**FCC Eyes Mergers**

May seek to change market definitions to slow consolidation

**MAGAZINES**

Flynt Ignites 3 New Titles
Plans golf, men’s style and snowboarding books

**SYNDICATION**

SNTA Chief Targets Cable
Bodenmann wants buyers to take a new look at syndie’s bigger numbers

**NETWORK TV**

Hispanic Nets Looking More Like Big 4
Broader fare and guarantees pay off

Without players, the NBA season is stuffed, and the league’s TV partners are looking to baseball and hockey for fare.
GET PRODUCTS IN FRONT OF PEOPLE HIGHLY MOTIVATED TO BUY THEM. Online shopping isn't just E-transactions. Mostly, it's about doing your homework. "Kicking the tires." Comparing prices. Enter GTE's SuperPages' Internet Services — a "shopping engine" that offers product reviews, buyer's guides, directory listings and, not coincidentally, an ideal place to advertise. Looking for great demos? Meet motivated shoppers at the right place, at the right time. Contact us at 1-800-430-1834 or http://superpages.GTE.net/mediakit. We'll give you the straight poop.
Fox Files Newsmag Ready for Prime-Time

Fox will replace Hollywood with its newsmagazine Fox Files on its fall schedule. And if any of its new shows falter, Fox will bring back the successful summer replacement show, Guinness Book of World Records. Fox Files premiered in July in the Thursday 9-10 p.m. time period and will continue in that slot. Hollywood had been scheduled for that slot, but was shelved by Fox due to creative differences with the show’s producers. Despite its low household ratings (3.4/6 for the week ending Aug. 30), Fox Files has the strong younger demos that Fox covets. The median age of Fox Files is 36, compared to 46 for NBC’s Dateline, 48 for ABC’s 20/20 and 61 for CBS’ 60 Minutes. Fox also wants to develop a franchise newsmag for its broadcast net. Fox execs are also standing by Holding the Baby, despite a 2.8/10 household rating in each of its first two weeks.

Detroit Papers Balk at NLRB Order

It doesn’t look promising that hundreds of former Detroit newspaper employees will regain their jobs in the near future, despite a unanimous vote by the National Labor Relations Board last week. The shortest timetable will be “at least a year” for rehiring to occur, said William Schaub, NLRB regional director. Schaub said he will send a letter to The Detroit News (owned by Gannett) and the Detroit Free Press (Knight Ridder), which are in a joint operating agreement. The letter, he said, will ask the papers to comply with the NLRB’s ruling that they engaged in unfair labor practices. “Why not heal the wounds?” said Schaub, referring to the bitter 19-month strike that ended last year. If the papers don’t agree, he said, they will take legal action. But the papers don’t plan to budge. Tim Kelleher, the News’ senior vp for labor relations, said the papers plan to appeal the NLRB ruling. To date, more than half of the workers who lost their jobs—1,300 of 2,500—have not returned.

Cheatwood Leaves NBC for CBS

Officials at CBS O&O KYW-TV in Philadelphia are hoping to capitalize on Joel Cheatwood’s track record for resurrecting flagging newscasts—despite his recruitment last year of Jerry Springer for a short-lived stint as a commentator at Chicago’s WMAQ-TV. Cheatwood has been hired as KYW’s new station manager. Most recently he was vp of daytime for the NBC Station Group. He has a history of building news operations at stations including Fox affiliate WSVN-TV in Miami and NBC affil WHDH-TV in Boston. At KYW, he will oversee news, broadcast operations and engineering.

Revamp: ‘Modern and Clean’

Miller Publishing is working on a redesign of its monthly Tennis, set to make its debut with the December issue. Sporting a new, spare-looking cover layout, with its formerly lower-case logo now capitalized and colored, the front of Tennis looks something like a mix of Life from the ‘50s and what editor Mark Woodruff calls “modern and clean.” Woodruff said Tennis’ new look will feature more photography, with an emphasis on portraiture. The overhaul follows similar makeovers at Miller sports titles including Cruising World and Mountain Sports and Living (formerly Snow Country).

USA’s Open Telecasts Flat

Early ratings returns for this year’s U.S. Open tennis tournament have been mixed for USA Network, which is carrying 92 hours of coverage of the two-week event. For the first three days of the tournament (Aug. 31-Sept. 2), USA delivered a 0.9 rating, flat with its first days coverage last year, though total household delivery inch ed up from 623,000 to 665,000. USA’s prime-time ratings this year were down to a 1.1/834,000 homes from a 1.3/939,000 homes at this point last year. A USA representative attributed the dip to a Whitney Houston appearance at the opening ceremonies last year and one rained-out prime-time session this year. USA’s daytime Open ratings were up slightly, from a 0.6/398,000 homes in 1997 to a 0.7/545,000 homes so far this year.

Into Troubled Waters, Here’s More

After two prototypes, the first regular issue of More, the magazine for women 40-plus, launches this week, and with it another great experiment into whether a magazine can finally attract wealthy, female baby boomers. With its carefully attenuated look (no model is supposed to be younger than 40) and smart editorial, More, published by Meredith Corp., hopes to spark a relationship where others like Mirabella and the defunct Lear’s failed to make a profitable connection. In addition to the requisite articles on health and fashion, More’s first issue (circ 320,000) features an interview with middle-aged cover girl Cybill Shepherd, a tell-all by the divorced wife of Bridges of Madison County author Robert James Waller and a review of hormonal treatments for menopause.

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FCC Reviews
Radio Rules

May use DMAs to determine ownership limits

By Alicia Mundy and Mira Schwirtz

The Federal Communications Commission, stripped of much of its power over consolidation in the radio business by the Telecommunications Reform Act of 1996, is preparing to take back its turf. Spurred in part by vociferous complaints from two commissioners about the impact of consolidation, the agency is considering new rules that could change how radio mergers are evaluated. New guidelines could radically alter the way in which markets are determined and how stations are counted.

A staffer at the FCC who would not speak for attribution said late last week that the rules "have not been hammered out yet." But the staffer said the FCC is considering several options, among them a plan that could change the definition of a market by switching from the Area of Dominant Influence (ADI) standard to Designated Market Area (DMA). The FCC is also considering a plan to allow companies to own stations with a combined market share of up to 50 percent. (The Department of Justice, which has been the primary review body for radio mergers since the Telecom Act was passed, now uses 40 percent as the threshold.)

The net effect of these proposals, in many if not most markets, would be that companies could own up to eight stations in a given market that control half or less of total radio advertising revenue, but the markets themselves would be smaller.

Just the talk of the FCC making new rules that could increase its oversight of radio mergers is certain to cause controversy. When Congress passed the Telecom Act in 1996, it effectively gutted the Federal Communications Commission's role in overseeing mergers in the radio industry. Since then, the FCC has had to sit by and watch while more than a thousand mergers have taken place. And it had to let the Justice Department take the lead by applying the narrowly construed antitrust laws where they could.

The FCC staffer cautioned that none of these proposals was about to be acted upon.

Reclaiming turf? FCC chair William Kennard (right) and commissioners Susan Ness and Michael Powell
of the relevant market.” They suggested, “A logical starting point would be to apply the same market definition both to the number of stations in the market and to the number of stations a particular entity actually owns within that market.”

On Sept. 3, in a speech before the Texas Broadcasters’ Association, Tristani decried the increasing consolidation of radio ownership, which, she stated, threatens community broadcasting and localism. She cited outsourcing of news content and national play lists. “The FCC has to get its house in order,” she said. “I think we need to fix our rules. We have a proceeding going at the FCC asking whether and how our rules should be changed, so stay tuned.”

That proceeding is partly taking place through the biennial ownership rules review, and also via an announcement asking for comment on a proposed FCC review of three deals in Little Rock, Virginia and Cincinnati. The FCC took the unusual step in this announcement dated Aug. 12 of noting that “based on our initial analysis...the commission intends to conduct additional analysis of the ownership concentration in the relevant market.”

Susan Fox, assistant to FCC chairman William Kennard, said, “The chairman has expressed his growing concerns about consolidation and its effects...We are flagging these cases, so people will know this is an important issue for us.” Sources at the FCC indicated that Kennard supports efforts by Tristani and Ness to review how markets are defined.

Radio owners and industry representatives are likely to oppose increased involvement by the FCC in reviewing mergers. “We think every single radio station in the world will object to their posture,” said Houston Lane, vp of acquisitions at Clear Channel Communications, the country’s fourth largest radio company in terms of advertising revenue, according to BIA, which tracks the radio industry. “We’re obviously in opposition to them taking that stance.”

National Association of Broadcasters spokesman John Earnhardt said the industry has been up in arms about the agency’s interest in controlling market share of revenue since the FCC started discussing it several months ago. “That’s for DOJ to do, not the FCC,” Earnhardt said. “For them to duplicate what another government agency is doing is not a smart allocation of funds.”

The advertising industry is likely to support any move by the FCC that would slow the pace of mergers in the radio business (see Washington column, page 17).

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Chalk-Talking a Plan B

NBA rightsholders prepare programming, advertising alternatives

**TV SPORTS / By Jim Cooper**

With the National Basketball Association’s player lockout now in its third month, the several national, regional and local rightsholders face a jigsaw puzzle of contingency plans should the season not start Nov. 4. But some of the regional sports networks already have moved to secure other sports programming while the national carriers have slated movies. Almost all have offered advertisers the option of moving into the alternate programs or take their money back.

Media buyers said they expect all rightsholders to come up with alternative packages if the balls don’t start bouncing in November but there’s not much enthusiasm to go along with those plans. “We’ll probably just take our money back,” said one sports buyer who requested anonymity and who is convinced the lockout will run into the season.

Nationally, Time Warner’s TBS and TNT will be the first to feel the pinch of a delayed season. Media buyers said Turner, NBC and the handful of regional networks might try to temporarily move advertisers into other programming or to sister networks like CNN, or will provide makegood arrangements until the NBA settles its deadlock.

Programming shifts for the Turner networks are somewhat easier. Turner runs about 10 hours of NBA programming a week during the 7 month season. For Tuesday and Friday night games on TNT and Wednesday night games on TBS, Turner’s extensive movie library can fill the gap.

“We’ve got a library of over 10,000 films,” said Kevin O’Malley, senior vp, Turner Sports, who noted that the average 2.4 rating for regular season and play-off games is comparable to movie ratings on both nets. “We’d be replacing prime time with prime time.”

NBC, which doesn’t kick off its pro hoops season until Christmas Day with its weekly games starting January 16, is not talking possible contingency plans, said a representative.

Regional NBA rightsholders on broadcast and cable have a more urgent need to get their replacement programming and ad sales strategies in place. Fox Sports Net’s regional services last week started to release their local hoops schedules, but have plan B’s waiting in the wings. In a deal with the NBA, FSN will run classic games on some of its regional ales and other sports product on the others if the lockout stalls the 1998-99 season.

“We’d love nothing more than for the NBA to settle the strike, but because of the way we are set up we have a lot of great options,” says Arthur Smith, executive producer, Fox Sports Net.

For example, Fox Sports West will carry classic Lakers games. But Philadelphia–based Comcast Sports Net is pulling together a backup schedule of college basketball, boxing and the Phantoms American Hockey League team, to replace its 76ers package if necessary. If the season is killed, CSN will have to fill almost 30 prime-time hours in November alone.

Local TV station rightsholders for the most part will run regular movies or syndicated product in place of games. “If there is a lockout we’ll just go back to our normal programming,” said Richard Sullivan, station manager for WUAB-TV, the UPN affiliate in Cleveland which carries 20 Cavaliers games.

“There’s really nothing we can do. If the games aren’t played, they aren’t available,” said Bob Ramsey, director of programming for WGN-TV in Chicago. “It would certainly be a great year for us if we could roll from this Cubs season into the Bulls season.” But the Bulls squad this year could look drastically different (Michael Jordan might not return and coach Phil Jackson has left). Contract negotiations are on hold until the lockout is resolved.

Many expect the lockout will continue until the Oct. 6 start of training camps and that the owners and players have to come to terms by early to mid October to save the start of the season. To date, the NBA has never lost a game to labor wrangling.
Flynt Courts New Readers

‘Hustler’ publisher readies golf, style, snowboarding titles for ’99

MAGAZINES / By Lisa Granatstein

Larry Flynt, the flamboyant publisher of Hustler, is pushing further into the mainstream. Flynt plans to expand his publishing empire next year with the launches of Backspin, an irreverent golf lifestyle magazine; an African-American men’s style monthly called Code; and a general-interest snowboarding title, On Board.

Flynt said he will spend $2 million to $5 million to launch each title. “For publishing companies our size, niche publishing is the best way to go,” said Flynt, publisher of Los-Angeles based LFP.

The publisher’s stable of 24 magazines, which tends to focus on young male readers, includes Hot Boat, hip-hop magazine Rap Pages and the skateboard title Big Brother, Blunt, a snowboard title, closed down earlier this year. It will be replaced by On Board in fall 1999.

Lonn Friend, executive editor of another defunct Flynt magazine, music title Rip, and most recently a vp for Arista Records, conceived Backspin and will be its editor-in-chief. Though a slew of golf titles exist for nearly every market segment, including women, seniors and travelers, Friend insists Backspin will be like no other. “Golf has a much cooler appeal,” Friend said. “We want to put out a magazine to try to reach the Tiger Woods’ of the world,” Flynt added. “We want it to be irreverent, have some-what of an attitude and hopefully not be as boring as those that are out there.”

The magazine, which will target 18-to-35-year-olds, will launch on newsstands in March with a 350,000 circulation and publish nine times in 1999. “We will incorporate a little bit of what Cigar Aficionado and InStyle have done by bringing celebrity into the niche world, and cover artists, sports figures, celebrities and professional golfers and mix the cultures,” Friend said. Backspin will also have the usual gear and instruction. So far, rocker Alice Cooper has signed on to do an advice column called “Hit the Ball Alice,” as has Dweezil Zappa as a contributing editor. Friend is also in talks to start a syndicated radio talk show that would have celebrities and golfers calling in.

Overseeing ad sales and marketing for all three launches will be Perry Grayson, LFP vp of advertising. Distribution director Jeff Hawkins and subscription director R.J. Swircz will handle newsstand and subscriptions, respectively.

Perhaps Flynt’s most upscale launch ever will be Code magazine, which will be distributed on newsstands beginning next May with a 500,000 circulation and will start as a monthly. A.G. Britton, Mode magazine’s former editor in chief (who also helped launch Mirabella and the U.S. edition of Marie Claire), is spearheading the launch of Code. “This is a tremendous market that has not been addressed in a sophisticated unapologetic way,” said Britton. “What we want this to be is an Esquire/J. Crew for men of color.” The monthly will target men 25 years-old and up.

