



# FIRST DAY

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**The leading news source for the magazine industry - twice weekly from FOLIO:**

## Disney Breathes *SI* of Relief-- Hires Papanek as *ESPN* Editor

"I love *Sports Illustrated*," says John Papanek, who has just been named chief editor of the forthcoming *ESPN Magazine*. "After all," he adds, "I spent half my life there." The 45-year-old is exaggerating only a little--he spent 19 years at *SI* (serving briefly as managing editor) and four more in other Time Warner positions including founding editor of *Sports Illustrated for Kids* and as the company's first new-media director. But Papanek shrugs off the obvious comparisons between Disney Publishing's upstart *ESPN* and the 3.3-million-circulation, undisputed champion of sports magazines.

"We're not really going after the same readership," he explains. "We're targeting a slightly younger audience--one that hasn't grown up with *SI* but has grown up with *ESPN* [television]." The biweekly *ESPN* will also be "more forward-

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## Individual Investor Puts Stock in TV, Web

*Individual Investor* editor in chief Jonathan Steinberg will be in the New York studios of Invisible Dog tomorrow for the shooting of a commercial the publisher hopes will at least duplicate the success of a 1996 TV campaign that it says generated 5,000 subscribers a month for the now 445,000-circulation title. Individual Investor Group Inc. CFO Scot Rosenblum says the commercial and other marketing efforts could "easily" push the monthly's circulation to the half-million mark by the end of the year and that 500,000 will be *II*'s rate base for 1998, including some 400,000 subscribers.

The nine- to 12-month TV drive, set to begin at the end of September, will emphasize the benefit of having access to subscriber-only areas of *II*'s otherwise open Web site ([www.iionline.com](http://www.iionline.com)), which Rosenblum says is

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## E-Rights Case Vindicates Publishers

Six freelance authors lost what could be a significant test case last week against publishers including the New York Times, Time Inc. and Mead Data--the division of Reed Elsevier that runs Lexis-Nexis. The freelancers filed suit in 1993 after seeing their articles reproduced on electronic databases and CD-ROMs without having granted permission or received additional pay. Judge Sonia Sotomayor's ruling in the case, *Tasini v. The New York Times*, which was decided in U.S. District Court in Manhattan, is likely just the opening salvo of a host of reproduction-rights battles in the wide-open world of electronic media. Still, "I think the implication is very positive for publishers," says Lawrence Savell, a litigator who concentrates on media law for

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## Golf Mags Improve Circ Handicap

Tiger Woods has disappointed his acolytes on the links lately, but the hypermarketed golf phenom continues to have a palpable impact on his sport--to the point that it's reflected in the pink pages of the Audit Bureau of Circulations' latest FAS-FAX report. The bureau's data on seven ABC-audited titles in the golf category--*Golf Digest*, *Golf*, *Golf for Women*, *Golf Illustrated*, *Golf Tips*, *Golf World* and *Senior Golfer*--shows circulation increases for the entire group for the six months ended June 30 of this year compared with the first half of 1996.

Woods, of course, isn't solely responsible for golf's growing popularity as a participant and spectator sport. Beth McCombs, a spokesperson for the Ladies Professional Golf Association, in Daytona Beach, Fla., points to increased television advertising by golf-gear manufacturers and the game's heightened appeal as a family sport and among businesswomen looking to network and otherwise advance their careers. The LPGA estimates that 5.4 million U.S. women golf--a

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**Golf...**(continued from page 1)

figure the National Golf Foundation predicts will reach 6 million by the year 2000--and says more than 4 million of them have income topping \$30,000. That sounds like good news for Meredith Corp.'s *Golf for Women*, one of the better performers in the ABC tracking shown

<b>GOLE TITLE CIRCULATION SCORECARD January-June</b>			
	<b>1997</b>	<b>1996</b>	<b>Change</b>
<b>Aces</b>			
<i>Golf Illustrated</i>	283,240	250,026	+13.3 %
<i>Golf Tips</i>	278,133	250,555	+11.0 %
<b>Eagles</b>			
<i>Senior Golfer</i>	221,201	203,410	+8.7 %
<i>Golf For Women</i>	332,086	306,416	+8.4 %
<b>Birdies</b>			
<i>Golf World</i>	151,792	148,155	+2.5 %
<i>Golf Digest</i>	1,539,759	1,508,292	+2.1 %
<i>Golf Magazine</i>	1,317,945	1,292,375	+2.0 %

**SOURCE: Audit Bureau of Circulations**

in the chart above. Dan Capell, editor of *Capell's Circulation Report*, isn't impressed with this across-the-board gain. "It's a little misleading," he says, adding that the New York Times-owned *Golf Digest* and Times Mirror's *Golf* "are your real indicators. The overall circulation is just so slanted toward those two major titles."

**ESPN...**(continued from page 1)

looking than backward-looking" compared with the weekly *SI*, says Papanek. Still, it's entirely possible that *ESPN*--scheduled to launch next March with a rate base of 300,000--could heat up the competition by switching to a weekly schedule after establishing itself.

Securing Papanek ended Disney's summer-long search to fill the top editorial slot at *ESPN*. Papanek says it was a "very tough decision" to leave his position heading up the New Century Network, an Internet service that pulls together content from daily newspapers' Web sites, but he ultimately was persuaded by "the size of the opportunity and the tremendous commitment from *ESPN* and Disney." Is it intimidating to have such a crucial post in one of the most high-profile magazine launches in recent memory? "I've been under pressure for many years," Papanek says, "and it doesn't really faze me."

**Individual Investor...**(continued from page 1)

tallying a million page views per month. "What we're offering via TV is the ability for the magazine's subscribers [at \$22.95 per year] to access our proprietary research. We're also trying to heighten awareness of the Web site." Steinberg will appear briefly in the 60-second spots, which will run on CNBC and other finance and news cable channels. While he's pitching the magazine and its online offshoot, Individual Investor Group, with a hand from investment banking firm Bear, Stearns & Co., will be scouting partnership deals (as noted in brief in the Aug. 18 FIRST DAY). Rosenblum says the company seeks, among other things, "something along the lines of the CBS-Starwave" online venture and wants to continue developing its flagship magazine as well as the six-month-old, 75,000-circulation (controlled) *Ticker*.

**E-Rights...**(continued from page 1)

the Manhattan firm of Chadbourne & Park.

Sotomayor's ruling doesn't explicitly apply to the Internet or the Web--it was filed before the medium caught fire in the publishing industry--and hinges on a limited legal definition outlined in the Copyright Act of 1976. Under the act, publishers can reprint collective works without securing additional rights provided the new use is close to the original (meaning the collection and selection of articles is the same or near). This is why microfilm archives don't trouble writers. Sotomayor ruled that CD-ROMs and the Lexis-Nexis database both met this definition, since every article in the original document was included in the reprint.

"We believe [the judge] is simply wrong," the New York-based National Writers Union said in a statement. It added, "An electronic database does not contain any of the photographs, graphic arts, ads, pagination and a whole set of characteristics that define the original print work." Jonathan Tasini, lead plaintiff and the NWU's president, is considering an appeal.

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