

# FIRST DAY

*Meagher Communications named Kristina Stewart, ex-editor of Hamptons, as editor in chief of the 1600,000-circulation Quest. She replaces Brooks Peters, who will remain a contributor to Quest.*

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## **MPA-ASME Statement: What Will It Change?**

Magazine Publishers of America president Don Kummerfeld says that in issuing a joint statement last week decrying advertisers' practice of screening editorial content as a prerequisite for ad placement, the MPA and the American Society of Magazine Editors weren't "slapping Chrysler's hand." But it's clear that a policy articulated in a letter from Chrysler Corp. ad agency PentaCom figured largely in getting the MPA and ASME to make a united stand against intrusive advertisers. And industry observers agree there's no guarantee that the MPA-ASME statement, reassuring as it is in principle, will prevent advertisers like Chrysler from meddling with the editorial product. The letter from Troy, Mich.-based PentaCom, dated Jan. 30, 1996, and signed by Cindy

*continued on page 2*

**MPA-ASME....(continued from page 1)**

Marshall, its associate director of print buying, says Chrysler must "be alerted in advance of any and all editorial content that encompasses sexual, political, social issues or any editorial that might be construed as provocative or offensive." Speaking with FIRST DAY a week prior to the release of the MPA-ASME statement, ASME president Frank Lalli, managing editor of *Money*, called Chrysler's request "over the line" and, to his knowledge, unprecedented, and insisted that publishers "are not abiding by it"--even if they signed the Marshall letter. Other editors whose magazines carry Chrysler ads said the same thing, including *Worth* editor in chief John Koten. He said he "wouldn't have been too happy" if Chrysler had obtained *Worth's* table of contents before placing an ad in its October issue and that he's "99% sure" Chrysler didn't preview the issue. But although Chrysler said it will follow guidelines against interfering with magazines' editorial content, the automaker hasn't censured PentaCom. "We're not commenting on [the agency's] letter," Chrysler spokesman Alan Miller told the *Wall Street Journal*. (Repeated calls from FIRST DAY to Chrysler and Marshall went unreturned.) Media lawyer Lawrence Savell, with the New York law firm of Chadbourne & Parke, is among those who think the MPA-ASMA's official stance isn't enough ammunition for all publishers and editors. Some magazines' "predominant concern," he

points out, "is having adequate ad pages to survive, and different magazines may be somewhat willing to make certain accommodations...or actually go so far as to give the advertiser some say over what the content should be."