Syndication’s Next Move

Group’s members want anti-cable pitch as new chief maps data

SYNDICATION / By Michael Freeman

Allison Bodenmann, president of the new Syndicated Network Television Association, will soon be waging what some expect to be a campaign to steer advertisers’ dollars away from cable and into syndication. Specifically, Bodenmann is expected to develop research pointing to syndicated programming’s broader national reach and strong overall ratings.

Bodenmann, a syndication buying veteran who most recently served as senior vp and broadcast director of Jordan, McGrath, Case
ARE YOU IN ONLINE AD DENIAL?

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1 Into 3 Won’t Go: Primedia View Pushes Warner to Exit

Primedia’s move to restructure its magazine group into three parts led to the ouster last week of president James Warner. The former CBS exec, who filled the power vacuum left by former COO Harry McQuillen, left the company after only seven months at the helm. Primedia “felt that the magazine group structure that existed was unwieldy,” explained Warner. “Hopefully this new organization will allow them to put more focus on each of these individual businesses, which I think it will.”

Warner added that there was also a “fundamental philosophical difference” between himself and William Reilly, Primedia president/CEO. “I was more marketing-oriented and [Reilly] was more financially oriented,” Warner explained. “The issue wasn’t so much spending, as the overall approach to business.”

Primedia’s new world order has M. David Tanzer, formerly president/CEO of the Channel One school TV network, now overseeing Primedia Consumer Magazines—23 titles including Seventeen, New York and Modern Bride. Kevin McAlliley, CEO of Films for the Humanities & Sciences, adds Channel One to his responsibilities. Reilly will take on the additional duties of acting president of the new Special Interest Group, including McMullen Argus, Primedia Special Interests titles and Primedia Enthusiast Publications (formerly Cowles Enthusiast Media).

In addition, Curtis Thompson, Primedia controller, has been named to the new position of group president of the Primedia Information Group. Thompson will oversee the transfer of the company’s technical and trade titles to the business-to-business group. —LG

& Partners (where she spent 19 years), said in an interview last week that her immediate priority as head of SNTA is to meet with the member syndicators to “discuss their expectations, then to lay out a blueprint of what research points we want to tackle with buyers.” Bodenmann started her new job last week at the organization’s New York headquarters.

Several barter syndication sales executives suggested that Bodenmann will be putting together research material that specifically focuses on the perceived lack of effectiveness of national cable buys.

“I’m not sure where all of this comes from, because I just want to really focus on the merits of syndication and not spend our time bashing the other guys,” said Bodenmann. “We want to just talk to some buyers who think that some syndicated programs are rated too low, yet will buy some blocks of inventory with a cable channel that does a 0.2 rating with most of its programs.”

Most daytime talk shows fall within 3-7 rating averages in syndication, and off-network sitcoms post upwards of a 10 rating, noted Julie Kantrowitz, vp/media sales for Warner Bros. Domestic Television Distribution, one of the seven major Hollywood studios that are funding SNTA. Kantrowitz hopes that Bodenmann will use such data to approach what the Cabletelevision Advertising Bureau has accomplished on Madison Avenue.

“The CAB and the cable networks have been able to effectively target their medium to different advertisers who are looking for tailored, niche-oriented buys to complement their [broadcast] network buys,” Kantrowitz said. “Allison’s goal will be to target all advertisers and, in doing so, it will lead to increased demand and CPMs.”

Universal Closes In on B-G

Hot production company’s successes have raised its asking price

S hould Universal Studios complete a deal to acquire full ownership of Brillstein-Grey Entertainment, the price tag is expected to be well above the $100 million that Universal paid two years ago for its initial 50 percent stake in the company. Industry sources last week said the final price could go as high as $150 million. Universal and Brillstein executives would not comment on the talks.

Brillstein-Grey’s value has risen sharply in the past year with the success of two key projects: Just Shoot Me, the NBC sitcom that is produced by the company and stars David Spade, a B-G management client; and the surprise box-office hit, The Wedding Singer, produced by B-G and starring client Adam Sandler.

A Universal exec said the talks are driven in part by the studio’s desire to free B-G chief Brad Grey up to concentrate on the creative side of the business and give Universal a stronger hand in the company’s financial management. Since its acquisition by Seagram, virtually all Universal units have undergone financial restructuring.

An indication that Grey was considering a major change came in July with the hiring of veteran entertainment attorney Jonathan Liebman as executive vp. The choice, Grey said, was in part due to Liebman’s “ability to envision the future and then make it happen.” While Liebman’s role became public in July, the attorney has been working with Grey for months, mapping out possible future acquisitions and alliances.

Grey and Liebman have crossed paths over the years as the client list at the attorney’s firm grew to include Sony Pictures and BMG. In a recent interview, Liebman said he was intrigued with having a role in shaping the fast-morphing Brillstein-Grey, which has expanded well beyond its original roots as a talent-management firm. The company’s client list includes Dennis Miller, Jon Lovitz (who this fall joins the B-G—produced NewsRadio on NBC) and Bill Maher (host of the B-G—produced Politically Incorrect for ABC).

Leaving control of the company in the hands of the core executives at Brillstein-Grey would be part of any new deal with Universal, say executives familiar with the talks. “What [Frank] Biondi [Universal Studios chairman/CEO] is looking to do with Brillstein-Grey is what Disney did when it bought Miramax—get a company that already knows how to mesh talent and profit,” said one network TV executive. “Brad and his crew are only getting better at it, and with Universal they’ll have a lot deeper pockets to work with.”
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Howard Gets a Tweaking

Stern show to add more celeb interviews after 2d-week ratings dip

SYNDICATION / By Michael Freeman

Despite strong opening-week ratings, Howard Stern's new syndicated TV show will undergo some changes in coming weeks, according to its executive producer. In its first two airings, The Howard Stern Radio Show improved its stations' time periods 57 percent in share (compared to August 1997) and finished a strong second to NBC's Saturday Night Live. But in Stern's second outing, ratings tumbled 22 percent, to a 3.8 rating/10 share from a 4.9/12 for the premiere in Nielsen's overnight ratings. Distributor Eyemark Entertainment and the show's producers plan to use more "outside-the-studio" hijinks to bolster viewership.

According to station reps, Eyemark reported some ratings guarantees and levels of flexibility. This is something that had never been done before."

Univision reports that it made upfront deals with 30 advertisers that previously had purchased time on the network only in scatter. First-time advertisers this full will include Continental Airlines and Southwest Airlines, along with several major movie studios. Other strong ad categories for Univision were health care, auto, telecommunications, beverages and retail.

Over at Telemundo, telecommunications and financial services have been particularly strong, according to Peter Tortorici, the network's new president. Tortorici spent 14 years at CBS, including a stint as president of entertainment, before joining Telemundo in August.

Telemundo, acquired this year by Sony Pictures Entertainment and Liberty Media, has shaken up its prime-time schedule for this season, replacing many of its traditional novelas with shows based on Big Four network hits. Tortorici believes that for Telemundo to increase its meager 15 percent share of the Hispanic TV market, it must offer programming that's clearly alternative to dominant Univision. "It's important for us to show we have a distinct brand," he said.

While their business units are going more mainstream, the two networks' programming departments, headed by Mario Rodriguez at Univision and Nely Galan at Telemundo, continue to have strong ties to the Hispanic community. Joe Zubi, executive vp of Hispanic agency Zubi Advertising in Miami, said the nets' programming decisions are still what matters most to buyers. "Media buying is a science," Zubi said. "Programming is an art."

Cable TV

The Cable television Advertising Bureau last week reported that basic cable beat the Big Four broadcast networks in prime-time household delivery for August. Based on its analysis of Nielsen data, CAB said ad-supported cable's numbers represent the first time that cable's monthly household delivery bested ABC, CBS, NBC and Fox. Cable also tied the networks in rating and share for the month, typically a time period with low HUT (homes using TV) levels. Basic cable drew an average prime-time audience of 23.9 million homes from July 27 to Aug. 30, up 3.3 million or 15 percent from August 1997. The Big Four networks attracted an average prime-time household audience of 23.9 million. That figure was down 5.3 percent, or 1.3 million, from August '97.

CNN, CNBC and Fox News Channel followed Wall Street's bulls and bears to impressive ratings surges last week. As the Dow Jones Industrial Average dropped 512 points last Monday, CNBC nabbed 1.02 million households, its highest viewership ever, between 4 and 4:15 p.m. during the network's Market Wrap show.

CNN and Fox News Channel also experienced ratings pops as the market faltered. Fox News Channel's The Cavuto Business Report jumped from its usual 28,000 viewers for its 11 p.m. run to 175,000 last Monday. On Tuesday, FNC's rating at the close of the market was 0.3, (105,000 homes), up from a normal 0.1 (24,000 homes). CNNfn tripled its ratings and delivery last Monday, to an average 0.9 (648,000 homes). A special edition of Moneyline News Hour With Lou Dobbs preempted CNN's regular coverage at 10 p.m. last Monday and registered a 1.2 (930,000 homes), a 50 percent increase from the same time period last year.

Discovery Communications' Travel Channel and Conde Nast Traveler have formed an alliance to produce travel-based programming. The two will jointly produce Condé Nast Traveler Presents Amazing Destinations, a prime-time series premiering on Travel Channel on Sept. 28. Thomas Wallace, Conde Nast Traveler editor-in-chief, will host the show. The series will run Monday through Friday from 10-11 p.m. —Jim Cooper
NO ONE ACCENTS THE GENTLEMAN LIKE WE DO.
search found that viewers have “responded more favorably to outside-produced elements” than Stern’s in-studio segments, a package which already runs nightly on cable’s E! Entertainment TV. Eyemark also noted that quarter-hour ratings during the first episode spiked during a taped interview with O.J. Simpson. Jim Biederman, executive producer of The Howard Stern Radio Show, said that the Simpson bit “drew a great response from the viewers.”

“What we will be doing is showing more of the classic Stuttering John [Melendez] celebrity interviews as well as…other correspondents providing new celebrity segments,” said Biederman. The producer noted that other new sketch-comedy bits and animated shorts will be added in coming weeks. “On any given morning, listeners [to Stern’s radio show] get a strong sense of Howard’s full comedic range and sensibilities,” Biederman said. “We always said we were going to provide that kind of balance in the TV show.”

Meanwhile, two stations—KTVK, an independent in Phoenix, and Fox affiliate KJTV in Lubbock, Texas—ditched the show last week due to content concerns.

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Less Clutter, More Dollars

With help from their first rep firm, PBS stations draw new sponsors

PUBLIC TELEVISION / By Megan Larson

Public television, best associated with quality programming and an affluent and well-educated audience in small increments, has quietly crept onto the radars of local media buyers across the country. A few recent factors—namely, the rise of clutter elsewhere on TV and a year-old rep firm—have helped grow its local ad revenue (its proponents call it underwriting) to an estimated $75.4 million in 1997, averaging about 7 percent annually. It’s been a wake-up call for agencies that aren’t necessarily targeting the Princeton-spawned CEO with the 50-ft. yacht out back.

“The biggest attraction is the non-cluttered environment,” said Maggie Ross, senior vp/director of local broadcast for Young & Rubicam, who has negotiated sponsorships for clients Charles Schwab and Lincoln Mercury. Clutter has risen steadily on commercial TV stations in recent years, but public TV’s non-programming time is kept at a minimum—two minutes top and only between shows. Ross explains that it’s to her clients’ advantage to be one of the only sponsors in a program. “It gives a heightened awareness of your client’s brand,” she said.

Seizing on the interest from agencies, Bob Williams, a veteran of the cable rep firm business, last September formed National Public Television, a rep firm that handles public TV stations. Williams, NPTV president/CEO, estimates that by next year, the firm will have brought in some $15 million in new local revenue to the firm’s 75 client stations.

For example, Kmart, retail haven of the everyman, is close to signing a deal with NPTV. “It’s an advantage to brand the Kmart brand with the PBS brand,” said a representative for Kmart agency Campbell Mithun Esty. “There is no concluded deal yet, but we plan to become involved with public television one way or another.”

Advertising on public TV long consisted of an on-screen company logo and a voiceover. In 1986, the FCC let stations expand on-air “spots” to 15 and 30 seconds, but few stations took advantage. Stations such as New York’s WNET-TV and L.A.’s KCET-TV saw revenue rise since adapting to 30s in the last two years. Audrey Kuda, WNET director of marketing, said revenue rose 73 percent to $4.1 million in 1997 over ’96.

Agencies still have restrictions to contend with. FCC guidelines dictate that corporate underwriters omit any comparative or qualitative statements from their announcements. In other words, no hard sell. Bob Mauro, executive vp/COO of WTTW-TV in Chicago, would like to see the rules abolished. “We’d grow from $3 million to $15 million overnight,” he said.

Skeptics fear public TV eventually could become indistinguishable from commercial TV. No way, believes Mauro. “Most stations would impose rules on themselves to avoid becoming commercial prostitutes,” he said.
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Tribune’s Tale of Two Stations

SEATTLE-BASED Fox affiliate KCPQ-TV is on a roll that will likely continue under its new owner, Tribune Broadcasting, media buyers said. Benefitting from the fifth largest media company’s deeper pockets and programming muscle, fourth-ranked KCPQ “could turn out to be a front-runner,” said Meghan Davie, media buyer for Bozell Worldwide in Seattle.

Uncertain, however, is the fate of Tribune’s other station in Seattle—WB affiliate KTTZ-TV. Tribune may sacrifice it in an attempt to comply with federal regulations prohibiting multiple station ownership in the same market, insiders said.

But that’s the minority view. Most buyers are betting on a local marketing agreement between the two stations, leaving Tribune in control of KTTZ, the market’s No. 6 station.

An LMA is a viable option, but the exchange of KTTZ for another major market WB affiliate is also a possibility, said Dennis FitzSimons, Tribune Broadcasting president.

Either way, Tribune will won’t snub the WB, he said. Tribune holds a 25 percent stake in the network. “Whatever option we select will be totally supportive of the WB and its national delivery,” FitzSimons said.

That option would be disappointing, said Bill Gingerich, creative services director for KTTZ, “but we’re entering the waiting mode now and aren’t sure what’s going to happen.”

Clearly, KCPQ is a more valuable franchise as well as a potent competitor. According to Nielsen Media Research, KCPQ won a 6 percent share in July 1998, fourth behind Big Three affiliates KING-TV (NBC), KOMO-TV (ABC) and KIRO-TV (CBS).

KTTZ garnered a 4 percent share. (The UPN O&O, KSTW-TV, ranks fifth.)

However, KCPQ has a few extra bonuses. It completed construction on a new digital studio six months ago, launched a 10 p.m. newscast last year that is steadily gaining ground and benefits from Fox’s NFL package.

Meredith Corporation, based in Des Moines, Iowa, initially purchased KCPQ from Sacramento, Calif.-based Kelly Broadcasting for $370 million; in turn, Meredith traded the station to Tribune in exchange for WQNX-TV, the CBS affiliate in Atlanta, and $10 million.

