotional proposals. Determine product placement for TV and film.

**MEDIA COMMUNICATIONS MANAGER**

Direct and supervise all national and regional media planning activities. Work with agency to ensure media plans achieve company objectives. Maintain and track media budget. Provide forum for communication with media representatives.

**MARKETING INFORMATION SPECIALIST**

Responsible for vehicle support for all Marketing services functions (auto shows, events, advertising and collateral). Responsible for communicating marketing and product plans to employees and retailers. Assist with development of advertising materials.

Fax or mail resume: (301)731-6522 or

Manager - Human Resources

Land Rover North America, Inc.

4371 Parliament Place

Lanham, Maryland 20706

**PUBLISHING CONFERENCE DIRECTOR  
EVENT PROGRAMMING**

Leading b-2-b publisher seeks dynamic Conference Director to join its staff. Responsibilities: developing a program vision for each event and managing its day-to-day execution, ensuring that the vision is appropriately incorporated into all aspects of the conference, including marketing and public relations. A strong-broad-based knowledge of e-retailing a plus. Excellent verbal, written and interpersonal skills necessary for this high-profile position. Interested candidates should send their resume and salary requirements to:

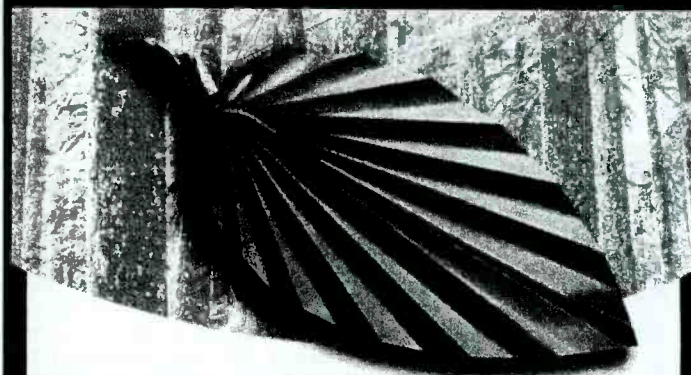
Director, Human Resources (Conf. Dir)

Bill Communications,

770 Broadway, New York, NY 10003

or FAX (646) 654-7212

or email HR@billcom.com

**Seasons Change.****STRENGTH Endures.**

As the world's largest paper and forest products company, **International Paper** knows the nature of leadership. It's the ability to withstand the tests of time, to endure and thrive under all market conditions. It's the strength to unite more than 100,000 people worldwide with a singular vision of success. It's the innovation to push an entire industry forward...and the character to deliver a better future to professionals like you. The following positions are available in our **Memphis, TN** location.

**Manager—Packaging Design****Associate Manager—Packaging Design**

Both positions will manage the packaging design development process for assigned retail, merchant or private label brands and projects, from project initiation to final artwork release and production. Provide counsel and design direction for projects, communicating with and directing internal and external vendors. Maintain and utilize established graphic integrity of brand visual equities and trademarks. Understands packaging vision for assigned brands and executes against it. Work within brand teams to coordinate design efforts and implement creative strategic input to develop packaging that meets marketing objectives. Take direction from and provide insight to Manager, Packaging Development and Manager, Packaging Design as necessary, interfacing on selected projects and brands with other design managers.

The **Manager** position requires a Bachelor's degree in Packaging Design, Graphic Design, Print Production or related field and 6-8 years of experience in handling graphic packaging development and print reproduction. Paper industry experience is a plus.

The **Associate Manager** position requires a Bachelor's degree in Packaging Design, Graphic Design, Print Production or related field and 1-3 years of experience in handling graphic packaging development and print reproduction. Paper industry experience is a plus.

Here you'll find a dynamic environment where competitive compensation, excellent benefits (including 401(k), tuition reimbursement and medical/dental) and terrific growth potential are only the beginning. Please contact: **International Paper, Attn: Jeffrey Monroe, 6400 Poplar Avenue, Memphis, TN 38197; E-mail: Jeffrey.Monroe@ipaper.com** Diversity is an enduring part of our nature: an Equal Opportunity Employer.

**INTERNATIONAL PAPER**

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See The Forest FOR THE TREES

@ [www.internationalpaper.com](http://www.internationalpaper.com)

**MD&A**

Mendoza, Dillon & Asociados, one of the leading Hispanic advertising agencies is looking for a **Senior Account Executive** and **Account Supervisor** with 5+ and 7+ years of advertising/marketing experience for its new Chicago office.

Bilingual (English/Spanish) a must.

Competitive salaries and great benefit package

Please fax your resume to Michelle Sammartino at (949) 851-8043 or

Email: [msammartino@medozadillon.com](mailto:msammartino@medozadillon.com)



**HELP WANTED**

Varsity Group Inc., a leading college marketing company whose holdings include VarsityBooks.com and College Impact, is looking for talented ad sales professionals as it builds out its Sales organization. Varsity Group delivers comprehensive offline and online marketing solutions targeting the college demographic for leading brand companies nationwide.

**SALES REPRESENTATIVES**

Sales Representatives will be responsible for all sales of marketing programs in a regional territory. Candidates will be directly responsible for creating and increasing sales in the territory, developing lasting relationships with clients and using candidate's current contacts to generate revenue. Successful candidates will be knowledgeable about principles of the advertising/marketing sales process, have a strong understanding of the key target markets, a talent for organization and scheduling, and persuasive communication and presentation skills. Online and/or offline advertising/marketing sales or agency experience required. Attractive compensation/benefits package includes salary, commission, bonus and stock options.

