



Phoenix Newspapers, Inc.

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Friday, August 04, 1995

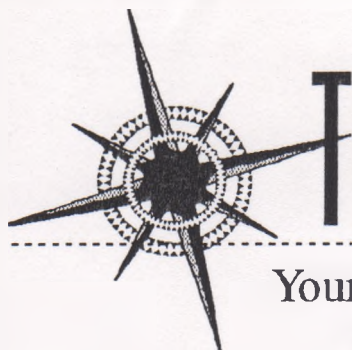
To: Randy Bennett
Director, New Media
Newspaper Association of America
Fr: Howard Finberg

Phoenix Newspapers has launched a very targeted fax publication called the Traveler's Gazette. This publication is sent to PNI's hotel "partners" (current count is more than 30) six days a week early each morning. PNI considers the Traveler's Gazette to be the essential two-page guide to events and activities in the Valley. Much of the material is pulled from existing resources within the newsroom and assembled by clerks.

The Traveler's Gazette has been positioned as an advertising-supported medium and after a "beta" run with a local motorcycle rental shop, PNI has signed its first long-term customer, a real estate company. Cost of advertising is based on the "direct mail" model, with a base of 4,000 hotel rooms in the daily distribution. Hotels may either distribute to each room or display in a lobby or other common area.

[Attached is an example.]

HIF/lcd



TRAVELER'S GAZETTE

TODAY'S WEATHER Sunny skies
High 113
Low 87

THURSDAY, August 3, 1995

Your guide to what's going on around the Valley

TODAY and TOMORROW

WESTWORLD OF SCOTTSDALE SUMMER RODEO SERIES:

Featuring more than 80 cowboys competing in bull riding, bareback riding, calf roping and other events. Gates open at 7 p.m. Rodeo starts at 8 p.m. Fridays through Aug. 25. An after-rodeo dirt dance to be featured at the Equidome on Aug. 18. 16601 N. Pima Road, Scottsdale. \$7 adults, \$3 children. 483-8800.

CATS:

Andrew Lloyd Webber musical. 8 p.m. Tuesday-Friday, 2 and 8 p.m. Saturday, 2 and 7 p.m. Sunday. Aug. 1-6. Symphony Hall, 225 E. Adams St. \$25.75-\$39.75. 262-7272.

HELLO MUDDAH, HELLO FADDUH:

A musical presented by the Theater League. 8 p.m. Wednesdays-Fridays; 2 and 8 p.m. Saturdays; 2 and 7 p.m. Sundays, through Aug. 20. Herberger, 222 E. Monroe St. \$17.50-\$19.50. 252-8497 or 678-2222.

BYE, BYE BIRDIE:

Davis Productions presents the popular upbeat musical, starring Gary Sandy. 8 p.m. Wednesdays to Saturdays; 2 p.m. Saturdays and Sundays, Aug. 3-6. Herberger, 222 E. Monroe St. \$18-\$32.50. 252-8497.

COPPERSTATE DINNER THEATER:

"Run for Your Wife," a farce by Ray Cooney, plays 6:30 p.m. Fridays and Saturdays. Max's, 6727 N. 47th Ave., Glendale. 937-1671.



BEST TUBE WATCHING TONIGHT

7:30 p.m. Ch. 12 (NBC)

"Friends" Chandler tries to make it "third time's the charm" when he dates a woman he's dumped twice. Ross has a surprise encounter.

8 p.m. Ch. 12 (NBC)

"Seinfeld" Larry Miller guests as a feisty doorman who clashes with Jerry and blames him for a theft committed when he steps away from his post.

8 p.m. Ch. 5 (CBS)

"CBS Reports" Dan Rather and General Norman Schwarzkopf host "Victory in the Pacific," a look at the fighting between the Japanese and Americans during World War II.

8 p.m. Ch. 8 (PBS)

"Clive James' Postcards" Fasten your seatbelt as host Clive James goes for a wild ride through the streets of Paris, transported by novelist Françoise Sagan



PLACES TO EAT

More: 271-5656 Code 5959

Recommended by Arizona Republic restaurant critic Penelope Corcoran.

\$ Inexpensive; \$\$ Moderate; \$\$\$ Expensive

MIKADO JAPANESE RESTAURANT, 7111 E. Camelback Road (Scottsdale). 481-9777. This two-story, great-for-beginners Japanese restaurant sports kimono-clad servers, a happening upstairs sushi bar. \$\$-\$\$\$ MC, V, AE.