“It’s a huge acquisition that definitely raises the level of KCPQ,” said Gordy Bryson, president of KSL Media West.

“With so much consolidation going on, you have to be a part of a big broadcast group to survive,” added Roger Ottenbach, KCPQ’s vp/gm. Kelly, a small family-owned company, had too few station holdings to interest major syndicators, Ottenbach and buyers agreed.

But with Tribune on board, Ottenbach said KCPQ is “in a strong position to acquire the best syndicated programming coming down the line.”

Bryson concurred on the importance of top-rated syndicated programming. “It doesn’t matter where you are in prime if your lead-in is too light,” he said. —ML

WASHINGTON/NEWSPAPERS

New Keeper of Flame

At Post Heralds Integrity

* THE WASHINGTON POST’S new ombudsman believes it’s time to reexamine journalism’s most basic premise: honesty. “In the last few months, it’s really come home to us that there’s a need for monitoring,” said E. R. Shipp, who joins the Post on Oct. 1. “Newspaper reporters have a certain commitment to honesty. We don’t need fact-checkers; by our definition, we are offering the facts.”

But honest truth-telling, that most basic principal of journalistic principles, has been savaged in recent months, she said, citing a flurry of “most embarrassing moments.” Those missteps include the $10 million settlement paid by The Cincinnati Enquirer after an investigative article was published using purported stolen voice-mail messages and unsubstantiated columns at The Boston Globe.

“Somehow,” Shipp continued, “we’ve gotten away from our mission. It may be that market pressures have changed, and perhaps reporters feel that now.”

Shipp, 43, takes a leave of absence from Columbia University, where she is an assistant professor of journalism. She has also given up writing her twice-weekly column at The New York Daily News, where she won a 1996 Pulitzer Prize for her commentary and opinion. Shipp replaces Geneva Overholser, who starts a twice-weekly column for The Washington Post Writers Group later this year.

Shipp’s stature in the journalistic community is one element that appealed to the Post, said Leonard Downie, Jr., the paper’s executive editor. “She’s got a voice that will be engaging for our readers and the self-confidence to call it as she sees it,” he said. Moreover, having an
MARKETING GENIUS BEHIND

JAILBAIT

AND

TRAILER TRASH.

She shook up the staid nail polish industry with an irreverent splash of color. A batch of glossy pastel polishes mixed in her bathroom sink. With funky names and jelly ring tops, her trendy nail tints caught the eye of Hollywood's glitterati and the fashion elite. Today her Head Candy is a full-fledged cosmetic company. With annual sales over $10 million. Fearless marketers like Dineh Mohcjer find a kindred spirit in Forbes. The business magazine that challenges the status quo while others play it safe.
omбудсман is “one element of quality control that can prevent” problems.

At the Post, the ombudsman is allowed to sit in on editorial meetings, but won’t be involved in the editorial process. Nor will Shipp be accountable to it; she will report to Downie, but will express her unedited opinion in a weekly column.

“The Post is one of only a handful of U.S. papers—an estimated 40—that staffs the ombudsman position. That makes the paper unique in recognizing “the need for an independent voice to talk to the public and editors,” said Shipp, who said she looks forward to using her teaching skills in her new job.

With polls showing that public trust and journalistic credibility are at all-time lows, “Ombudsmen are on the front lines more than ever before,” said John Bull, president of the Society of Newspaper Ombudsmen. Bull, who handles that job at The Philadelphia Inquirer, said the use of e-mail has accelerated the interactive process between readers and newspapers. “We’ve learned the hard way” that not being open to reader concerns “breeds misunderstanding. The ombudsman has a teaching role between the public and the staff.” —DP

SAN JOSE, CALIF./RADIO

Jacor Plan Has Rock Sticking to Silicon Valley

* BY ADDING TWO FM STATIONS IN SAN JOSE, Calif., Jacor Communications is set to launch two new Silicon Valley rock networks. The Covington, Ky.-based company last month acquired KUFX-FM and KOME-FM in a swap with CBS. The new properties, KUFX-FM and a renamed KLDZ-FM, will be united with Jacor’s top-rated San Jose rocker, KSJO-FM, to snare the South Bay’s rock listeners, said Jacor president Randy Michaels.

“In San Jose there’s a lot of computer nerds who listen to rock, so we see some potential there,” Michaels said.

In a separate strike at the entire nine-county San Francisco Bay area, Jacor plans to simulcast KSJO’s mainstream rock format on two East Bay properties—KZWC-FM (to be called KFIJO-FM) and KZZF-FM—acquired last month from Z Spanish Radio.

Analyst J.T. Anderton of Duncan’s Radio Market Guide said both strategies are good, long-term investments in a high-growth area. “People still have an inclination to listen to local radio,” said Anderton. “And increasingly San Jose is big enough that the big acts play there, the big retailers are locating there, so my bet is over time it will grow and be a good place to be.”

With the new properties, Jacor now owns nearly 36 percent of the San Jose market, according to the Duncan’s guide.

John Sutherland, Jacor’s Bay Area vp/marketing, said the company will secure its rock niche with San Jose’s 1.6 million residents by adding KUFX’s classic rock sound to the more mainstream sound of KSJO. While KLDZ’s format has not been announced, Jacor execs said it will complement the other two.

Jacor’s swap with CBS was part of a federal condition that it forfeit eight stations to gain approval for its 1997 buy of Nationwide Broadcasting. Jacor gained the two San Jose outlets and four others in St. Louis and Baltimore, all owned by CBS. In exchange, Jacor gave CBS three stations in Columbus, Ohio and two in Minneapolis-St. Paul. Jacor sold or swapped the remaining three properties in San Diego and Cleveland.

Meanwhile, at least one San Francisco competitor said Jacor’s plan to use the 30-year-old rocker KSJO as a vehicle for format dominance has limited potential. “I see KSJO as sort of the black T-shirts and pickup trucks kind of rock station,” said Steve DiNardo, vp/gm of CBS-owned KLKC-FM in San Francisco. “Will they increase listenership? Yeah, I think so But it’s not like bringing fire to the Eskimos.” —MS

MIAMI/MAGAZINES

In Start-Up Graveyard,
Channel Rushes Forward

* IT’S ABOUT SEX, DECADENCE, AND HIGH-stakes rivalry. No, it’s not a made-for-TV mafia movie. It’s the magazine industry in Miami. “Miami became a fashion-industry, modeling hotspot for the last several years,” said Richard Bronson, publisher of the city’s newest contender, Channel Magazine. “And it creates a more hedonistic, a more decadent, a bit more naughty atmosphere.”

Premiering this month, the glitzy, fashion-inspired Channel hopes to cash in on the cachet of South Beach. Bronson said the magazine, which has a controlled circ of 60,000, will focus on “pictures of beautiful people” with articles about “life and lifestyle.” As for competitors like Ocean Drive, a market veteran at just 6 years old, the best that they can say is good luck.

“In the six years we’ve been in business, there have been 10 start-ups that have tried to copy our format,” said Ocean Drive publisher Jerry Powers, “and so far none have failed. [Bronson] should just give me the money right now.”

Some advertisers are also skeptical about the new venture’s chances. “The market can handle two magazines, but I don’t think three can survive,” said Hans Boynton, international marketing director at Miami’s IAC Advertising Group. Boynton said that’s because the Miami scene is essentially the 20-block universe of South Beach, the city’s trendy hub. “Ocean Drive is seen as the voice of South Beach, and I don’t see any magazine overcoming that.”

Boynton said. One mag falling by the wayside earlier this year was Fashion Spectrum. Like Channel, FS was started by a Miami businessman. Although readers said it had editorial merit, the 2-year-old magazine struggled to find an identity between the glitzy Drive’s (circ 48,270 at the end of 1997) and the more newsy, city magazine, Miami Metro (circ 52,180). (Both are audited by BPA International.)

Boynton concluded. Owner of a popular South Beach nightclub, chair of the Miami City Ballet and a museum director, Bronson introduced his magazine with the help of a letter from Mayor Neisen Kasdin. The letter was reprinted in the premier issue.

But Bronson’s accreditation is not all sterling. He is also the former owner of a securities firm, Ft. Lauderdale, Fla.-based Biltmore Securities, which paid a $1 million fine to settle investors’ claims of fraud. Bronson left the business earlier this year.

Nevertheless, Bronson said he’s likely better outfitted than most for the blood sport known as Miami publishing. In a raucous public battle this year, Ocean Drive sued Miami Metro for libel and unfair trade practices after Metro allegedly circulated a letter to Miami advertisers questioning Drive’s circulation numbers. Drive pulled out of that suit last month. —MS
Advertisers and agencies, fearing monopolies, want the government to rein in radio mergers

WASHINGTON
Alicia Mundy

All Celine, All the Time

When Chancellor Media announced that it wanted to buy Capstar two weeks ago, shudders swept through the much of America's advertising industry. In case you've been hiding in a cave, radio mergers since the so-called Telecommunications Act passed in 1996 have skyrocketed. Analysts say that in five years there will be only one radio chain and it will play only Celine Dion and Whitney Houston.

All right, that's a little extreme. But across the nation, radio mergers and the centralized control they engender are replacing good music with mass-produced tapes of homogenized, androgynous voices. If it weren't for the odd morning-drive sadist, listeners wouldn't be able to tell which station they had on.

"In my lifetime, demand has never gone up like this. You see it in virtually every one of the top 10 markets."

— Jean Pool, J. Walter Thompson

The mergers have troubled radio fanatics and various communities who still believe in local broadcasting and diversity. But that pales in comparison to what they've done to the advertising world. Every new merger afflicts advertisers and ad agency execs with neuralgia. The reason, in a word, is that agency execs believe these mergers mean monopoly. Oh, maybe not immediately. "They [radio chain owners] wouldn't be so stupid as to raise rates overnight," says Page Thompson, president of DDB Needham's Optimum Media. But eventually, inevitably, the rates go up and a de facto monopoly situation rules. As Jean Pool, executive vp/director of North American media services at J. Walter Thompson, says, "In some markets we've seen a jump from 100 percent to 300 percent in some stations' rates."

Seeing the way the radio merger mania was headed, the American Association of Advertising Agencies convened a committee to chart the course of the mergers and "educate" government officials about radio buying. The government officials they focused on are in the Department of Justice's Task Force on Mergers. "We spent a lot of time with them," said Pool, now a member of the AAAA's media buying committee.

It can safely be said that there isn't a trick or tool in radio buying, ad placement, market manipulation and negotiation strategy that hasn't been explained in excruciating detail to various DOJ lawyers, including Joel Klein, assistant attorney general for antitrust and several of his staff. "I think we've given them a complete primer in radio buying," says the committee's chairman, Allen Banks, executive vp/media director, North America at Saatchi & Saatchi.

What's the result? "They are scrutinizing almost every deal that comes up, even in smaller markets, which didn't use to get much attention," says Thompson. Of some 1,000 proposed mergers, the DOJ has investigated about 50. And in about half a dozen cases of proposed deals, license assignments and buyouts, the DOJ has asked for changes and divestitures. For example, CBS had to divest itself of some of its San Jose, Calif., holdings when it bought American Radio Systems (ARS) last year for $2.6 billion. Without the divestiture, CBS would have controlled more than 60 percent of the San Jose market.

But the advertising community wants more action, not just from the DOJ but from the FCC as well. Banks explains: "I don't think this Chancellor/Capstar move is going to be good for us. But there are more issues than that. For
New CEO.
instance, I think the Justice Department has to look at more than whether an ownership deal gives a station group 40 percent of the market.

The problem, he says, is that market concentration is not easily quantified, especially in the time frame immediately following a merger. "When the station's formats change to go after a more desirable demo group, it changes the equation of market penetration. What is the Justice Department able to do about that?"

"That's a good question," says Craig Conrath, chief of the Merger Task Force. He and Reid Horwitz, assistant chief of the Merger Task Force, told Mediaweek that the DOJ isn't just looking at the 40 percent "standard" when evaluating radio deals. For instance, the watchdog looks at ownership of "big signals."

Bottom line: DOJ is looking out for consumers and, Conrath says, "In the case of these radio agreements, the consumers are the advertisers." But following formatting changes and their effects on the market puts the DOJ in the uncomfortable position of investigating a radio station's management decisions. The DOJ can't be responsible for complaining when a station makes programming changes that give it a competitive edge and raise its profits.

As it is, the DOJ can only investigate or ask for changes if a deal appears to violate antitrust laws. "Consumers need to have the benefit of competitive choice," says Conrath. "We're trying to prevent monopoly pricing. Every merger has to be looked at in terms of its market."

What about the potential monopoly in cross-ownership situations? Thompson says he used to be told, "If you don't like the cost of buying radio time, you can always go somewhere else." But what if the radio station and the local newspaper have the same owners, as could be the case if Congress allows TV and newspaper cross-ownership? Replies Conrath: "Our ultimate job at the DOJ is to look at what the real competitive effect is in any deal. What's really going on here? Who are these folks really competing with?"

Radio station owners counter complaints about price hikes by insisting that the real culprit is increased demand for ad time. But Pool says, "In my lifetime, demand has never gone up like this. You see it in virtually every one of the top 10 markets."

Meanwhile, the FCC finds itself in a conundrum. Although it can review deals in the name of "the public interest," if it gets too aggressive, Congress will step in. Cumulus Media has recently attacked the FCC's review of three outstanding deals as an "unnecessary layer of regulation," calling it duplicative of the DOJ's antitrust review. The FCC has sent deals in Little Rock (Citadel Communications), Cincinnati (Jacor) and Blacksburg, Va. (Root Communications) out for public comment. It's part of the federal statute that the FCC review deals on the basis of competition and diversity. But in these cases, the FCC is flagging the market concentration issue in soliciting comments. And it could take action to block the deals, even without the DOJ on board (though that hasn't happened much since Republicans took control of Congress).

The DOJ has been giving the FCC the cover. When Sen. Conrad Burns (R-Mont.) complained last year that the FCC was holding up too many radio deals, the agency happily pointed to DOJ, noting that the FCC couldn't really approve deals while they were under DOJ investigation. And if the DOJ was taking a long time, well, the FCC was not in a position to be telling Justice to hurry up.

But here's a problem: If the DOJ doesn't find justification under its rules to change the deal, it will be hard, in the current political climate, for FCC chairman Bill Kennard to act without attracting fire from some members of Congress. And, one FCC staffer explained, since Hicks Muse already has interest in both Chancellor and Capstar, there doesn't seem to be much of a hurdle with a change of ownership.

Some issues are beyond both FCC and DOJ reach. Industry newsletter Radio Business Reports has noted that stations are adding more ad time at the expense of programming. Though the data is largely anecdotal, some stations have increased ad time from 14 minutes per hour to 18 and in some markets, 22 minutes. This change seems to have come in the wake of Mel Karmazin's takeover at CBS and CBS' purchase of ARS. "There's no such thing as 'sold out' anymore," says Katy Bachman, vp of RBR.