Please send a cover letter, resume and salary history to: **Human Resources Sales Rep Search, Varsity Group, Inc., 2020 K Street NW, Washington, D.C., 20006; or Human.Resources@varsity-group.com.**

**CREATIVE SERVICES - ART DIRECTOR**

**Incredible Career Opportunity**

Leading b-2-b seeks an innovative, energetic and focused Art Director. This person will possess extraordinary skills in project management, developing compelling and creative promotions, the passion to make things happen and the ambition to move ahead in an outstanding organization. Successful candidate must be creative, results-oriented team player with a passion for the business. 6+ years Marketing, Internet and/or Agency experience a must. Great benefits. Please include salary history. **Send resume and cover letter to**

**Bill Communications, Inc.**

**Att: Human Resources (Creative Services)**

**770 Broadway, New York, NY 10003**

**or FAX (646) 654-7212 or email HR@billcom.com**

**ADVERTISING COORDINATOR**

Barron's - The Dow Jones Business & Financial Weekly - has an immediate opening for an Advertising Coordinator in our Boston Advertising Sales Department.

Selected candidates will assist in organizing and distributing media kits, letters, and other correspondence to clients and prospects. Responsibilities also include creating sales materials, handling customer inquiries concerning ad rates, production/material requirements, and space availability; typing, dispatching daily mail and performing other clerical duties.

Qualified candidates should possess excellent typing and clerical skills and demonstrated Microsoft Office experience. Previous experience in a sales and/or advertising publishing environment is helpful. Attention to details and deadlines is essential. College graduate preferred.

We offer a competitive salary and excellent benefits along with advancement opportunities. Please forward your resume including salary requirement to:

**Dow Jones & Company**

**Barron's Advertising Sales/BB**

**Ten Post Office Square, Ste 715**

**Boston, MA 02109**

**FAX: 617-654-6744**

*Equal Opportunity Employer*

**MEDIA SUPERVISOR - DIRECT RESPONSE**

Bozell NY is looking for a well-rounded Media Supervisor with a minimum of four years experience in direct response media. Our Media Supervisors play a crucial role in the development of media plans, the implementation of media buys and provide stewardship and analysis for all media. The successful candidate will be responsible for managing the direct response media planning team and serving as the primary internal communications liaison between broadcast, account management and clients.

Must have experience in planning and implementing all media (Broadcast, Print, Direct/Co-op Mail, Alternative, Internet). Proven ability to develop strategic direction, evaluate budget/results data and excellent communication skills are essential. Proficiency with all media research tools required.

*Interested in applying for this opportunity? If so, we'd love to hear from you. Please email or fax your*

**resume (including salary requirements) to: Dept JK at bozellhr@newyork.bozell.com or (212) 463-8419.**

*EOE/AA M/F/D/V*

**GENERAL/DIRECT/INTERACTIVE**

Vintage Resources is now one of the leaders in placing Adv profls in the NY area. We focus on your indiv talents. We reward your efforts w/ the best career optpys & negotiate the best compensation pkges.

Group Manag. Director .....to \$200K  
Business Development .....to \$150K  
AAE to Acct Director .....to \$130K  
Media (All Levels) .....to \$125K  
Database Marketers .....to \$120K

**Fax resume 212-490-9277 or email vintageresources@mindspring.com**

**NBC CABLE NETWORKS**

CNBC and MSNBC, both major divisions of NBC, a General Electric Company, have the following exciting career opportunity available. Television experience, preferably in cable, preferred.

**Marketing Manager (New York)**

We seek an individual with 5-7 years' Brand/Ad Sales Marketing experience. The ability to partner with CNBC Marketing Director to develop overall marketing strategy and brand positioning is necessary. The successful candidate will participate in the development of upfront materials, media kits, events sponsorship, newsletters, etc.

We require a Bachelor's degree, as well as excellent communication and presentation skills.

If qualified, please forward resume and salary requirements to:

**NBC Cable Networks**

**Human Resources**

**437 Madison Avenue, 14th Flr**

**New York, NY 10022**

**or fax: (212) 826-9923**

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**dELiAs\*cOm**

**CONNECTED TO THE iTurf NETWORK**

Vice President/General Manager, dELiAs\*cOm dELiAs.com, the leading teenage girls clothing store on the Internet, combines the industry-leading merchandising of the dELiA\*s direct business with the unique presentation capabilities of the Internet. dELiAs.com is a business unit of iTurf, Inc., which is a leading network provider of online destinations focused on consumers between the ages of 13 and 24. Through its network of web sites, iTurf provides a comprehensive offering of community, content and commerce services.

The VP/GM will be responsible for day-to-day operations and strategic development of the web site. Once acclimated, the VP/GM will be expected to be fully competent at:

- Developing web strategy for the dELiAs brand;
- Building and monitoring revenue and expense budgets;
- Managing and developing the dELiAs.com team;
- Understanding/executing the publishing needs of the web site;
- Managing relationships with outside resources;
- Advocating web opportunities within a multichannel environment;
- Tracking competitors and analyzing their activities.

The VP/GM will require strong business management skills, the ability to manage a diverse group of employees and an ability to work in a fast-paced, ever-changing environment. The qualified candidate must have experience in e-commerce or web development and 5+ years experience in management, ideally covering direct marketing. Additionally, the candidate will have a strong technical understanding, good quantitative skills, and an aptitude to lean the intricacies of web publishing and e-commerce. An MBA or similar graduate degree in business studies is a bonus. This position is based in NYC. Please email resumes to jobs@iturfcorp.com, fax to 212-742-1968, or mail to 1 Battery Park Plaza, 26th Floor, New York, NY 10004, Attn: HR. For more exciting job opportunities, visit www.iturfnetwork.com

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Saab currently seeks an individual that will analyze data to develop and manage creative programs that will increase sales and customer retention.