PEPIN, 7363 Scottsdale Mall (Scottsdale). 990-9026. This uplifting restaurant offers friendly service and fantastic food. Make a meal out of Pepin's tapas - hot and cold tastebud teasers. The paella's a pip, too. \$\$ - \$\$\$ MC, V, AE, DC.

MARY ELAINE'S AT THE PHOENICIAN, 6000 E. Camelback Road (Scottsdale). 423-2530. There's no finer place for that very special, get-dressed-up, money's-no-object celebration. Lavish service. Oh, and guys? Wear a jacket. \$\$\$ MC, V, AE, DC.

STEAMERS GENUINE SEAFOOD, Biltmore Fashion Square, 2576 E. Camelback Road (central Phoenix). 956-3631. Sit in Steamers' Oyster Bar, graze on cockles, quaff micro-brews and people-watch. \$\$ - \$\$\$ MC, V, AE, DC, CB.

RANCHO PINOT GRILL, On Lincoln Road, west of Scottsdale Road behind AJ's. Open for dinner only, Wed.-Sun., 5:30-10 p.m. 468-9463. Tom and Chrysa Kaufman's sophisticated, yet casual cafe offers market-fresh urban/rustic cuisine and unpretentious service. \$\$ MC, V.

THE TOP OF THE MARKET, 1720 E. Camelback Road (central Phoenix). 277-3474. The menu changes daily in this sophisticated clubby room above the more boisterous Fish Market. An excellent place to conduct business or reconnect with old acquaintances. \$\$\$ MC, V, AE, DC, CB, D.

CALIFORNIA PIZZA KITCHEN, 2400 E. Camelback Road, (central Phoenix). 553-8382. Beverly Hills-based chain sells personal-size wood-fired pizzas topped with totally California toppings. Setting is slick, bright and smoke-free. \$ - \$\$ MC, V, AE, DC, CB, D.



AIRPORT

Weather: 271-5656 Code 9555

Forecast through 4 p.m. today:

Atlanta... thunderstorms, likely delays

Chicago... thunderstorms, likely delays

Dallas... thunderstorms, likely delays

Denver... isolated thunderstorms, possible delays

Detroit... thunderstorms, likely delays

Houston... scattered thunderstorms,

possible delays

Las Vegas... sunny, no delays

Los Angeles... sunny, no delays

Minneapolis... partly cloudy, no delays

New York... scattered thunderstorms, possible delays

San Francisco... partly cloudy, no delays

Seattle... sunny, no delays

Washington, D.C... sunny, no delays

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RUSS LYON REALTY

SINCE 1947





NEWS BRIEFS

More News: 271-5656 Code 6397

STRONG STORM: Hurricane Erin rips across the midsection of Florida with punishing 85-mph winds, weakens into a tropical storm as it spins past Tampa, then regains near-hurricane force before slamming into the state's Panhandle.

WHITEWATER PROBE: In dramatic testimony before the Senate Whitewater Committee, former Deputy Attorney General Philip Heymann says he was so upset with White House counsel Bernard Nussbaum, who blocked police from seeing the late deputy counsel Vincent Foster's papers, that he asked, "Bernie, are you hiding something?"

HEAT VICTIMS: Hundreds of people come together to mourn Chicago's 550 victims of a killer heat that has an anguished city asking how the dead, mostly elderly people who lived alone, could have been forgotten.

COLOMBIAN DRUGS: In the highest-reaching drug scandal ever to hit Colombia, the defense minister resigns amid accusations he used money from drug traffickers to help President Ernesto Samper win last year's election.

OFFICERS EXPELLED: U.S.-Chinese relations, soured by clashes over human rights and Taiwan, suffer another blow when China orders the expulsion of two U.S. Air Force officers who it said were caught spying on military sites.

SPORTS

CRIMSON FACES: The NCAA puts Alabama's football program on three years probation, banning the Crimson Tide from postseason play for one year and making them forfeit 11 games in 1993 for using an ineligible player.

SLOW STARTER: What took Dale Jarrett, one of stock-car racing's top drivers, who also happens to be associated with one of the sport's top teams, nearly half the season to start flexing his muscles?

WHERE TO TAKE THE FAMILY (See concierge or front desk for maps on museums, malls, golf, outlet shopping and entertainment venues.)