Ad execs are just beginning to grapple with this phenomenon. One who asked not to be identified said, "It's harder to get a promise of placement now—our clients don't want to be fourth or fifth in an endless string of commercials. And we're paying as though we were one of two or three."

Thompson believes the problems of radio mergers for advertisers need to be viewed in a larger context. Banks adds that a better formula to determine "market concentration" is needed. John Kamp, executive vp at AAAA, says, "We are going to keep working with the DOJ, and making our concerns heard. Monopoly pricing is starting to happen in several markets, and it's harder to change something than to prevent it."

Meanwhile, Banks says, "I'm still waiting for all those "economies of scale" we were going to see with mergers. I said something negative when the Chancellor/Capstar deal was announced, and I got a call from someone who wants to come over and show me a complete analysis of how all these mergers are actually saving me money. I can't wait to see it."
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Source: Barron's Primary Reader Survey, Beta Research Corporation, 1995; ABC circulation for six months ending 12/31/97.
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Return on Investment

Time Inc. is banking on its most recent magazine acquisition, Mutual Funds, to become a top player in the booming personal finance category. Launched four years ago by the Deerfield, Fla.-based Institute for Econometric Research, the 743,000-circulation monthly had been quietly building its readership and ad pages before Time purchased IER (which also publishes nine newsletters) in March. Six months into the new ownership, Mutual Funds is undergoing a total transformation, with a new managing editor, a new look and the integration of its sales and marketing staff into the Time Inc. juggernaut.

"Mutual Funds is really a gem in the rough, with huge potential," says Michelle Washington, IER president and CEO. "Now that it's part of the Time Inc. family, we're looking at dramatically boosting its presence." That effort will include generating more buzz with advertisers about the personal finance category's third-largest title: Only big sister Money (1.9 million circ) and Kiplinger's Personal Finance (1.1 million) are bigger than Mutual Funds.

This week, Fortune executive editor John Curran is taking over as managing editor of Mutual Funds. Norman Fosback, MF's former editor-in-chief, will report to Curran. Curran was one of the Time Inc. editorial consultants who worked on MF's overhaul. The redesigned October issue, on newstands this week, sports a new logo, sharper charts and graphics and more white space, making it more easily navigable. Though Mutual Funds' highly focused content is not expected to change, Curran plans on broadening the magazine's financial planning themes. "We're entering a new era for investors, where they're going to be much more informed about their investments," Curran explains. "In addition to offering more fund-performance stories, we will add to the coverage of the people behind those funds, tangential issues like taxing strategies and E-commerce, and how best to spend your gains."

In December, the magazine will publish a bonus double issue for the first time. Curran hopes to develop one-shot franchise issues for MF, in the manner of Money's money.com and Fortune's Money Guide. While the MF edit staff will remain based in Deerfield, Curran will commute to New York and Florida.

To help build its presence, Mutual Funds will increase its draw on newstands by 25 percent; with the Time Inc. acquisition, the title has switched distributors from Curtis to Time Distribution Services. MF also plans to boost its rate base from 750,000 to 800,000 in January.

MF had total paid circ of 742,492 in the first half of this year, up 34.6 percent, according to the Audit Bureau of Circulations. Ad pages did not fare as well, dipping 6.8 percent through July to 303. The title remains well behind Money (673 pages through July), Kiplinger's (530), Dow Jones/Hearst's Smart Money (714) and Capital Publishing's Worth (394) in ad pages.

Washington hopes MF's circ gains will help the title reach out to apparel and pharmaceutical advertisers and build on its relationships with automakers and the tech industry.

Attracting advertisers to a book that covers just one aspect of personal finance, mutual funds, can be a challenge. "There are so many books in the category that have a more broad appeal" than MF, says Priya Narang, DeWitt Media vp/media planning director. "Advertisers need to be very targeted, but at the same time speak to enough people to be heard. There are many other venues out there now."

As MF and other established personal finance titles grow, the category continues to branch out, with a slew of recently launched books focusing on E-commerce. Two other new finance magazines target women. Capital's Equity will be polybagged with the December issue of Worth (a potential distribution deal with Fairchild's W did not pan out). Currency, which was polybagged with 9.5 million copies of Condé Nast magazines last April, plans to increase its circ to 11 million next year thanks to the arrival of The New Yorker and Wired into the CN family.

Rick Levine, a former New Yorker executive and Condé Nast Traveler managing editor, was recently named corporate executive director/editorial projects for Condé Nast. "Money makes a better bet. It's got more money," Levine says. "Cold storage, that's where it's at. People buy it as a reference. It's a bigger investment."

As MF and the other remaining women's personal finance magazines grow, the category continues to branch out. "It's a bigger category than it was," Levine says. "There are many other venues out there now."
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Before those summer memories begin to fade, Coco Myers offers a handy guide on the art and craft of creating "Scrapbooks." *Martha Stewart Living*, September

of integrating its sales and marketing operations with those of its new owner. "Technically, [the merger] doesn't begin until January, but we are working very closely," says a senior CN exec. "They are included in any major contracts or marketing proposals we're working on, and we're included in their ad and marketing strategies." CN president and CEO Steven Florio and editorial director James Truman have been visiting the San Francisco-based *Wired* staff regularly.

Condé Nast has helped fund a new $1 million trade advertising campaign for *Wired* (running in *Mediaweek*, among other publications) and has begun integrating the digital monthly in ad packages with other CN titles. "They can help us and we can help them," says Dana Lyon, *Wired* publisher. "Lexus is going into *Wired* as [part of a CN] package, and Microsoft, which is a client of *Wired*, is increasing its frequency in Condé Nast books."

Lyon is also optimistic about using CN's clout to get fashion pages for *Wired*. Coach bags recently signed on with the title, the advertiser's first buy in a tech book.

"Conde Nast is very concerned that the magazine be a leader in its field, in the same way *Vogue* is in its field," notes Katrina Heron, *Wired* editor-in-chief. Heron, who took over last December, over the summer promoted design director Thomas Schneider to head up the art department, replacing the departed John Plunkett.

While *Wired* founders Louis Rossetto and Jane Metcalfe remain on the board of the magazine, some *Wired* staffers are a bit uneasy about Condé Nast's ownership. "We're talking about a bunch of people that sit on Madison Avenue and don't understand this world and how it works," says a *Wired* staffer. One issue left unresolved since the sale is the magazine's online presence. The deal with CN did not include Wired Digital, the company's Internet division. "Our online future is uncertain, and they're trying to hash it out," says the *Wired* staffer. Currently, Wired Digital is maintaining the magazine's Web site for Condé Nast.

*Wired*'s ad pages were up 2.9 percent to 712 through July over the same period last year. Paid circulation increased 19.5 percent to 415,256 for the first six months, according to the ABC.

Working Woman Redesign
Looking Better On the Job
*Working Woman* spent the summer giving a makeover. The changes—a new logo, crisper photography and sleeker pages—aim to better reflect and target the women executives *WW* wants as readers.

Since she left Home Office Computing 10 months ago to join the MacDonald Communications pub, *WW* editor-in-chief Bernadette Grey has sought to give the monthly more warmth and energy. Grey commissioned Roger Black Inc.'s Maryjane Fahey to work on the redesign alongside Heidi Volpe, *WW*'s art director. In the past few months, Grey has also added new columns including "Business Closeup" (focusing on business owners), buyer's guides (for everything from laptops to convertibles) and last spring's first *Working Woman* 500, a ranking of the U.S.'s largest businesses owned by women.

*WW*'s circulation was flat at 633,572 through June, according to ABC. The monthly's ad pages were up 24 percent, to 275, in the first seven months. "The market is dying for ways to attract women," says Barbara Litrell, MacDonald group publisher.
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☐ CHICAGO, SEPTEMBER 16, 17 ☐ BOSTON, NOVEMBER 5, 6
☐ DENVER, SEPTEMBER 16, 17 ☐ TAMPA, NOVEMBER 12, 13
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Peter Moore has been named executive editor of Men's Health. Moore had most recently been the Rodale Press lifestyle book's managing editor... Craig Vander Ploeg has joined Petersen Companies' outdoor group as publisher of Guns & Ammo, Handguns and Rifle Shooter magazines. Ploeg was most recently the publisher of Inside Sports. Brad Gerber, formerly the western regional sales manager of Petersen's automotive performance group, has been named publisher of Hot Rod magazine....Village Voice media columnist James Ledbetter has been named New York bureau chief of The Industry Standard...Lawrence Brittan has been named advertising director for Eating Well. Brittan was an account manager at Men's Journal.

Alex Wallau, most recently executive vp of ABC Television Network, was promoted to the new position of president, ABC Television Network, administration and operations, and will work closely with ABC Television Network president Patricia Fili-Krushel. Wallau joined ABC Sports in 1976 as head of on-air promotion...Dave Lougee has been appointed executive news director at KING-TV, the NBC affiliate in Seattle. Lougee previously served as vp of news for WRC-TV, the NBC owned and operated station in Washington, D.C. Succeeding Lougee at WRC is Eric Lerner, former news director for ABC's O&O WLS-TV in Chicago.

Don Ohlmeyer, NBC's West Coast president, thinks television doesn't get the respect it deserves—and he aims to do something about it. "The industry hasn't always approached the Emmy Awards as a celebration of television, like the movies have with Oscar," says Ohlmeyer. "To connect and join us in a national dialogue."

Ohlmeyer hopes this Sunday's Emmy Awards presentation, airing on NBC, will help change a few skeptical minds. This year's Emmys show will be special, as the Academy of Television Arts & Sciences celebrates the 50th anniversary of well as its tragedies," says Meryl Marshall, a veteran producer who was elected president of the television academy earlier this year. "This night will be a night to look back to see how we got here, and a look forward to see where television can and should develop in the coming 50 years."

The Academy was formed in 1946, just as the fledgling television industry itself was taking wing. The first annual awards show arrived two years later.

The Emmys show and the star-studded evening being planned by producer Don Mischer—whose credits include three previous Emmys telecasts, the Tony Awards and the closing ceremonies of the 1996 Summer Olympics—is expected to draw more than 660 million viewers in 90 countries. The four-hour telecast will blend presentations of the 1998 awards with a celebration of the past.

The show's producers and NBC are hoping that Seinfeld may help do for the Emmys what Titanic did for the Oscars. Titanic's wave of popularity helped sweep last March's Academy Awards' telecast to a 55 share on ABC, up 9 points from '97. In recent years, the Emmys' share has hovered in the low 20s, according to Nielsen Media Research. But with this edition providing a final tip of the hat to Seinfeld, those numbers could jump.

"This golden anniversary is an opportunity for us to come together and celebrate the people who made it happen and the people who will continue to make it happen," says Marshall.

—Betsy Sharkey
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It’s not hard to remain bullish on the Internet—even during last week’s stock market, um, fluctuations—when it’s the place to go as the financial skies start falling.

CNNfn.com set traffic records last week, reporting 8.5 million page views on August 31.

That did tweak the bottom line: there was around a 20 percent increase in requests for avails. Snap said traffic on its Finance Information Center more than doubled, and Bloomberg Financial added another server to meet demand. —Susan Kuchinskas

Air Force Reserve Wants A Few Good Gamers

By Susan Kuchinskas

Seeking to tap a younger band of recruits, perhaps with the fastest trigger fingers of all, the U.S. Air Force Reserve is teaming with online gaming service Total Entertainment Network, San Francisco, as the exclusive advertiser for a Quake II tournament next month. The competition, “Above and Beyond the Edge, A Quake II Capture the Flag Tournament,” runs from October 5 to November 1 on TEN’s gaming site. It marks the AFR’s first use of the medium to woo potential recruits without any prior military experience.

The AFR traditionally has focused its online and offline recruitment efforts on ex-military types to fill its annual quota of 10,000 new sign-ups. But with downsizing efforts putting the crunch on each military branch, the AFR has turned to the Net to reach a younger crowd. Chief Master Sergeant Steve A. Turner, U.S. Air Force Reserve, said the TEN tournament is a good match of demographics and reinforces the Reserve’s high-tech image. Turner added that he doesn’t think the game’s violent content will be a turn-off. “We realize that our target audience plays games and that’s how we figure we’ll reach them.”

The event, customized specifically for the Reserve, will be open to all TEN members with premium accounts; it will feature up to 96 two-player matches, with the top six teams sharing more than $1,000 in cash and prizes. “They wanted to spread the word about the Air Force Reserve, increase recruitment and drive traffic to their brand new Web site,” said Erik Lundberg, director of sales and interactive marketing for TEN. The company also designed banner ads, buttons and graphics for the AFR in cooperation with the AFR’s agency, TMP Worldwide, Atlanta.

The AFR’s annual ad budget is $2.5 million, mostly spent in print and radio. TMP vice president/account director, Byron Galway, would not disclose what percentage was earmarked for the Internet, but noted that a majority of those dollars went toward the launch earlier this month of the new AFR site. Net ad expenditures for the AFR should rise in 1999, he added.
USWeb Corp., Santa Clara, Calif., acquired CKS Group, Cupertino, Calif., in a stock swap valued at $355 million. The new firm will be named Reinvent Communications. CKS chairman and chief executive officer Mark Kvanne is chairman of the new agency. Also, Fergus O'Daly, president of CKS New York, announced he has left the firm to start a consultancy, Fergus O'Daly Associates.

Western International Media confirmed it is purchasing a stake in Zentropy Interactive, both Los Angeles. The deal was first reported in IQ News, July 6. Terms of the deal are not disclosed, but Daniel Roth, chief strategic officer at Western, said that over time Western will take a full ownership stake in the firm. For now, Zentropy will operate as an independent business unit, taking a lead role in developing electronic commerce accounts for Western plus handling online media design and marketing duties.

Media buying agency Beyond Interactive, Ann Arbor, Mich., opened a San Francisco office to serve its West Coast clients. The agency recently started work on Primedia's sites for Seventeen, Modern Bride, New York and Automobile magazines. It also has hired Microsoft's Kevin Hermida as chief technical officer.

Yahoo, Santa Clara, Calif., will feature Amazon.com, Seattle, Wash., on many of its international sites including Europe, Asia and Australia. Amazon.com gets buttons on the site's front pages. The program, to roll out in the next few months, will add a German language Amazon.com site to the current English, French and Chinese offerings.

David Clauson, formerly senior vice president and worldwide account director at Foote, Cone and Belding, San Francisco, was named executive vice president of worldwide marketing at BT, Atlanta. He founded the FCB technology division in 1991. Clauson is also chairman of the American Association of Advertising Agencies' Technology Committee. He will be stationed in Atlanta.