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The Source Sports  
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11th Floor  
New York, NY 10003

Fax: 212.253.9344  
E-mail: [nthomas@thesource.com](mailto:nthomas@thesource.com)

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215.963.9672  
[don@rector.com](mailto:don@rector.com)

## EXECUTIVE PRODUCER

Experienced new media Company seeks Executive Producer to oversee our metamorphosis into a full scale on/offline production entity. Position requires strong production background in commercial and/or television and film industry and strong contacts in one or both of these areas. Please e-mail letters and resumes to Jen Heck at:

[jen@charged.com](mailto:jen@charged.com)

## COMMERCIAL REP

Experienced new media Company seeks Commercial Rep to represent our creative team as the company expands into a full scale on and offline production entity. Candidate must be self-motivated and aggressive, and have strong contacts in advertising and commercial production. Please e-mail letters and resumes to Jen Heck at:

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Contact:

DBI Media Executive Search

Ph: 212-338-0808 Ext. 6

Fax: 212-338-0632

Email: [lee@dbiny.com](mailto:lee@dbiny.com)

Visit our web site: [www.dbiny.com](http://www.dbiny.com)

## ADVERTISING SALES

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ADWEEK Classified  
Box 4128  
770 Broadway, 7th fl.  
NY, NY 10003

## ACCOUNT EXECUTIVE

Leading b-2-b publication seeks account exec. with at least 3 years experience who's ready to take the next step to manage growing territory. The ideal candidate will be a highly motivated self-starter with ability to sell multiple products. Requires travel (up to 25%). Excellent benefits. Send resume and compensation requirements to:

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Bill Communications  
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or email [HR@billcom.com](mailto:HR@billcom.com)

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We seek a Designer for busy, in-house retail advertising department. Position reports directly to Creative Director. Responsibilities include creative management of assigned projects, background selection, & interfacing with photographers. Must be able to handle multiple projects simultaneously. MAC proficiency in QuarkXPress required. Minimum 5 years' experience in retail advertising preferred.

Qualified candidates should forward resume to:

Finlay

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10017; or fax: (212) 983-7516.

E-mail: [fgalluccio@fnly.com](mailto:fgalluccio@fnly.com)  
(No attachments please). EOE.

## Account Executives

Princeton Area Agency needs AE and Asst AE for nat'l and int'l specialized/tech b2b accts. We're booming now with lots of web, pr and ad work and need an AAE with 2 yrs agency exp and an AE with 4+ acct serv exp. Must be able to handle complex acct work w/great relationship skills. Huge growth opportunities abound. Web savvy, e-commerce exp = triple bonus points. Send res, sal req and cvr ltr to:

[info@mcbcb2b.com](mailto:info@mcbcb2b.com)

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HELP WANTED

# ARNOLD COMMUNICATIONS

## Senior Account Executives and Account Executives

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Qualified individuals should be proficient in television research data including Nielsen and Simmons. Knowledge of Microsoft Office including Excel, Word and PowerPoint is essential. Please send resume and salary requirements to: **Paramount Advertiser Services, Dept BK, 1633 Broadway, 11th Floor, New York, NY 10019 or Fax: 212-654-4930. No Phone Calls Please.**

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**HELP WANTED**

**MARKETING MANAGERS**

emap usa, a multi-media co. is seeking two Marketing Managers for our Marketing Network and for Motor Trend Magazine. Will be resp. for writing & designing client proposals, creating and executing multi-media programs and researching and developing sales prospects. Must have 4-6 years of brand & promotion mgmt. or account mgmt. at a leading promotion agency or consulting org., exp in buying and selling media, excellent writing and presentation skills and knowledge of print production processes. Must be fluent in MS Word, PowerPoint and Excel. Great work environment! Please send/fax resume, w/salary history, to: **emap usa, Attn: Kerry Bianchi, 110 Fifth Ave., New York, NY 10011. Fax: (212) 886-3663. No calls Please. EOE**

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Send/fax/email resume (must include salary history and requirements) to:

**Yellow Book USA**

Attn: L. Flynn

100 North Centre Ave., Rockville Centre, NY 11570

Fax: 516-766-1909

Email: linda.flynn@yellowbook.com

**ADVERTISING COORDINATOR**

emap usa, a multi-media co., is looking for an extremely responsible, detail-oriented and organized individual to work in the production department. Will be responsible for maintaining the contents and advertising of several monthly magazines, for tracking materials and insertion orders and for working closely with the Production Director, Publishers and Sales Representatives to ensure a smooth production process each month. Must have excellent oral and written communication skills and a willingness to work hard and learn. Must have 1 year experience in the publishing industry. Send/fax resume and cover letter to:

Patricia Nolan, Production

Director, 110 Fifth

Avenue, New York, NY 10011.

Fax: 212-229-4838

E-mail: nolanp@emapusa.com  
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Central NJ agency seeks acct pro to manage national accounts in rapidly expanding markets. Candidates should possess solid track record in results-oriented account work with leadership and integrity. Must have some b2b experience as well as familiarity with interactive media. Send resume to: **Box 4129, AdWeek Magazines, 770 Broadway, 7th Floor, New York, NY 10003.**

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# CULTURE TRENDS

## The Billboard 200

### 5 Years Ago

The top-selling albums from **8/19/95**

1. Bone Thugs N'Harmony/Eternal...
2. Hootie & the Blowfish/Cracked Rear View
3. Selena/Dreaming of You
4. Ghost Face Killah/Only Built...
5. TLC/Crazysexycool
6. Jimmy Buffett/Barometer Soup
7. Alanis Morissette/Jagged Little Pill
8. Jodeci/The Show...
9. Shania Twain/The Woman in Me
10. Soundtrack/Pocahontas

### 10 Years Ago

The top-selling albums from **8/11/90**

1. M.C. Hammer/Hammer Don't Hurt 'Em
2. Poison/Flesh & Blood
3. Wilson Phillips/Wilson Phillips
4. Mariah Carey/Mariah Carey
5. New Kids on the Block/Step By Step
6. Anita Baker/Compositions
7. Keith Sweat/I'll Give All My Love...
8. Madonna/I'm Breathless
9. Bell Biv Devoe/Poison
10. Soundtrack/Pretty Woman

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## College TV Network Video Playlist

Submitted by College Television Network for week ending August 14, 2000

<i>Artist</i>	<i>Title</i>	<i>Rotation</i>
OPM	Heaven is a Halfpipe	Heavy
SR-71	Right Now	Heavy
Vertical Horizon	You're a God	Heavy
Foo Fighters	Next Year	Heavy
Wheatus	Teenage Dirtbag	Heavy
Ben Harper	Steal My Kisses	Heavy
Destiny's Child	Jumpin'	Medium
Incubus	Stellar	Medium
Mya	Case of the Ex	Medium
Macy Gray	Why Didn't You Call Me	Medium
Amel Larrieux	Sweet Misery	Medium
P.O.D.	Rock the Party	Medium
Counting Crows	Mrs. Potter's Lullaby	Medium
Nickelback	Leader of Men	Medium

## Billboard Top Video Rental

Compiled from a national sample of retail store rental reports.

<i>This Week</i>	<i>Last Week</i>	<i>Title</i>	<i>Studio</i>
1	3	The Talented Mr. Ripley	Paramount
2	6	The Hurricane	Universal
3	-	Magnolia	New Line
4	-	The Ninth Gate	New Line
5	-	The Beach	Fox
6	8	Boiler Room	New Line
7	1	The Green Mile	Warner
8	2	Girl, Interrupted	Columbia Tri-Star
9	4	Deuce Bigelow	Touchstone
10	5	American Beauty	DreamWorks

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**TELEVISION**

**Karin Timpone** has been promoted to senior vp/marketing and communications, for Universal TV & Networks Group. She moves up from vp of communications...**Brian Kesterson** has been promoted to senior vp of finance for Universal TV & Networks Group. He moves up from vp of financial planning and analysis...**Kristi Ling** was named media relations coordinator for Studios USA Domestic Television. She previously served as a freelance TV and movie publicist...**Pauline Bohm** has been promoted to senior vp of international marketing for Pearson Television. She was vp of worldwide marketing...**Bradley Branch** was named vp of on-air promotion at Fox Kids. Previously Branch served as vp of on-air promotion at Fox Sports Network.

**RADIO**

**Robert Adair** was named regional vp of Salem Communications, overseeing Salem's radio stations in Dallas, Houston, San Antonio, Chicago and Phoenix. Adair was most recently senior vp at Renda Broadcasting...**Reginald Denson** was named director of Urban radio sales for ABC Radio Networks. Denson comes to ABC from Katz Media, where he served as vp and director of Urban radio for Katz Urban Dimensions...**Neil Johnston** was named chief financial officer of Cox Radio, effective Sept. 1. Johnston most recently served as vp of development for Cox Broadcasting. He succeeds Maritza Pichon, who will be leaving the company to spend more time with her family...**Michael Joly** has been promoted to the new post of director of Internet strategies for Greater Media. He was formerly research director for Greater Media's marketing group in Boston...XM Satellite Radio recently announced new additions to its programming team in preparation for launch of the subscription digital radio service early next year.**Kevin Straley**, formerly program director at WRKO-AM in Boston, was named director of Talk; **Irina Lallemand**, formerly news director at WCBS-AM in New York, was named director of news; (continued on page 54)

# The Media Elite

Edited by Anne Torpey-Kemph

## Tony's Up to Funny Business

To achieve the desired result in comedy, the timing has to be right. That's why *National Lampoon* and *Spy* alum Tony Hendra has launched Gigawit along with his wife Carla, president of OglivyOne North America, and John Evans, former president of News Corp. and former publisher of New York's *Village Voice*.

The company, comprised of Web site Gigawit.com, which will launch this week, and an offline publishing arm, aims to get smart, funny material out fast. "It takes the average publisher anywhere from nine to 12 months to get a book onto the market," says Hendra, who made many appearances on *The Ed Sullivan Show*, edited *Lampoon* and *Spy* and authored several

humor books. "Since most humor is time-sensitive, this means your idea is out of date by the time it gets to the reader."

Gigawit's first venture is *The Gigawit Dictionary of the E-english Language*, Hendra's antidote to the "virus of geek-speak."

In the true democratic spirit of the Internet, Gigawit will publish anything—that is, anything that passes muster with the "gruelling editorial board of one," says Hendra, referring to himself. He's encouraging fledgling authors to

write and veteran writers to experiment with the new medium.

A couple of writers have already met Hendra's standards: Works by Al Franken and Joe Queenan are in progress for gigawit.com. —Lori Lefevre



Working on his delivery: Hendra



## Stanton Named Myers' Millennium Man

Myers Reports honored Frank Stanton, CBS president from 1946-73 and founder of the Center for Communications in New York, as Media Executive of the Millennium at NYC's Roosevelt Hotel during the recent Myers Forum for Interactive Television Development. Media luminaries presenting the award included (l. to r.) Bob Marbut, chair, Hearst Argyle TV; Chris Rohrs, president, Television Bureau of Advertising; Ed Bleier, president, Warner Bros. TV; Jack Myers, CEO, Myers Reports; Stanton; Robert Wussler, former president of CBS and Turner Broadcasting; Terry Wolff, producer; Irina Posner, exec. director, CFC; and Bill Scott, president of programming, Pax TV.

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DAILY NEWS ON THE NET.



## SPOTLIGHT ON...

### Clotilde Dillon

VP of Diversity, MTV Networks

**W**orkforce diversity had been a top priority at MTV Networks for some time, but the issue needed a "champion," said chairman Tom Freston. Enter Clotilde Dillon, the first vp of diversity at the Viacom-owned cable division.

Arriving a few months ago, Dillon was impressed by the proficiency of the diversity training managers at the five channels—MTV, TNN, VH1, CMT and Nickelodeon—but the disparate cable group needed a cohesive message, she says.

As the corporate linchpin, Dillon recently developed a set of criteria to promote awareness and encourage a diverse employee population across the company. Not at liberty to discuss the specifics because her outline is still under review, Dillon believes the new criteria will put all the networks on the same diversity track. "This will really ground us going into 2001," she asserts.

As a child growing up in the Bronx, Dillon witnessed the prejudice her Puerto Rican mother and black father suffered as a mixed-race couple. But it wasn't until she experienced an ethnic slur firsthand that Dillon took a hard look at racism. "I began to seriously question people's behavior," she says.