ESPN Internet Ventures, New York, refashioned its site, one of the most popular devoted to sports on the Web. Formerly ESPN SportsZone, the site has been renamed ESPN.com. New associate content partners include MountainZone.com, Tennis Week, SoccerTimes and U.S. College Hockey Online. TV and radio sports listings will eventually be added. Features such as a Java-based sports ticker have been removed from the site to increase speed. This week, an online ESPN.com store will go live on the site.

@Home Network Looking To Prove It's Better to Be Rich

BY SUSAN KUCHINSKAS—@Home Network is setting out to prove that rich media works. As such, the company will break a pilot campaign this month using seven advertisers to prove that rich media, which offers interactivity with TV quality production, gets results.

"I wanted to be able to quantify the true efficacy of rich media as opposed to banners, interstitials, and traditional media advertising," said Susan Bratton, director, Interactive Advertising Group, of the Redwood City, Calif.-based @Home.

Participating advertisers are quite a mix, including the Intel Pentium II processor, Toys "R" Us, AT&T, Tylanol, First USA, Dockers and Bank of America. In addition, Intel's Content Group is co-funding online research studies to be conducted by Stamford, Conn.-based marketing research firm IPSOS-ASI.

"We're participating in the project because we want to start to learn what the upside is for interactive marketing in a broad-band environment," said Suzanne Brisendine, director of PC advertising, Content Group at Santa Clara, Calif.-based Intel.

Users who match each advertiser's target demographics will have the opportunity to take a survey and be entered in a sweepstakes. The survey, Bratton said, will query ad recall, brand link recall, length of recall, increase in intent to purchase, and, not least, whether the user liked the ad.

"The future of the Internet is being able to get more interactivity and more functionality ... where [customers] are, rather than bringing them to your site. This is a place where we can experiment with that before the future hits us," explained Kevin McSpadden, senior marketing manager in charge of digital and relationship marketing for Dockers.

Concrete Media Pours Effort Into Custom Publishing Division

BY ANYA SACHAROW—Concrete Media, New York, online publisher of youth culture sites Bolt and the GirlsOn Network, has created a custom publishing division to design and create third-party Web sites.

Concrete is designing Bertelsmann Online's forthcoming book site Bertelsmann Online, or BOL, in addition to designing sites for alternative weekly The Village Voice and toy maker Toymax.

"We're selling a consultancy that understands relationships with consumers," said Dan Pelson, president and CEO of Concrete Media. "It's important for us not to be seen as an online ad agency. It's more relationship marketing through community environments on the Internet."

Pelson said the company has successfully built communities where consumers are likely to do transactions online. GirlsOn sells videos through a partnership with VideoServe.com. Bolt will launch an electronic commerce store in two weeks to sell branded apparel and accessories and other products such as snowboards. Bolt and GirlsOn both sell CDs and books through affiliate relationships with CDnow and BarnesandNoble.com.

Toymax will be the first of Concrete's custom publishing sites to launch. When it goes live this week, it will feature online gaming and e-commerce to sell Toymax's laser shooting game Laser Challenge.

Concrete began working with Bertelsmann five months ago to build the massive BOL site. That site is expected to launch in six countries, including the U.K., France, Germany and the U.S. by the end of the year. Concrete is working with Pixelpark USA, in which Bertelsmann AG has a majority investment, on developing the site. OgilvyOne, New York, is working on the media budget.

The Village Voice site is being redesigned to better leverage additional revenue streams such as classifieds.

Pelson anticipates Concrete's custom publishing division "will be a multi-million-dollar operation very quickly." The contracts with third-party publishers are annual retainers for the most part. Concrete is privately held and Pelson would only say "cash flow is positive on an operational basis."
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P&G Brand Gets Extranet Support

As Procter & Gamble plots a major corporate-wide strategy to bring products to market more quickly, it’s evident the Cincinnati-based packaged goods titan sees the Web as a key component in this goal. P&G earlier this summer hired San Francisco-based Winkler Advertising’s TeamToolz division—both are owned by P&G agency Grey Advertising—to build an extranet, akin to a secure Web-based work station, for its various agencies.

The aim of the extranet, according to people familiar with the program, is for P&G marketing vendors ranging from ad agencies to promotion and public relations firms to collaborate on new, unified marketing messages for P&G products. A P&G spokeswoman confirmed TeamToolz is working with one of its hair care brands. P&G makes shampoo brands including Pert Plus, Pantene and Vidal Sassoon.

P&G makes shampoo brands including Pert Plus, Pantene and Vidal Sassoon.

...and I was telling them the wave was coming.”

For league officials, proof washed ashore this May in the form of a deal with ESPN Internet Ventures, a division of Disney’s Buena Vista Internet Group, to build and maintain the league’s Web site for the next two seasons. ESPN reportedly paid the league just under $10 million. Previously, IBM ponied up $1 million for exclusive sponsorship of the league’s other site, Superbowl.com.

It may not be the billions of dollars the networks shell out for TV broadcast rights for league games, but Kirschner believes, “I could see Internet-related broadcast rights brokered in five years” when the current TV pact expires. “If you asked me to look into my crystal ball, I’d say it’s highly likely that what’s on the Internet will be included in broadcasters’ rights, but not all of it.”

“I come out of the cable and satellite TV business. I’ve seen shifts like this before,” says the mother of three. In fact, Kirschner has seen a lot since she taught freshman English at Princeton University more than a decade ago. Despite having no technical expertise, she left the world of dead writers to explore emerging technologies, some of which came to market too soon. Among other forays, she became involved with the mid-'80s TV-delivered information service Teletext—a rudimentary predecessor to the @Home Network—when she and two partners later purchased it from Westinghouse in 1985 and formed Prime 24, a company she quickly asserts she has no connection with today.

The primary business of Teletext never took off, but a secondary function—delivering broadcast signals for NBC, ABC and CBS to consumers with satellite dishes—did. “Nobody was ready for the electronic programming guide, which is where our hearts were,” recalls Kirschner.

Today, thanks to Kirschner, the league is heartened by the promise of the Internet. “League management is quite enlightened,” she adds.
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It's a Woman's Web

The numbers are in: Women are the Net's next wave. By Susan Kuchinskas

It may have taken Proctor & Gamble to wake up mass-marketers to the Web's potential with its FAST Summit, but nimbler companies have already smelled the coffee—and the diapers, cars and financial services—already being bought enthusiastically by the growing number of females using the Web. Call it, if not the Internet year, the Internet minute of the woman.

And it's not just the inevitable expansion of Internet access that is making it happen. "It's the time crunch that's driving women online," explains Bernadette Tracy, president of New York City-based NetSmart-Research, a company that surveys Web usage and consults on Web marketing strategy. "Women are using the Internet as a time-saving household appliance, just like a washer or dryer." According to Tracy's "What Makes Women Click?" report, 88 percent of women go online because it saves them time, while 90 percent cited the convenience of 24-hour shopping. Since women make up an estimated 43 percent of Internet users, according to a study conducted by Nielsen Media Research and the electronic commerce consortium CommerceNet, that's an opportunity for a lot of brand building and e-commerce. Tracy bases her numbers on 500 half-hour telephone interviews with women across the nation who are online at least an hour a week, excluding email. The figures represent a dramatic shift from the days, not so long ago, when the Internet was a male-dominated virtual world.

Early-bird interactive advertisers were, perhaps surprisingly, not traditional "women's" products. In November of 1997, BabyCenter, a San Francisco-based site offering information and online retailing for expectant and new parents, launched with the unisex General Motors and wing-tip-friendly Charles Schwab as charter advertisers. The first four sponsors on iVillage, which launched in January of 1996, were Polaroid, Nissan, Toyota and MGM. Besides the financial services firms and automakers, now consumer packaged goods companies are clamoring to join the tea party.

"The women's audience has ramped so quickly," observes Wenda Harris Millard, executive vice president, marketing and sales at New York-based DoubleClick. "When you put the numbers together, it's a compelling story." She estimates there are 15 female-skewed sites in DoubleClick's network, including Modern Bride, TV Food Network, Top Secret and Essence, offering close to 30 million impressions a month. To help sell them, Millard has designated one of the company's four new business development directors to concentrate on adding more women's content to the network.

San Francisco-based Flycast reports that its Women's category of over 50 sites is its second largest, after Entertainment. "Advertisers are really trying to reach professional women," says Lyn Chitow Oakes, vice president of marketing. The kinds of ads which appeal to them are "contextual things, a safe environment, and offers and opportunities that don't come on too strong."

Fortunately for banner-weary online advertisers, this has often led to diverse ad forms:
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The woman online is a different breed, according to Ellen Pack, founder and CEO of Women.com, a network of women's sites. She describes her market as "solvent and savvy. They're interested in everything men are and in some other topics too."

Many sites are taking advantage of the difference. "You can customize our site to the age of your child so that all the different departments are populated with pieces relevant to you," explains Amy Barr, editor of the 2-year-old site ParentTime, a part of Time Warner's Pathfinder network that is partially financed by Procter & Gamble. Users can also post questions to bulletin boards or attend one of eight monthly chats.

The klatch factor, the ability of users to talk back, and to each other via chat or forums, promotes "community," the current interactive advertisers' Holy Grail. Becoming part of the community is a fine way to sell products online, as sponsors of iVillage have found. The New York-based service repositioned itself as a woman-oriented site in July of 1997, and today has around 500,000 subscribers plus 2.8 million newsletter subscribers, an 88 percent increase since January 1998.

Advertisers are finally getting it, says co-founder and CEO Candace Carpenter. "We've been saying all along, 'Let's not do banners, let's figure out how to use this medium to provide a service for consumers.' Now advertisers contact us because they want to do something significant, not based on a single brand or a single impression."

@Home Network's director of the Interactive Advertising Group, Susan Bratton, said she has had great success lining up mainstream advertisers like Pantene and Levi Strauss & Co. because of the service's ability to deliver new ad models. For example, a clickable Pantene pop-up ad launches a full-screen promo showing models with different hairstyles. Viewers can find out what products to use for a style or get styling tips. "I can drive the ad the way I want the experience to be. It's not a linear experience, it's not print, it's multimedia," Bratton said.

Now that advertisers have realized they can find women online, they, and online publishers, are taking the next step: segmenting the market. A year-old site produced by Third Age Media of San Francisco has succeeded by serving people 45 to 64 years old, 60 percent of them women. Offering features, news and forums on such topics as health, money, romance and technology—with plenty of electronic shopping thrown in—the site can identify subgroups and offer great relationship marketing opportunities.

"Advertisers who have a product for women at a particular lifestage will find them online," predicts Third Age CEO Mary Furlong.

Another hot women's segment is what the San Francisco-based webzine Maxi calls "post-college, pre-commitment women," aged 18 to 34. Rosemary Pepper; Molly Steenson, Heather Irwin and Janelle Brown founded Maxi in 1997 because, Brown said, "We were tired of reading magazines that talked down to us." Maxi started taking advertising in June and has attracted clothing, music and book marketers; Brown hopes to increase sales by signing with an ad network. "You don't reach [this market] with magazines like Seventeen or Vogue."

"Men have plateaued," NetSmart's Tracy says. "Women are going to dominate the Internet." That doesn't necessarily mean that the feminized Web will seem much different from its testosterone-driven beginnings. But you can count on even more e-shopping.
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EMPLOYMENT

Arnold Brand Promotions, the new consumer promotions division of Arnold Communications is looking for a candidate with 5-7 years promotions experience to join a fast paced growing company.

Applicant should have relevant experience in creative program concepting, cost forecasting and tracking, vendor management, installation and measurement. Job requires a self starter with superb organizational and writing skills; a sense of urgency, and sense of humor. Send resume and salary requirement along with a brief description of how you would get the job done to: Julie Gomeau, H.R. dept.

Arnold Communications 101 Huntington Ave. Boston, MA 02199.

ACCOUNT MANAGER

Fax cover letter, resume, and salary requirement to: (703) 751-3023

ACCOUNT PLANNERS WANTED
Love advertising? Passionate about growing brands? Top creative advertising agencies need account planners with cracking intelligence, passion, creativity and out-of-the-box strategic thinking to develop visionary advertising strategies. 3 yrs+, $60-200K+, SF, LA, NYC, Chicago, Boston, Atlanta.

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RATES for Employment and Offers & Opportunities
1-800-7-ADWEEK Classified Manager: M. Morris

SR AE's WANTED
Growing, small, mid-town agency seeks top-notch direct marketers... with fulfillment, list, segmentation and back-end analysis experience. Work with great creatives on top brand accounts, consumer and B to B.

Fax: 212-213-0203
Attn: Vic

ACCOUNT MANAGERS WANTED

MINIMUM: 1 Column x 1 inch for 1 week. $164.00, 1/2 inch increments: $82.00 week. Rates apply to EAST edition. Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: $30.00/week. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.
HELP WANTED

MEDIA

SENIOR BROADCAST BUYER
5-10 years experience local Radio/TV.

MEDIA RESEARCH MANAGER
Min. of 3 years Agency/Buying Service exp. Must know Nielsen, MRI, RADAR. If you know your Research stuff we want to hear from you.

NATIONAL BROADCAST BUYER
3-5 years exp. in Network, Synd. Cable and all Day parts including Sports.

PROMO MERCH/ PROMO NEGOTIATORS
Min. of 2 years exp in Media. Must know Excel, Donovan a plus. Will neg Local added value opps with Radio/TV Stations. Will also meet with clients. Fabulous growth potential.

MEDIA RESEARCH ANALYST
1-2 years exp at Rep, TV Station, Agency or Buying Service. Must know Nielsen Data, Word, Excel, Donovan a plus.

LOCAL BROADCAST MEDIA ANALYST
Must be a wiz in Excel, PowerPoint and Lotus Notes.

ASSISTANT PRINT NEGOTIATORS
Great entry level doorway into the Agency Biz. Must have Word, PowerPoint and Excel. If you have those we want to talk to you.

SR TV/RADIO BUYER
One of NY's hotter shops needs a Media Star to shake things up. If you are a hard worker and ambitious we want you.

Contact:
Lee Rudnick
DBI Media, Executive Search
PH: 212-338-0808 Ext 5
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Are you ready to break new territory and join the most sophisticated direct response media management company in the country?

We should hope so!

Due to recent new business we're growing by leaps and bounds. We are seeking top-notch professionals for our Direct Response Media Buying, Client Services and Media Planning Departments.

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(212) 373-9541 Attention: Joel Canter

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ACCOUNT MANAGER

CBS Promotions Group is seeking an Account Manager for its fast-growing full-service marketing division (#41 on Promo 100). Requires ability to create dynamic marketing campaigns for blue chip clients, sell concepts with sizzle, and pay close attention to details. Outstanding opportunity for intelligent, aggressive, marketing professional with at least 5 years of related experience. Generous salary and commission. Send cover letter and resume to:

Mike Barnett
CBS Promotions Group
888 Seventh Avenue, 10th Floor
New York, NY 10106
email: barnett@ny.cbs.com
fax: 212-315-7018

CBS is an equal opportunity employer.

GRAPHIC DESIGNER

U.S. News & World Report has immediate opening for a Graphic Designer in our NY office. Our Creative Services group is looking to round out a new in-house dept w/ a graphic designer who can create direct mail that stands out from a crowded mailbox. Ideal indiv wil brainstorm w/both copywriters & product directors, & knows how to make typography say more than the words it spells. We produce lots of direct mail, p-o-p & ad materials, so direct response & magazine exp are a major +. Must have expert knowl of Quark, Illustrator, & Photoshop. We offer a competitive salary & comprehensive benefits package.

Mail resume:
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EMPLOYMENT MGR
450 West 33rd St, 11th FL
New York, NY 10001
FAX: 212-642-7842

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HELP WANTED

ACCOUNT EXECUTIVE
Immediate opportunity for New York-based account executive with a minimum of 5 to 8 years' experience in print sales and marketing. Position requires a professional, degreed person with current sales experience. Some travel required. EMMIS PUBLISHING NATIONAL SALES maintains a high standard of quality that demands self-motivation, energy, creativity, along with excellent verbal and writing skills. Computer knowledge a plus. Please mail, fax, or email a resume, cover letter, and salary history, to Helshi Lockwood, President, EMMIS Publishing National Sales, 420 Lexington Ave., Suite 1908, New York, NY 10170-0156. Fax: (212) 949-4292. E-mail: hlockwood@epns.emmis.com. Equal Opportunity Employer. EMMIS Publishing National Sales (representing Texas Monthly, Atlanta Magazine, Cincinnati Magazine, Indianapolis Monthly, and Los Angeles Magazine)

Marketing Product Manager
Mattel, Inc., the world's leading toy manufacturer, is seeking a Marketing Product Manager. You will interface regularly with the product development, design, licensing and packaging areas and perform other marketing duties as required.
You will need excellent presentation and communication skills and a working knowledge of Office '97, as well as the ability to perform multiple tasks simultaneously in a fast-paced environment and a willingness to grow with our organization. An undergraduate degree with an MBA is a plus; 3 to 5 years of marketing experience in a toy or packaged goods organization is required.
To apply, please send your resume with salary requirements to:
HR Manager, Mattel, Inc., 6000 Midlantic Drive, Mt. Laurel, NJ 08054. Fax: (609) 840-1461. EOE.

The Advertising Council
261 Madison Ave., 11th Fl.
New York, NY 10016

MEDIA ASSISTANT
Newark, NJ
Seeking FELLOWSHIP Media Assistant for immediate opening in busy in-house advertising agency for major financial services company. Will work on various print campaigns and classified ad placement and follow-up. Must be very organized, computer-literate (MS Word, Excel are helpful) and have professional phone manners. Some experience in media or similar position preferred but not required.
To be considered, send your resume with a cover letter stating salary requirements to:
Cara Schmidt
Prudential Advertising Agency
213 Washington Street, Floor 6
Newark, NJ 07102-2992
Or visit us at www.prudential.com

ADVERTISING SPACE SALES OPPORTUNITIES
We are seeking dynamic, eager and enthusiastic classified sales representatives for the launch of PR Week, a new weekly business title to be based in New York. We require sales people with 1-3 years experience in ad sales--package circa $45K plus benefits. We are also willing to hire and train inexperienced or talented graduates--package circa $30K plus benefits.
We are Haymarket Publishing, the UK's largest independent magazine publisher.
This is an exciting opportunity!
Please fax resume, salary history to:
Julie Moore
(011) 44 1471 413-889 in the UK or (212) 294-2934 in New York or mail to:
PR Inc.
170 Broadway
New York, NY 10038

DIRECTOR OF BUSINESS DEVELOPMENT
Leading international package design/brand identity firm seeks entrepreneurial professionals to lead new accounts. Excellent client skills, written and verbal presentation skills a must. Knowledge of design a plus. Only candidates with serious new business tenacity need apply.
Fax resume to:
(212) 644-2953

Call M. Morris
1-800-7-ADWEEK
HELP WANTED

The Agency That Makes A Difference

CONE
90 Canal St., Boston, MA 02114
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WE ARE...
Leaders in cause marketing, Cone has created and executed the Kimberly-Clark Community Playgrounds Program, Avon's Breast Cancer Awareness Crusade and the Reebok Human Rights Awards to name a few. Winner of two CIPRAS and the coveted Super Bell, Cone works closely with its clients to make a difference every day in the lives of their stakeholders and our society. Join our team of driven professionals who respect and motivate each other and refuse to settle for anything but the best.

ACCOUNT DIRECTOR

Cause Marketing

Searching for a Director to develop and execute comprehensive cause marketing programs for Fortune 500 and leading entrepreneurial companies. Ideal candidate is a communications professional with 7-10 years of agency experience with a passion for marketing, philanthropy and social issues. The highly strategic, hands-on leader we seek is a master at relationship building, has the ability to motivate and manage a team and has extensive experience running day-to-day account activities. Proven success at high level media relations, excellent writing skills and a fire in your belly that can't be extinguished are necessary.

BRAND STRATEGY CONSULTANTS

New York

Several opportunities exist for individuals with prior experience in brand strategy consulting or brand management. Your consulting experience should be in performing strategic brand analyses, developing brand identity and positioning statements, redesigning organizational brand management systems or designing brand-building implementation plans

Qualified candidates will come from established consulting firms or communications agencies where they have worked on projects related to brand strategy issues. Candidates will be team players with outstanding analytical, presentation and communication skills. Excellent academic credentials are a must and an MBA is highly desirable.

The right candidate will be responsible for managing existing client engagements. He or she will be responsible for helping start and manage our new office in the New York area. Please send/resume with salary requirements to Dana Pillsbury at:

AAKER-JOACHIMSTHALER & PARTNERS
1340 Seminole Trail
Charlottesville, VA 22901
Fax: 1-804-964-0285

SR. ART DIRECTOR

You're upbeat, a voracious consumer of the world around you, and you can't tolerate mediocrity. 5-8 yrs applying your considerable talent to creating visually exciting print advertising, direct mail & collateral that makes its points in unique ways. Working in a team, & working hard is something you want. We promise you'll be challenged by our national and regional clients to bring out your absolute best. If you've worked in conceptual television, too, all the better.

Send resume & outstanding advertising samples to:

Goldberg, Marcheso, Partners
1700 Wisc. Ave., NW, Washington, DC 20007
We promise complete confidentiality & to return your samples within 72 hours after receiving.

BRAND MARKETING MANAGER

We're an industry leader and division of a Fortune 100 company seeking a bright individual to market our leading intimate apparel brand. If you're looking for an opportunity to put your consumer packaged goods marketing experience to work in an entrepreneurial environment where thinking outside the box is encouraged and performance is rewarded, keep reading...

As a Marketing Manager you will lead the marketing plan for your assigned brand, including the development and execution of annual business plan, print/television advertising development and new product initiatives. In addition, you will direct the efforts of functional group managers across disciplines including Design, Distribution, Operations, Finance, Sales and Marketing Services.

Qualified candidates will possess:

- Classic packaged goods experience in a marketing management role.
- Strong quantitative and qualitative skills.
- Ability to think strategically while managing daily challenges.
- Familiarity with and understanding of market research tools.
- Knowledge of forecasting methods.
- Prior advertising and marketing plan development experience.
- Working knowledge of Excel and Microsoft Word programs.
- 4 year degree.

We also prefer creative thinkers familiar with department store and/or mass COT, related apparel industry experience, strong, team-oriented leadership skills, excellent communications skills, and an MBA.

We offer a competitive salary, excellent benefits including employee stock purchase plan, ESOP, 401k, and profit sharing, 100% tuition reimbursement, summer hours, business casual dress, and an on-site child care center as well as opportunity for growth and a friendly work environment in a comfortable suburban location.

Send cover letter with salary requirements and resume to:

700 Fairfield Avenue, Stamford, CT 06904
ATTN: AA-18
FAX: 203-356-8451

WE'RE LOOKING FOR

JR. COPYWRITERS & JR. ART DIRECTORS

WHOM NEED TO PLAY COMPUTER GAMES

Griffin Bacal is looking for standout junior writers and art directors who have a major thing for computer games to work on a top ten (and growing) interactive account.

Candidates should have 1-2 years agency experience in the category, but we'll consider experience in related fields.

Send us a letter with resume and salary requirements and we will contact you about seeing your work.

GRIFFIN BACAL
JEO BACAL
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437 Madison Ave. 12th Floor New York, NY 10022

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Entry level to senior level professional jobs in entertainment nationwide (cable & TV networks, film/TV studios, TV stations, etc.). 2x/mo. For info,
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OFFICE MANAGER

Sought for Soho production co. Min 1 yr. bookkeeping exp. Be a major player in a small office setting. Must be highly organized and persona-
ble. Production knowledge a plus. Great growth potential. Mac user preferred. Fax resume to 212-982-0056.

* * * Classified Advertising M. Morris at 1-800-7-ADWEEK * * *
SOCKS?
YOU DON’T NEED THEM.

In fact, there are a lot of things you don’t need to be hired as our VP Marketing. Things like polished and slick and super-experienced come to mind instantly.

What you do need to work with us is Focus and Intensity. We’re talking about the real stuff here. The quiet kind that great leaders are born with. Beyond that, it’s pretty easy... bring us a genuine sense of adventure and the ability to laugh... especially at yourself... and you’re a real contender.

VP MARKETING

The person who joins us will:
• Develop and implement the strategic marketing plan
• Build on our exceptional marcom program
• Lead our product development team
• Build on our internet and inside sales initiatives
• Be highly results oriented
• Have the ability to learn and the desire to teach

So what’s in it for you? (Besides the big-deal title). Salary is six figures with substantial bonus opportunities. But sox? Nah. Matter of fact, shoes aren’t really that important to you. You’ll see why when you meet us. So why don’t you send your resume to: Christina Sanchez, McCue Corp., 35 Congress Street, Salem, MA 01970; Fax: 978-741-2542
Email: csanchez@mccuecorp.com
For more information visit our website at: www.mccuecorp.com
No phone calls please. EOE.

OPPORTUNITY KNOCKS

They call us the hottest agency in town — but we don’t let it get to our heads. Not yet. Join our talented staff of media professionals, stewarding the world’s best brands — Mercedes-Benz, Heineken — get the picture?

MEDIA PLANNERS

ASSISTANT MEDIA PLANNERS

BROADCAST BUYERS

ASSISTANT BROADCAST BUYERS

Fax resume to: (212) 403-7061

We recognize and appreciate the benefits of diversity in the workplace.

MEDIA RESEARCH ANALYST

Downtown full-service ad agency seeks experienced analyst to assist Director in all facets of research with emphasis on interactive/new media. Knowledge of Simmons, MRI as well as Competitive Media Reporting system a must. Exp. running AdSpender, ShAdegy and online service Telmar a plus. Please send resume including salary requirements to: L. Weiss Human Resources Dept. BG Messner Vetere Berger McNamee Schmetterer 350 Hudson Street New York, NY 10014 Equal Opportunity Employer

KILLERS, DUDES AND ANIMALS WANTED!

Hot (and we’re not just blowin’ smoke) agency looking for cool talent fast.

Creative KILLER (trapped in an Art Director’s body). Doesn’t know the meaning of “Hey, pretty good.” Only “KILLER!” Be it print, TV, direct or interactive, it be KILLER. And you have the book to prove it.

Traffic DUDE/DUDETTE should be flexible as Gumby, but strong as hell and can juggle like a refugee from Cirque du Soleil to help keep this baby ahead of the game. About 5-7 yrs. in the biz please.

Production ANIMAL. Big direct experience. General print and art buying too. Hands-on pro w/7-10 yrs. exp. who gets it done. Collateral. Print. Packaging. Promotion. All of it. And there’s a lot of it.

This place is jammin’. If you can jam too, come along for the ride of your life. Fax your rap sheet (resume, letter, samples, $, whatever) to 212-779-7305
ATTN: JASON
And hurry. This train is leavin’ the station!

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Full Time and Tempary opportunities available for:
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• Direct Mktg Analysts/Modellers
• Media Analyst
• SAS Programmers

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We offer a high-energy, high-potential ad sales position just outside Washington, DC with a growth-oriented publisher of a national, ABC-audited monthly magazine and a quarterly technology journal. This is a challenging position designed to make full use of your advertising sales experience and talents. This position, as Regional Advertising Sales Manager, will be compensated through a competitive base salary plus commissions based on actual sales revenues and an attractive benefits package.

The successful candidate will have a minimum of three years experience in advertising and sponsorship sales, preferably selling to national corporations and their agencies. Please send cover letter, resume, salary history, and references to Patricia L. Scott, National School Boards Association, 1680 Duke Street, Alexandria, VA 22314-3493. Resumes may be faxed to 703-549-6719.

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When cancer strikes you, your family or friends, reliable information is vital. Talking to a cancer survivor will help you or your loved ones succeed fully cope with this always-frightening, life-threatening disease. All of this is absolutely free. At absolutely no charge. Call 1-800-433-0464, 24 hours a day to be matched with a survivor with your type of cancer. Let the R.A. Bloch National Cancer Hotline help you get through the shock and uncertainty of a cancer diagnosis.

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

1-800-433-0464

Reach Your Ad Community In Adweek Magazines
HELP WANTED

New York University

DIRECTOR OF ADVERTISING & PUBLIC RELATIONS
SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

Seeking a highly organized, effective communications professional to direct the advertising and public relations for NYU's School of Continuing and Professional Studies. The position reports to the Associate Dean of Public Affairs and Student Services.

Responsibilities: the director serves as communications liaison with deans and directors to promote the School through advertising and public relations; liaison with the School's advertising agency; supervises and approves design, content and budget for advertising and electronic banner advertising on the World Wide Web; tracks marketing effectiveness; and supervises staff.

Requirements: Bachelor's degree, 5 years advertising, supervisory and budget experience, as well as demonstrated success in developing marketing concepts and strategies required. Proficiency with a variety of computer applications is essential. Master's degree in related field, experience in an ad agency or large complex organization and knowledge of public relations function preferred.

Please forward resume, including salary history by Sept. 21, 1998, to: New York University, School of Continuing and Professional Studies, Human Resources, Box 169B, 25 West Fourth Street, Room 202, New York, NY 10012-1199.

NYU encourages applications from women and members of minority groups.