After earning a bachelor's degree in social work from Fordham University in New York, Dillon eventually embarked on a career in human resources, developing diversity initiatives for corporate giants including Philip Morris and Chemical Bank. "I have a personal interest and passion for creating environments that treat people with respect," she says. —Megan Larson

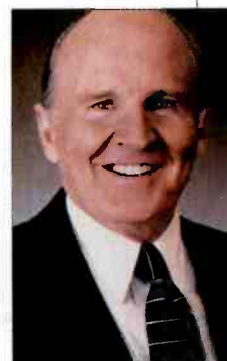


Her mantra: R-E-S-P-E-C-T

## Public to *BW*: Jack Who?

**J**ack Welch can certainly claim fortune, but not fame, according to a recent *Business Week* poll. Despite receiving an all-time-high \$7.1 million advance from Time Warner's book publishing unit to write his memoirs, the longtime chairman of NBC parent General Electric scores pretty low on the public-recognition scale. Just 11 percent of the respondents to a *BW* online survey said they were very or somewhat familiar

with Welch. And even those who were familiar with him couldn't say just what he does. A GE representative said it's just fine with the company if the average Joes don't know jack about Jack, as long as they keep buying those lightbulbs.



Little-known GE chief Welch

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# MOVERS



**Drew named vp at Nat'l Geo Traveler**



**CC taps Locker for digital biz**

(continued from page 51) **Dan Turner**, former senior director for programming operations at WorldSpace Corp., was named director of channel production. Program directors for music channels are: for children's, **Kenny Curtis**, former host and producer of a children's show on WBFF-TV in Baltimore; for '70s channel, **Kurt Gilchrist**, former director of programming for Capstar stations in Beaumont, Texas; for Alternative Rock, **Rick Lambert**, former director of programming for onradio.com; for Dance channels, **Blake Lawrence**, former program director at KKSF-FM in San Francisco; and for Rock, **Charlie Logan**, former on-air personality at WFYV-FM in Jacksonville, Fla....**Steve Fehder** has been promoted to senior vp and director of eastern operations for Triad Broadcasting. He had been vp and general manager of Triad's Mississippi Gulf Coast radio stations....**Nancy Hume-Kelly** was named marketing manager for Westwood One's Metro Networks in Milwaukee. She was an account manager for the Wisconsin Radio Network.

## AGENCIES

**Chris Geraci** was promoted to director of national broadcast buying for BBDO/OMD USA, the unit launched earlier this year to provide media buying and research services to Omnicom's three ad agencies, BBDO, DDB and TBWA/Chiat/Day. A 13-year veteran of BBDO, Geraci replaces Steve Grubbs, who left the post earlier this year to assume the new post of CEO of OMD USA. Geraci was most recently senior vp, group director, national broadcast buying for BBDO.

## CABLE

**Jess Aguirre** was named vp of research at Odyssey Network. Previously, Aguirre was director of research at Warner Bros., where he oversaw both broadcast and cable networks...**John Malkin** was promoted to vp of affiliate sales and marketing at Fox News Channel, overseeing affiliate sales across the nation. Previously Malkin was vp of central and southeast sales regions for the network...**Rich Goldfarb** was named senior vp of media sales for the National Geographic Channel U.S. and Fox Cable Networks. Most recently, Goldfarb was senior vp of NBC cable national ad sales, overseeing CNBC and MSNBC...**Kenneth Locker** was named senior vp of enterprises and new media at Comedy Central. The former CEO of iMovieStudio.com will be responsible for the development and expansion of the network's Web site and digital ini-

tiatives...A&E Networks promoted **Andrea Gonzalez** to vp of affiliate ad sales while promoting Antoinette Brown, Holly Dalton and Carol Baez to the positions of director in the department.

## MAGAZINES

**Bennett Theimann**, vp for new business development at Gruner+Jahr USA, has been promoted to vp, general manager of Inc....**Dawn Drew**, publisher of *National Geographic Traveler*, has been named vp...At Time Inc.'s *Southern Living*, **Greg Keyes**, vp of corporate marketing, has been named senior vp. Also, **Rich Smyth**, vp and advertising director, has been upped to vp and publisher, replacing **Kevin Lynch**, who moved to sister publication *Sunset* as senior vp...Parade's **Deborah Armstrong** has been promoted to vp of marketing and business development, from director of business development...Vibe/Spin Ventures' *Spin* has tapped **Regan Solmo**, former managing editor of Worth Media's *Civilization*, as managing editor. Also joining *Spin*, as senior editor, is **Hans Eisenbeis**, former editor in chief of *Request* magazine. At Minnesota-based *Request*, **James Diers** has been promoted to replace Eisenbeis. Diers had been the title's online editor...**Paul Carstensen**, former art director for Pace Communications' *U.S. Airways' Attaché*, has joined World Publications' *Garden Design* as art director, replacing Toby Fox, who left to pursue freelance work.

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# MEDIA DISH



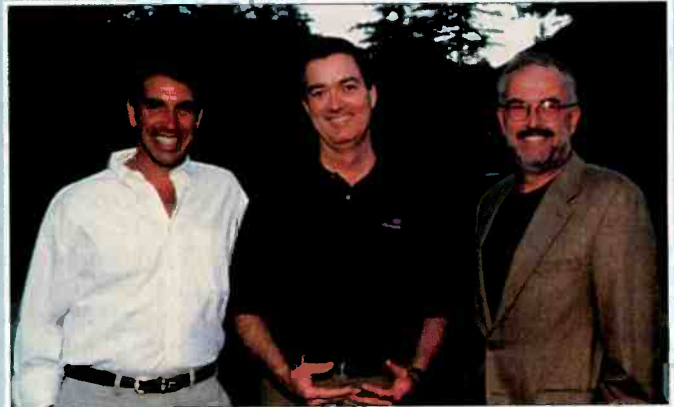
New York Times Co.'s *Golf Digest Woman* co-sponsored the recent Karrie Webb Celebrity Pro-Am at the Manhattan Woods Country Club, benefiting the Christopher Reeve Paralysis Foundation. (L. to r.) Courtney Gibson, associate publisher, *GDW*; actor Joe Pesci; and Leela Narang, account executive, *Golf Digest*.