PROMOTION AGENCY
ACCOUNT SUPERVISORS
ACCOUNT EXECUTIVES

Award-winning, fast-growing, vary hands-on, Long Island-based full service promotion/marketing agency has immediate openings for talented sales/service Account Supervisors and Account Executives. Candidates should have at least 3+ years of agency or client-side experience, and be ready to handle multiple account responsibilities, including programs for national and international marketing leaders in virtually all product categories, from high tech to fast foods. Work with a top creative team and use your communications, presentation skills and account cultivation skills to the max! Good compensation and benefits package, and an outstanding working environment make this a great long-term career opportunity. Come grow with us! Please write, including resume and program write-ups, to:

HM, P.O. Box 7000, Melville, NY 11775-7000
Or, fax to HM @ 516-454-1834
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Creative Director
New Media Design Creative Concepting Fortune 500 Clients Award-Winning Portfolio

Fast-Paced Industry Interdependent Collaboration Strategic Solutions Staff of 20 Designers

Inquiries. Resume. Portfolio. jobs@magnet.com

Magnet Interactive 3255 Grace Street, NW Washington, DC. 20007

MEDIA PLANNER/STRATEGIST

$100MM national sales organization growing at 40% annually looking for media planning pro with 2+ years experience in print/ broadcast to join in-house media/marketing team. Competitive compensation, excellent benefits, career growth opportunity.

Fax cover letter/resume to:
(212) 856-6343
Attn: RS

LEADER WANTED

Mid-sized direct mail production firm seeks seasoned COO/CFO with the experience and know-how to run a company. Qualified candidates must have 6+ years of management experience, financial experience, proven supervisory skills, superior analysis and planning skills and the ability to think strategically. Will be relied upon to oversee business operations, provide initiative and innovation and manage growth. Graphic arts experience a plus.

Fax resume and salary history to:
Office Manager (212) 683-1506

At Doubleday Direct our gifted creatives produce the best art and copy in the industry by running with ideas. Their imagination is allowed to roar free, creating the concepts that enhance our position as the leaders of direct marketing. If you're looking to release your creative juices into an atmosphere where they will never be bottled, we have the following positions available for market-savvy individuals:

ART DIRECTORS CURRENT MEMBERS

Candidate will have 5 years art directing/design experience at an advertising agency or direct mail company, as well as top computer skills. Must understand marketing strategies and know how to turn them into attention-getting, clear persuasive print ads and direct mail packages. Must also know how to work with pre-press production, as well as set up photo shoots and select illustrators. You'll be part of a terrific team with a string of winning creatives. There will be plenty of opportunities to try new ideas, but bottom line results count. Be prepared to handle volume with carved in stone deadlines.

Reply to: Department P

ART DIRECTOR CURRENT MEMBERS

Top talent needed for highly varied design work for monthly book club magazine. Every issue is a new opportunity to shine and to sell with strong promotional ideas. Computer skills essential; must be detail-oriented. Reply to: Department Q

COPY SUPERVISOR

We're in search of a hands-on leader to provide guidance and expertise, while managing a small staff of technical/professional book club writers. You must possess 4 years of solid writing experience in book clubs or publishing, a mastery of Macintosh and Quark XPress, and top-notch managerial qualities. As a team-leader, you'll be involved in hands-on writing, giving creative direction and juggling multiple deadline sensitive projects at once. Your organizational, detail-oriented skills will help you solve the day-to-day problems that arise and allow you to liaison with numerous departments.

Reply to: Department R

COPYWRITERS DIRECT MAIL & CURRENT MEMBERS

Direct Mail Copywriter must have experience writing imaginative copy for direct mail and printing of advertising. Position requires a Bachelor's degree and 3-6 years ad agency or direct response experience. Strong Mac skills including MS Word. Current member Copywriter requires Bachelor's degree and experience writing feature length copy for catalogs or magazines.

Reply to: Department S

We offer competitive salaries, excellent benefits and career opportunities in a professional state-of-the-art environment. Qualified candidates should fax or mail resume with salary history/requirements, indicating department code, to:

Robert A. DiPietro
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401 Franklin Avenue
Garden City, NY 11530
FAX: 516-873-4856
e-mail: rdpitet@bmgmusic.com
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HELP WANTED

E!Online, the internet’s premier entertainment destination, is seeking a Director, Advertising and Sponsorship Development to manage the day to day operations of the NYC and Chicago Sales offices and to develop, generate and maintain new and existing business for the network in the Eastern and Midwest regions. The position is based in New York City, reports directly to the VP, Advertising and Sponsorship and requires extensive travel.

Qualifications include:
- Thorough knowledge of the Internet and World Wide Web.
- Strong understanding of Internet advertising models and interactive advertising Agency/Client needs.
- 4 years experience in ad sales, 1 year in Internet ad sales.
- Superior Verbal and Written Communication Skills.
- Must be able to handle Aggressive Revenue Goals.
- Ability to manage, lead and grow a sales team.

We offer an excellent benefits package and 401(k) Savings Plan.

Please send resume with salary history to:
E! Entertainment Television
Attn.: Human Resources - DIR ADV
5670 Wilshire Blvd.
Los Angeles, CA 90036
email: hr@eientertainment.com (MS Word only)
NO PHONE CALLS PLEASE
EOE

SE AAAA AGENCY is searching for professionals due to tremendous growth. Exc Salary & Benefits!! Beautiful offices.

Account Manager: 3-5 yrs agency exp w/ technology or telecom accounts. Wants technology marketing. Exc. written & verbal skills. Word & Excel.

Media Planner: 3-5 yrs exp pref. Technology acct exp & online exp a +. Proficient in Word & Excel. Ad agency media planning exp a must.

Fax resume to 770-688-5707, Attn: Susan Lee, HRM.
Only qualified applicants please! www.donino.com/jobs/joboryhrn

Senior Art Director

Quirky, growing agency (spittin’ distance from Philly) w/n great acct teams, scads of 4/Ç print & TV. Bring ideas and passion up the wazoo, maturity that comes with experience and contempt for the conventional. Dig weird lamps, be-bop and horseshoes? Fax/mail resume and 3 samples. (Know any great writers or account people?)

Big Ass Opportunity
111 North Essex Avenue
Narberth, PA 19072
Fax: (610) 771-0811

SENIOR CREATIVE DIRECTOR
Greenbrier/Scentex, a major consumer goods manufacturer, seeks an experienced Senior Creative Director to lead a creative team. You'll drive the creative development of educational, home fragrance, decorative home accessory products, sales promotional materials, and product packaging.

Qualified applicant will have a minimum of seven to ten years graphics experience, outstanding interpersonal and communication skills, and superior working knowledge of MAC systems and software.

Send cover letter, resume, and salary requirements to:
Marilyn Payne, Greenbrier/Scentex
300 Greenbrier Road, Summersville, WV 26651

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EDITOR
National construction industry magazine seeks Editor with the following qualifications: At least 5 years experience in researching, writing and editing articles for a monthly publication. At least 2 years experience in managing an editorial staff and freelancers, preparing editorial business plans and budgets, and aiding publisher in creating revenue generating ideas. Must be willing to relocate. Please send resume, published writing clips, salary history and requirement to: Editor/HR Dept., P.O. Box 2802 Tuscaloosa, AL 35403. We will be unable to return writing samples.

LOREM IPSUM DOLOR

As you can see, we need writers

Lowe Fox Pavlina, a full-service direct marketing agency, is growing...

Fax resume and 5 samples.
212-743-7887
EOE
MTV Around the World

Week of 8/31/98

MTV Europe

Artist | Title
---|---
1. Boyzone | No Matter What
2. Stardust | Better With You
3. Savage Garden | To The Moon
4. Sash & Tina Cousins | Mysterious Times
5. Simply Red | The Air I Breathe

MTV Latin America (North Feed)

Artist | Title
---|---
1. Garbage | I Think I'm Paranoid
2. All Saints | Lady Marmalade
3. Goo Goo Dolls | Iris
4. Smashing Pumpkins | Perfect
5. Puff Daddy | Come With Me

MTV Brasil

Artist | Title
---|---
1. Raimundos | Pequena Raimunda
2. Cidade Negra | Ja Foí
3. Aerosmith | I Don't Want To Miss A Thing
4. Madonna | Ray Of Light
5. Racionais | Dario De Um Detento

MTV Japan

Artist | Title
---|---
1. Bjork | Hunted
2. Jamiroquai | Deeper
3. Zilch | Electric
4. Garbage | I Think I'm Paranoid
5. Puff Daddy | Come With Me

Billboard's Top 15 Singles

Compiled from a national sample of top 40 radio airplay monitored by Broadcast Data Systems, top 40 radio playlists, and retail and rack singles sales collected, compiled, and provided by SoundScan. August 29, 1998

<table>
<thead>
<tr>
<th>No.</th>
<th>Last Week</th>
<th>Peak Week</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New</td>
<td>1</td>
<td>I Don't Want To Miss A Thing</td>
<td>Aerosmith</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>2</td>
<td>The First Night</td>
<td>Monica</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>3</td>
<td>Crush</td>
<td>Jennifer Paige</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>12</td>
<td>My Way</td>
<td>Usher</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>15</td>
<td>The Boy Is Mine</td>
<td>Brandy &amp; Monica</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>2</td>
<td>You're Still The One</td>
<td>Shania Twain</td>
</tr>
<tr>
<td>7</td>
<td>6</td>
<td>15</td>
<td>Aida</td>
<td>Sarah McLachlan</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>5</td>
<td>Daydreamin’</td>
<td>Tatyana Ali</td>
</tr>
<tr>
<td>9</td>
<td>5</td>
<td>4</td>
<td>Never Ever</td>
<td>All Saints</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>14</td>
<td>When The Lights Go Out</td>
<td>Five</td>
</tr>
<tr>
<td>11</td>
<td>10</td>
<td>8</td>
<td>Cruel Summer</td>
<td>Ace Of Base</td>
</tr>
<tr>
<td>12</td>
<td>12</td>
<td>7</td>
<td>Lookin' At Me</td>
<td>Mase</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>3</td>
<td>Time After Time</td>
<td>Inoj</td>
</tr>
<tr>
<td>14</td>
<td>9</td>
<td>30</td>
<td>Too Close</td>
<td>Next</td>
</tr>
<tr>
<td>15</td>
<td>13</td>
<td>5</td>
<td>Make It Hot</td>
<td>Nicole Feat Missy Elliott &amp; Mocha</td>
</tr>
</tbody>
</table>

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Billboard's Top 15 Albums

Best selling titles by new artists who have not appeared on the top of Billboard's album charts. August 29, 1998

<table>
<thead>
<tr>
<th>No.</th>
<th>Last Week</th>
<th>Peak Week</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New</td>
<td>1</td>
<td>Follow The Leader</td>
<td>Korn</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>6</td>
<td>Beastie Boys</td>
<td>Hello Nasty</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>3</td>
<td>Snoop Dogg</td>
<td>Da Game Is To Be Sold, Not To Be Told</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>9</td>
<td>Soundtrack</td>
<td>Armageddon</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>22</td>
<td>'N Sync: 'N Sync</td>
<td>'N Sync</td>
</tr>
<tr>
<td>6</td>
<td>5</td>
<td>7</td>
<td>Barenaked Ladies</td>
<td>Stunt</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>10</td>
<td>Soundtrack</td>
<td>Dr. Dolittle</td>
</tr>
<tr>
<td>8</td>
<td>10</td>
<td>2</td>
<td>Soundtrack</td>
<td>How Stella Got Her Groove Back</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>54</td>
<td>Backstreet Boys</td>
<td>Backstreet Boys</td>
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<tr>
<td>10</td>
<td>8</td>
<td>21</td>
<td>Soundtrack</td>
<td>City Of Angels</td>
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<tr>
<td>11</td>
<td>17</td>
<td>42</td>
<td>Shania Twain</td>
<td>Come On Over</td>
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<tr>
<td>12</td>
<td>12</td>
<td>11</td>
<td>Brandy</td>
<td>Never S-A-Y Never</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>39</td>
<td>Will Smith</td>
<td>Big Willie Style</td>
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<tr>
<td>14</td>
<td>18</td>
<td>9</td>
<td>The Brian Setzer Orch</td>
<td>The Dirty</td>
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<tr>
<td>15</td>
<td>4</td>
<td>2</td>
<td>Various Artists</td>
<td>Funkmaster Flex</td>
</tr>
</tbody>
</table>

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

**Week of 8/24/98**

**Artist/Group:** Eagle-Eye Cherry  
**Song/Video:** "Save Tonight"  
**Director:** Johan Camitz

It took a bit of time for the son of Don and brother of Nene to get the confidence to concentrate on his music. After all, when your dad is an avant-garde jazz genius and your sister is having top ten hits while your still in school, there are certain pressures inherent in your own desire to succeed. After leaving the New York School of Performing Arts, Eagle-Eye made a name for himself as an actor, appearing in everything from television adverts to parts in TV pilots and sitcoms and performing in theater. But, alas, music was in his blood and off to his native land of Sweden he went to write his first album, Desireless—which went platinum within months and continues to sell like hotcakes. Like we said music is in his blood.

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

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

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<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Picture</th>
<th>3-Day Weekend Gross</th>
<th>Days In Release</th>
<th>Total Gross Sale</th>
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<td>34,736,622</td>
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<td>2</td>
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<td>There's Something About Mary</td>
<td>8,374,865</td>
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<td>Saving Private Ryan</td>
<td>8,092,750</td>
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<td>155,289,398</td>
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<td>New 54</td>
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<td>6,611,532</td>
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<td>5</td>
<td>New</td>
<td>Why do Fools Fall In Love</td>
<td>3,946,382</td>
<td>3</td>
<td>3,946,382</td>
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<td>6</td>
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<td>Ever After</td>
<td>3,778,488</td>
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<td>48,548,648</td>
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<td>How Stella Got Her Groove Back</td>
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<td>27,984,915</td>
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<td>Snake Eyes</td>
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<td>The Parent Trap</td>
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<td>56,215,807</td>
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<td>Dance With Me</td>
<td>2,882,637</td>
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<td>9,243,822</td>
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<td>Dead Man on Campus</td>
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<td>Armageddon</td>
<td>2,305,833</td>
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<td>188,540,431</td>
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<td>Wrongfully Accused</td>
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<td>6,915,734</td>
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<td>Halloween: H20</td>
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<td>50,206,267</td>
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<td>The Mask of Zorro</td>
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<td>The Negotiator</td>
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<td>The Truman Show</td>
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<td>Mulan</td>
<td>411,176</td>
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<td>The Governess</td>
<td>395,361</td>
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<td>1,800,315</td>
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<td>28</td>
<td>39</td>
<td>Next Stop, Wonderland</td>
<td>380,149</td>
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<td>565,776</td>
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<td>34</td>
<td>Madeline</td>
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<td>28,151,177</td>
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<td>Your Friends &amp; Neighbors</td>
<td>344,531</td>
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<td>909,746</td>
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<td>31</td>
<td>21</td>
<td>Titanic</td>
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<td>22</td>
<td>Small Soldiers</td>
<td>335,408</td>
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<td>52,638,340</td>
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<tr>
<td>33</td>
<td>45</td>
<td>Six Days, Seven Nights</td>
<td>309,808</td>
<td>80</td>
<td>71,634,967</td>
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<td>34</td>
<td>26</td>
<td>The X-Files</td>
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<td>83,120,023</td>
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<tr>
<td>35</td>
<td>29</td>
<td>Godzilla</td>
<td>200,806</td>
<td>104</td>
<td>135,699,033</td>
</tr>
</tbody>
</table>
Women in Cable & Telecommunications will hold an Executive Development Seminar from Sept. 9-11 in Loveland, Colo. For more information, contact Chris Bollettino at 312-634-2335.