Comedian Dom Irrera (r.), a fixture on CBS' *Everybody Loves Raymond*, hams it up with Dave Kolin, vp of comedy for United Stations Radio Networks, at Brennan's restaurant in New Orleans following Irrera's performance as part of the radio industry's annual Boot Camp Convention for morning-show producers seeking comedy talent.



Meredith Corp.'s *Ladies' Home Journal* and iVillage.com recently co-hosted a celebration on Capitol Hill to fete the nine women senators upon the publication of their book, *Nine and Counting: the Women of the U.S. Senate*. (L. to r.) LHJ publishing director and editor in chief Myrna Blyth; LHJ vp Michael Brownstein; Senator Diane Feinstein (D-Calif); and iVillage.com co-founder Nancy Evans.



In Vail, Colo., for the recent *Inc.* 500 Conference, the magazine's annual weeklong gathering of up-and-coming small businesses, (l. to r.) Gary Mirkin, *Inc.* publisher; Bill Owens, governor of Colorado; and George Gendron, *Inc.* editor in chief

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**American Women in Radio & Television Association's** annual convention will be held Aug. 26-29 at the Regal Baltimore Hotel in Los Angeles. Contact: 703-506-3290.

**GAIT** will host the **2000 Television & Internet Festival** Sept. 7-8 in Hollywood. Contact: Dawn Tittiger at 818-501-0700.

**Radio-Television News Directors Association** will hold its **annual conference and exhibition** Sept. 13-16 at the Minneapolis Convention Center. Contact: Rick Osmanski at 202-467-5200.

**Editor & Publisher** magazine will host an **Online Classifieds Industry Symposium** Sept. 17-19 at the Hyatt Regency Monterey Resort & Conference Center in Monterey, Calif. Contact: 646-654-5168.

**PricewaterhouseCoopers** will present the **2000 Global Entertainment, Media & Communications Summit** Sept. 19 at New York's Marriott Marquis. Contact: Deborah Scruby at 212-259-2413.

The **Newspaper Association of America** will host its ninth biennial **libel conference**, titled "Back to First Principles," Sept. 22-24 at the Hyatt Regency Crystal City in Arlington, Va. Contact: 703-902-1792.

The **International Radio & Television Society Foundation** will host a newsmaker luncheon at the Waldorf-Astoria in New York Sept. 27. Contact: John Kienker at 212-867-6650, ext. 303.

The **Virginia Cable Telecommunications Association** will hold its **34th annual convention** Oct. 8-11 at the Hyatt Regency Hotel in Reston, Va. Contact: Barbara Davis at 804-780-1776.

**CTAM** will host a **Broadband Opportunity Conference** Oct. 18-19 at the Santa Clara Marriott in Santa Clara, Calif. Contact: Seth Morrison at 703-549-4200.

The **Society of Professional Journalists** will hold its **annual convention and conference** Oct. 26-29 at the Adam's Mark Hotel in Columbus, Ohio. Contact: Tammi Hughes at 765-653-3333.

# Inside Media

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

## Alston Exits *O* After Only Two Issues

Alyce Alston, publisher of *O, The Oprah Magazine*, has left the bimonthly after just two issues to join Fairchild Publications as vp/publisher of *W*. The top spot at the women's fashion monthly has been vacant since Susan Blank was pushed out last month, reportedly due to sluggish ad sales. Replacing Alston will be *O* ad director Jill Seelig, who before joining the Hearst Magazines/Harpo Entertainment Group joint venture, was ad director at Condé Nast's *Vanity Fair*. Alston is the second high-level executive to leave *O* since the title launched in April. Editor in chief Ellen Kunes resigned after the first issue for personal reasons and was succeeded in July by veteran editor Amy Gross.

## FCC Approves Largest Radio Deal Ever

The FCC last week approved Clear Channel's \$23.5 billion acquisition of AMFM with the condition that Clear Channel divest 122 radio stations in 37 markets. That differs from the Justice Department, which gave its approval a month ago, requiring Clear Channel to divest 99 stations in 27 markets. Clear Channel which, in March, announced deals to sell 110 stations in 37 markets, said it is reviewing the decisions in order to reconcile the discrepancies. Any stations not divested by the time the deal closes will be put into trust. A closing date has yet to be set.

## MSBS and AOL Form Pact

Spanish Broadcasting System, owner of 25 radio stations targeting Hispanics, has teamed with America Online in a strategic promotional alliance. Through the deal, SBS' LaMusica.com will be an anchor tenant on AOL as well as provide music and entertainment content across several AOL brands. In exchange, SBS will promote AOL in on-air radio ads.

## MH18 Lands on Stands

*Men's Health's* teen spinoff *MH18* hit newsstands this week with a rate base of 125,000. The Rodale bimonthly will be published twice in 2000 and have a cover price of \$2.99. Advertisers in the premiere issue include Calvin Klein Jeans, Levi's, Sony, Tommy Hilfjger and Nike.

## RSN Turns to Wheelhouse

The Resort Sports Network has tapped e-marketing firm Wheelhouse Corp. to guide the outdoor sports channel through the revamping of its digital platform. The company will aid RSN in its plans to relaunch its Web site by the end of the year and expand its convergence product, RSN.comTV, into 12 new markets. RSN recently received \$20 million in venture capital funding. RSN's offerings include RSN.com, the RSN cable network and RSN.comTV, a Web/television content platform.

## IFC Original Series Changes Latitude

*Split Screen*, the Independent Film Channel series dissecting the bizarre and the banal in contemporary cinema, will have an exotic backdrop for its season premiere on Sept. 4. The series will travel to Fiji to visit 180 Meridian Cinema, a movie theater in the unlikeliest of places—the rainforest of Taveuni. And on Oct. 2, *Split Screen* will introduce a new format for the remaining 12 episodes of the season. In concert with *Projections*, a new book series on New York filmmaking from publisher Faber & Faber, *Split Screen* will conduct extensive interviews from the Screening Room in Manhattan with actors, directors and producers featured in the book, such as *The Graduate's* Buck Henry and *Rushmore's* Wes Anderson.



*Split Screen* goes to a far-flung theater for its premiere.

## Mayne to Host ESPN's 2-Minute Drill

*Who Wants to Be a Millionaire* producer Michael Davies has tapped Kenny Mayne, co-host of ESPN's 11 p.m. *SportsCenter*, to host his new game show, *2-Minute Drill*. "I am truly excited to work with Michael Davies," quipped the perennially droll Mayne. "He has a thick British accent and I have not heard a word he has said other than, I have the job." *2-Minute Drill* launches Sept. 11. In other ESPN news, the network opened its new state-of-the-art studio in Bristol, Conn., Aug. 18. Complete with multiple anchor desks, a 16-by-9 plasma screen for graphics and greater integration of the Web site and on-air content, the new studio will serve as the home for *SportsCenter*, *Sunday NFL Countdown* and *Baseball Tonight*.

## Viewers to Choose Cartoon Net Pilots

Cartoon Network is leaving some fall programming decisions in the hands of its viewers. During "Cartoon Cartoon Weekend," Aug. 25-28, the audience will have the opportunity to choose which of three pilots—*Whatever Happened to Robot Jones?*, *The Grim Adventures of Billy and Mandy* and *Longhair and Doubledome*—will be picked up for a series. After each show airs, viewers can cast their votes via a toll-free number or on the network's Web site. Cartoon Network reaches 63.8 million homes.

## Telescene's *The Lost World* Gets Backing

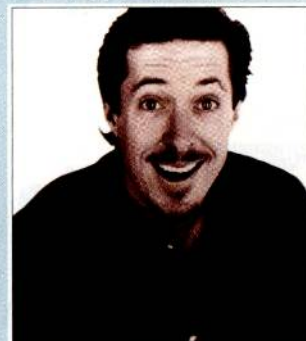
Telescene Film Group has acquired the \$23 million in financing it needed to shoot all 22 second-season episodes of the New Line TV-distributed action hour *Sir Arthur Conan Doyle's The Lost World*.

## Fox Sports Radio Net Sets Lineup

Set to launch Monday, Aug. 28, at 8 a.m., the new Fox Sports Radio Network, a division of Premiere Radio Networks, last week announced its programming lineup. Many of the shows feature familiar faces from Fox Sports and Fox Sports Net, including Tony Bruno, who will kick off the day from 8 a.m. to noon, and *National Sports Report* anchors Kevin Frazier, Steve Lyons, Chris Myers and Jeanne Zelasko. Also included in the lineup are Bob Page, Bob Golic, Rich Herrera and Dan Sileo. One daypart that is not covered by the new net is noon to 3 p.m., when Premiere's sports talker, Jim Rome, airs. For weekends, Fox Sports Radio Net will air *We Are There Saturday* and *We Are There Sunday*, which will provide the latest scores, expert

## Ferrall Drafted by SportsFan Radio

After a year long hiatus as co-host of the nationally syndicated TV show *Battle Dome* and calling play-by-play for the Atlanta Thrashers hockey team, Scott Ferrall and his Wolfman Jack-like growl is back on radio through an exclusive deal with SportsFan Radio Network. The sports talker will launch his daily show, *Ferrall on the Bench*, on 85 radio stations, Monday, Aug. 28, from 8 p.m. to 12 a.m. "He has an encyclopedic knowledge of sports," said Larry Kahn, vp of programming for SportsFan and Winstar Radio Network. Ferrall joins SportsFan's stable of sports-talk personalities, which includes the Fabulous Sports Babe and Keith Olbermann.



Known as "Da Man," Ferrall is set to talk sports on Aug. 28.

analysis, interviews and commentary, from noon to 8 p.m.

## Julie Brown Switches Syndicators

"Downtown" Julie Brown, the former MTV VJ who's launching a weekly radio show, has switched syndicators to Syndicated Solutions from NBG Radio Networks. NBG acquired the rights to *The Julie Show* from PTN Media in June, but when NBG was unable to secure station clearances, PTN signed with SSI. *The Julie Show* is now set to launch Aug. 27 on about eight radio stations and grow to about 50 in a year, said SSI president Bob Carey. SSI has made some changes to the show, including adding a live audience. The show will air live from Los Angeles, Sundays 10 p.m. to midnight.

## TV Meters Slated for Richmond

Nielsen Media Research last week announced it will begin metering Richmond-Petersburg, Va., the 60th-largest TV market, in October 2001 with 300 sample homes, increasing to 400 homes by October 2002. The first client to sign up for the impending service is Raycom Media's CBS affiliate WTVR-TV. Nielsen also said it is on schedule to begin metering Albuquerque, N.M.; Austin, Texas; Fort Myers, Fla.; and Dayton, Ohio. So far, 48 markets are using set-top meters.

## Gibson to Spend Weekends on FNC

Fox News Channel last week nabbed John Gibson from rival cable network MSNBC last week. Gibson will anchor live weekend news programming for FNC. The sometime substitute on *Rivera Live* on CNBC will start Sept. 16.

## DGN Nets Jumps Into Reality Radio

Dame-Gallagher Networks is jumping into reality radio with its third syndication

project called *COPNET—The Police Radio Network*. Hosted by William Berger, chief of police for North Miami Beach and Lieutenant William Erfurth, head of the tactical narcotics team of the Miami-Dade Police Dept., the two-hour weekly show mimicks the TV shows *Cops* and *Real Stories*, using a documentary style that uses 911 calls and firsthand accounts of busts.

## Nielsen Explores New TV Technology

Nielsen Media Research last week signed two more deals with companies bringing interactive and personal TV services to market. Nielsen will explore how it might measure TV audiences using TiVo, which allows viewers to time-shift programming options. Nielsen also signed a deal with Metabyte Networks' MbTV in order to add households using MbTV to its national and local TV samples. MbTV automatically recommends, records and deletes programs based on viewers' preferences. "This [agreement] underscores our ongoing commitment to bring knowledge and understanding of the changing technological face of the industry," said Scott Brown, vp of marketing and technology for NMR.