The National Association of Minorities in Communications will host its 12th annual Urban Markets Conference from Sept. 14-15 at the New York Hilton Hotel. The theme will be "Out of the Box: Opening Up the Urban Market With Technology." Guest speakers include Tom Freston, chairman/CEO of MTV Networks. For more information, call 202-965-0046.

Bon Appetit magazine will hold its first annual American Food & Entertaining Awards Sept. 14 at Lincoln Center in New York. The formal gala, to be hosted by Today Show anchor Matt Lauer, will benefit CityMeals-on-Wheels USA and the Make-a-Wish Foundation. For more information, call Brett Charles Neubig at 213-857-5550.

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

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

Syndie Ad Revenues Up
Syndicated television posted an industry-best 10.8 percent increase in advertising revenue, just edging out the broadcast networks' 10.5 percent jump in revenue for the first six months of 1998, according to the Television Bureau of Advertising and estimates by CMR Media Watch. Meanwhile, local spot advertising revenue rose 9.7 percent while national spot dollars increased by 8.3 percent.

Stern at NATPE
In what is sure to generate fireworks for the National Association of Television Program Executives (NATPE) convention set for New Orleans (Jan. 25-28, 1999), radio/TV shock jock Howard Stern and radio/TV talk show host Larry King will be featured in separate panel sessions. Stern will take part in a Jan. 27 general session, which has no assigned topic as yet, according to a NATPE representative. King, host of Larry King Live on CNN, will be conducting "celebrity interviews" during the general session on Jan. 26.

Reality Series From Raycom
Raycom Sports and Forever Blue Entertainment have signed actor Jameson Parker, formerly of Simon & Simon and Hardy Boys Mysteries, to host a project-called fall 1999 weekly syndicated reality series called Missing...
Without a Trace. In a similar vein to Fox’s long-running America’s Most Wanted series, Missing will try to gain viewers’ assistance in tracking down mission persons. Raycom is a Charlotte, N.C.-based syndicator and division of Raycom Communications.

Lots of Friends at WPIX
Tribune Broadcasting’s New York WB affiliate, WPIX-TV, will fuel its early- and latenight schedule with Friends starting Sept. 21. The show will air at 7 p.m., preceding the 7:30 episode of Frasier, and again at 11:30 p.m. following Seinfeld. Additional syndicated programming includes a refurbished Love Connection at 10 a.m., followed by the premier of Change of Heart at 10:30. The popular Judge Mills Lane Show, which hit the WB on Aug. 17 and reportedly boosted ratings 30 percent, will go to a second round at 12:30 p.m. Finally, a new, improved Hard Copy will air at 1 p.m.

Pauley to Receive Award
On Sept. 26, at the annual conference of the the Radio and Television News Directors Association in San Antonio, Jane Pauley will be awarded the Paul White Award. Pauley, anchor for both Dateline NBC and MSNBC Time & Again, “embodies the award’s criteria for trustworthiness and integrity in reporting,” said Barbara Cochran, RTNDA president.

Progressive Grocer to Bill
Progressive Grocer Associates has sold its grocery and retail technology publications to Bill Communications, a subsidiary of Dutch publisher VNU B.V. (VNU USA is the parent company of Mediaweek). The Jordan Edmiston Group served as PGA’s financial adviser. While the terms were not disclosed, the deal included in Progressive Grocer, the 76-year-old supermarket industry magazine; Frozen Food Age, a monthly title that has served the frozen food segment for 46 years; and RT magazine, which focuses on the growing retail systems technology field.

ABC Wins Libel Appeal
A three-judge federal appeals court in Richmond, Va., has upheld the dismissal of a libel suit against ABC News. The 4th U.S. Circuit Court of Appeals affirmed a ruling by an Alexandria, Va., district court judge who ruled that Rex Baumberg, a U.S. Forest Service official, was a public figure who failed to prove that ABC News acted with actual malice in a World News Tonight report that was critical of him.

CBS to Spin Off Infinity
CBS Corp. intends to sell 20 percent of its radio/unknown group stock. The spin-off, to be called Infinity Broadcasting, will own 155 radio stations as well as radio program producer and distributor Westwood One. The outdoor properties of CBS-owned outdoor company TDI— which includes signs on 70,000 buses in the U.S., U.K. and Ireland as well as a few thousand billboards in New York City— will also be folded into Infinity.

Journal Buys Great Empire
Milwaukee-based radio company Journal Broadcast Group is buying Great Empire Broadcasting’s 13 radio stations in four Midwest markets: Omaha, Neb.; Springfield, Mo.; Tulsa, Okla.; and Wichita, Kan. The acquisition moves Journal from 25th to the 20th largest station group owner in the U.S., according to BIA, a broadcast analysis company.

Jacor: Preferred Treatment
Covington, Ky.-based Jacor Communications has acquired Houston radio station KKTZ-FM for $14.7 million from Preferred Media Group. The station was Preferred Media’s sole property and the company is now out of business. The news/talk station is a year old. Jacor owns two other Houston stations, adult contemporary outlet KHMX-FM and alternative rocker KTBU-FM.

Sunday Talk on History
History Channel last week announced it will join the Sun-day-morning talk show lineup with HistoryCenter. The new show will take a historical perspective on current issues. The weekly show will feature historians, journalists and politicians. The premiere on Sunday, Sept. 13 at 9 p.m. will focus on the issue of the right to bear arms.

Athena: a Comeback Kid
On Sept. 24, Athena (Award to Honor Excellence in Newspaper Advertising) returns after a seven-year hiatus when the Newspaper Association of America honors the best creative advertising in newspapers in New York. Approximately 40 ad agencies will get an Athena, topped by the grand prize of $100,000, which “will hopefully show that we’re willing to step up to the plate,” according to NAA president John F. Sturm.
Join over 5,000 cyclists for the ride of a lifetime...to benefit the fight against Multiple Sclerosis.

For more information about sponsorship, including sampling opportunities, or to take part in the first-ever Advertising/Media Challenge sponsored by ADWEEK

Call (212) 463 7787 for more information about the event visit our Web site www.msnyc.org
Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

CANON’S FIRING
Advertiser: Canon USA
Agency: Grey Advertising, N.Y.
Begin: November
Budget: $15 million
Media: TV, print
Canon USA in November will launch an estimated $15 million TV and print campaign that for the first time links numerous cameras, ranging from the entry point-and-shoot Elph LT to the advanced EOS 1N, under the unifying theme: “What a shot!”

The ads, via Grey Advertising, N.Y., tap into the pride people experience in their snapshots, whether they’re novices or advanced photographers, as others acknowledge their skills in capturing that perfect moment. Creative conveys that all types of photographers have the ability to capture the perfect shot with any Canon camera.

The tag conveys a pride and recognition that people feel when someone comments on one of their photographs,” said Canon ad manager Rick Booth. “What a shot!” becomes “the ultimate compliment.” The theme augments Canon’s longstanding line, “So advanced...it’s simple.”

Six TV ads include various SureShot, Elph and advanced Rebel and EOS cameras. “Sure Shot Tickling” depicts family members snapping kids to a folksy tune that goes, “What a shot you just got! Wow, you took that?” A stylish teen touts her Elph LT with, “It’s totally tiny,” as the entry unit’s compact size and drop-in film loading are featured. “Wedding” showcases Canon’s entire line and different demographic targets, from grandmothers to the hired professional, using the cameras during a dreamy outdoor nuptial sequence.

An earlier spot featuring long-time Canon pitchman Andre Agassi that broke during U.S. Open tennis broadcasts showed how the Rebel G camera allows advanced amateurs to change lenses mid-stream. Canon also expects to bow a Super Sunday sweepstakes program in advance of the Super Bowl. —Tobi Elkin and Hank Kim

SOLARA’S FOR YOU
Advertiser: Toyota
Agency: Saatchi & Saatchi, Torrance, Calif.
Begin: This week
Budget: $30 million
Media: TV, radio, print, newspapers
“It’s for you” is the theme line in a new automobile campaign, from agency Saatchi & Saatchi, supporting the launch of the Camry Solara coupe. The strategy behind the estimated $30-million campaign, which breaks this week, is to “give people permission to indulge themselves a little,” said executive creative director Joe McDonagh. Toyota is rolling out the new two-door coupe under the Camry umbrella to bolster its position as the nation’s best-selling nameplate. Broad-based media placement includes network and cable TV, radio, newspapers and magazines. —Michael McCarthy

COME TO THE LOVE BOAT
Advertiser: Princess Cruises & Tours
Agency: J. Walter Thompson, Chicago
Begin: Late September
Budget: Undisclosed
Media: TV, print
Sweepstakes program in advance of the Super Bowl. —Tobi Elkin and Hank Kim

New Canon ads emphasize shots.

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and one that will epitomize Princess' newest product, Grand Class Cruising, available on all Grand Class ships including the new one. The campaign likely will be timed to break with the Grand Princess' arrival in New York from the Mediterranean on Sept. 23, an event that will be celebrated with a week of festivities including celebrity entertainment and fireworks.

The slogan appeared last week in a promotional video on Grand Class Cruising that was produced by JWT for a presentation to API Travel Consultants, a network of luxury travel agents.

Marketing vp Karine Armstrong said the effort would include TV, print and the Internet, but a budget figure was not available. Princess' media spending totaled $14.7 million last year, per Competitive Media Reporting. —Mike Beime

MEXICAN BEER STANDOFF

Advertiser: Anheuser-Busch  
Agency: Waylon, St. Louis  
Begin: This month  
Budget: Undisclosed  
Media: Radio, outdoor

Anheuser-Busch is expanding its homegrown Azteca and Tequiza entries and launching new ad campaigns as it steps up efforts to seize a share of the booming market for “Mexican” beers.

The expansion comes despite what wholesalers report to have been a solid but by no means outstanding debut in test markets. Still, with Corona, Tecate and Sol racking up huge gains and no genuine Mexican imports available, A-B is willing to run with its own creations. Tequila-flavored Tequiza, brewed domestically in A-B's Baldwinsville, N.Y., plant, is breaking new radio and outdoor ads via Waylon, St. Louis, that urge consumers to “crack the whip on boring beer” and “give Tequiza a shot.” Radio ads feature twangy guitar music and play up brand attributes, say, blue agave in the tequila flavoring.

After launching in Pomona, Calif., last year and moving to a handful of new markets, Tequiza now adds three major Hispanic markets: New York City, and all of Texas and Florida. French brewer Fischer already is testing tequila-flavored Desperados in New York, but the two will collaborate in at least one venue. —Gerry Khermouch
WHOA, SUDDENLY IT'S SEPTEMBER! WHERE THE HELL did that come from? Who ordered it? Not Media Person. Still in his summer stupor, MP isn’t ready for fat magazines and new TV shows. But despite MP’s sodden torpor, the air is charged with excitement. New fashions, new ideas, new financial collapses in new countries. Media Person must somehow rouse himself and field your desperate inquiries. He must help you cope with the renewed onslaught of weirdness breaking out all around us. ♦

Dear MP: Can you explain how it is that the Russians give us more grief when they’re our friends than when they’re our enemies? At least when they were the Soviet Union, they never screwed up our stock market. —D. Trump, NYC

Dear D.: Don’t worry. Pretty soon those inept Russians will be so broke, they won’t be able to afford the rent and they’ll be evicted from Russia. (They’re decent enough people; they just can’t run an economy.) Then Disney and Citicorp will take it over and whip the finances back into shape pronto. Of course we’ll have a bit of a homelessness problem on our hands, but the UN or IMF or somebody can always open shelters to keep those troublemakers off the streets.

Dear MP: If Mark McGwire breaks the home run record, should I adopt him as a role model and take creatine? Will creatine help me achieve my own personal athletic goal: jogging for a half hour on the treadmill without falling off? And by the way, what is creatine? —R. Ebert, Chicago

Dear R.: You absolutely should. A burly goateed man in knickers with a large club on his shoulder is something all of us can emulate. Media Person certainly does. Creatine is great stuff and MP takes it to help him get into proper TV-watching position on the couch without undue strain or fatigue and remain there for the long periods required.

You see, unlike anabolic steroids, creatine builds muscles without shrinking the testicles, a process most men desire to avoid, since the loss of testicular mass is often inimical to self esteem, due to the inevitable sarcastic comments in the locker room.

Dear MP: So according to this new theory in The New Yorker and Newsweek, it wasn’t our fault that Cain went wrong. It was his peer group that led him astray! So we’re off the hook, right? —Adam and Eve, East of Eden

Dear A&E: You did your best and you batted .500, which isn’t bad. You must’ve been doing something right.

Dear MP: The market crashed again today and I was totally wiped out. I will have to give up my palatial co-op and live in the streets. Should I just kill myself now or...whoops, wait a minute, the market just went back up! I’m rich again! Gotta go order champagne and flowers! I withdraw my question. —Don’t Use My Name

Dear D.: Once again, the conventional wisdom is proven wrong. Money can buy happiness.

Dear Media Person: Ever since I read on an Internet news site that going on the Internet causes depression, I’ve been depressed. Before I read it, I felt quite happy on the Internet. I would spend hours happily browsing away. No more. How do I return to my former contentment? —B. Gates, Seattle

Dear B.: Try to get away from computers for a while and instead throw yourself into some other activity, like your work.

Dear Media Person: I sorrowfully expressed my profound regret. I profoundly acknowledged my regretful remorse, biting my lower lip to show sincerity. I regretted my mistake and admitted my regression. Plus I spent a lot of valuable quality time acting really contrite with my fine family and then I sped to beleaguered Russia to act statesmanlike in a time of crisis. But they still won’t get off my back. What do they want from me? —B. Clinton, Washington

Dear B.: Listen to the wisdom of the common people. B. Unlike the elitist media and Beltway politicians, the plain folks at the grass-roots speak with common sense and the understanding that comes of hard work and pain and loss. And what the voice of these real Americans is saying to you, B., is this: “Hey, I gotta get me a brewski. The ball game’s on.”

Dear Media Person: Could you wire me five rubles for a cup of coffee? —B. Yeltsin, Kremlin

Dear B.: Well, OK, But are we really talking about coffee?

Dear MP: I’m told Hollywood is doing a remake of Psycho. Do you think I should rise from the dead and murder the defilers of my masterpiece in some grisly, horrific and very satisfying way? —A. Hitchcock

Dear A.: While Media Person cannot condone violence of any kind, in your case he will make an exception. Whatever you do, just be sure it’s grotesque and really sickening.
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