## SFX Acquires Motor Sports Agency

SFX Entertainment, which was recently acquired by Clear Channel Communications, has acquired Cotter Group, a motor sports marketing agency based in Charlotte, N.C. The terms of the deal were not disclosed. Founded by Tom Cotter and Terry Boyce, Cotter Group, which will become part of SFX Sports Group, handles the marketing, licensing, merchandising, mobile marketing and corporate hospitality arenas for the motor sports industry. Its accounts include McDonald's, Mercedes-Benz USA, Dodge, NASCAR and Motorola.

# Media Person

BY LEWIS GROSSBERGER



## He and His Shadow

MEDIA PERSON SPENT THE SUSPENSEFUL days leading up to the Democratic convention wor-

rying whether Al Gore would ever be able to step out of Bill Clinton's shadow. According to all the media, this shadow followed Al wherever he went, blocking out his sunshine, eclipsing his talent, casting him into its eternal gloom. ♦ Optical engineers called in by Team Gore fiddled desperately with lenses, filters, lasers, three-way bulbs and other exotica of their craft, but the oppressive Clintonoid-shaped darkness refused to be dispelled. Indeed, the first day of the convention

was *all* shadow and no Al.

First came Hillary, who might be termed The Shadow's Shadow. Though she appeared to be doing her best to light Al up, primarily by raising her voice every four minutes and shouting, "Al Gore and Joe Lieberman!" all anyone watching her could think was, *Is Hillary really going to be in the Senate? And if she is, will Bill be running around Hollywood finding more Monicas? And why does every woman speaker wear light blue? Is there a bluish conspiracy?*

Hillary also reminded the delegates that "in 1992, Bill and Al promised to put people first." Media Person remembered this stirring pledge and once again wondered who they intended to put second.

Then came The Big Shadow himself. His entrance became one of those instant classics of absurdity that we all love so much and look to modern politics to provide us with. It has already been likened by various commentators to *Gladiator*, *Big Brother* and rock-star egomania: Bill parading, unescorted but for the adoring camera, through a stupefyingly long maze of tunnels until finally, three days later, he ascended into the light and roar of the convention hall.

"One of the very best decisions of my life," said Bill, "was asking Al Gore to be my partner." Poor Al. The very last thing he wishes to be known as right now is Bill Clinton's partner.

Al was somewhere in Michigan at the time, far away from the convention, hanging with his best friend, Joe Lieberman, busily Voicing Populist Themes, as *The New York Times* put it, and hoping the Clintons would be invited to take an inspection cruise aboard a Russian submarine.

By the next day, the Shadow of the Clintons had thankfully receded from the media, so Media Person stopped worrying about it. But now he had a new worry.

**"My fellow Americans," Al said. "I can't think of a damn thing to say that you haven't already heard."**

Undercurrents had been discovered. Specifically, an Undercurrent of Grumbling. This grumbling seemed to be coming from the party's Liberal Base. The party quickly dispatched its vice presidential nominee, who is suspected of being insufficiently liberal, to dam the undercurrent by affirming.

He rushed before the black delegates to affirm that he was affirmative about affirmative action. "I was for affirmative action, am for affirmative action and will be for affirmative action," he said. Whether this stopped the grumbling in the base, Media Person didn't know, but he had to admit that it was one of the most positive statements he'd ever heard in his life.

The Democrats then proceeded to fur-

ther degrumblify the base by flapping their Liberal Wing. Not only rhyming Jesse Jackson but every single Kennedy not yet tragically killed or missing in action was thrust onto the podium on Night 2 of the convention to be reassuring about Al Gore. The extant Kennedys informed the nation that everyone's favorite dead Kennedy classic, John F., whom they knew personally, would have been proud of Al Gore.

By the time the climactic moments of the convention had arrived, Media Person was too worried to watch anymore. Instead, he contented himself with imagining the candidates' speeches. This reduced his anxiety considerably.

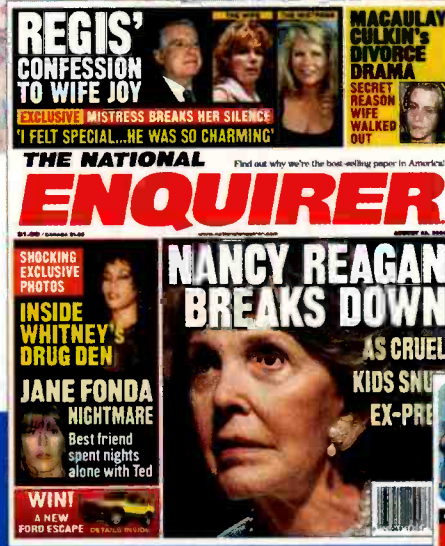
"Hi, I'm the Jewish guy," Joe Lieberman introduced himself to the convention. "Did you know I'm Jewish? Because I'm not sure the media got around to mentioning it."

After a brief discussion on the difficulties of being an Orthodox Jew in a world rife with rap music and Quentin Tarantino movies, Joe provided the definitions of Yiddish expressions he would be using while performing such vice presidential duties as attending the funerals of foreign leaders. He then closed by asking the nation to support Al Gore for president even though Gore is not Jewish. Though he left the podium, his magnificent silver hair remained to take a few more bows.

Of course, Al had to make a bigger entrance than Bill. So he was lowered from the ceiling on the back of a huge American Eagle, constructed from millions of feathers from endangered birds threaded together by Native American craftsmen, who were actually computer-generated images provided by Hollywood friends of Barbra Streisand.

"My fellow Americans," Al said as the thunderous ovation receded. "I can't think of a damn thing to say that you haven't already heard thousands of times. So thank you and good night."

All the TV analysts agreed it was a magic moment and a historic occasion that would be remembered as long as there is a Doris Kearns Goodwin to remind us of it. ■



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For information, contact Richard Amann, Executive VP/Publishing at 561-540-1000 ext. 2093



Source: 2000 MRI Spring, 1999 MRI Fall

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