1. CASTLES AND COASTERS

Arizona's largest roller coaster (Desert Storm), miniature golf, Splash Down log ride, video games and more at Metrocenter, 9445 N. Metro Parkway East. Opens 10 a.m. daily. \$10-15 for unlimited ride pass. 997-7575.

2. COWBOY ADVENTURES:

Horseback riding, \$25 per person (two-hour rides) throughout the day. Cowboy Adventures on Fort McDowell Reservation. 837-8585.

3. CRACKER JAX FUN & SPORTS PARK

Miniature golf, batting cages, bumper boats, go-carts, volleyball courts and driving range. 16001 N. Scottsdale Road. Hours: 10 a.m.-10 p.m. Monday through Thursday; 10 a.m. to

midnight; Friday and Saturday; 10 a.m.-9p.m. Sunday. All-day passes are \$15. \$10 and \$8 depending on height. Also priced per activity. 998-2800.

4. FIDDLESTICKS FAMILY FUN PARK:

Bumper boats, go-carts, miniature golf, batting cages, driving range and video games. 1155 W. Elliot Road, Tempe. \$2-4.25 per ride. 961-0800.

5. GREAT ESCAPE PLAY-LAND:

Indoor playground for children, 9393 N. 90th St., Scottsdale. \$5.95 per child. 661-7260.

6. RAWHIDE:

Western town. Stagecoach and burro rides, gold panning, shooting gallery, gunfights on the hour, steakhouse, stunt show,

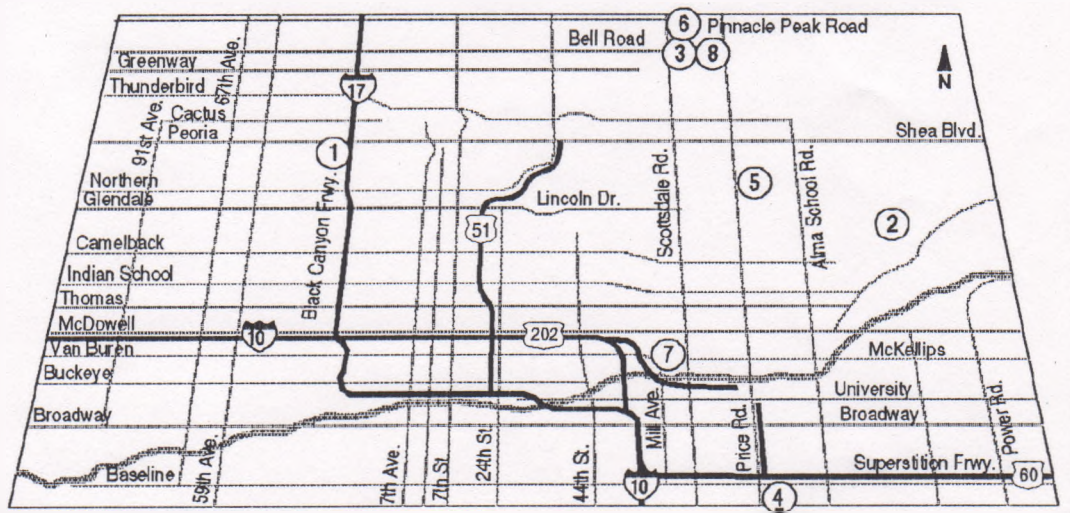
petting ranch, shops. Hours: 5 to 10 p.m. Monday through Thursday, 11 a.m. to 10 p.m. Friday through Sunday. 23023 N. Scottsdale Road, Scottsdale. Adult admission \$2; children \$1. Details: 502-1880. Reservations: 502-5600.

7. PHOENIX ZOO:

9 a.m. to 5 p.m. daily. 455 N. Galvin Parkway, in Papago Park. \$6 adults; \$5 for adults age 60 and over; \$3 children ages 4 to 12; children 3 and under and zoo members admitted free. 273-7771 or 273-1341.

8. WESTWORLD:

Hayrides, rodeos, festivals and horse shows are featured. Home of Diamondback Steakhouse and Theatre. Events, prices vary. 16601 N. Pima Road, Scottsdale. 483-8800.



DESERT TOURS

APACHE TRAIL TOURS: Jeep tours, Verde River tubing and a day lake trip. Sunset and dinner tours available. Gold Field Ghost Town. Tours can be arranged by calling: 982-7661.

ARIZONA ADVENTURE: Desert tours, cookouts, horseback riding, fishing trips, river rafting and Sedona-Jerome tours. 990-9320.

ARIZONA BACKCOUNTRY: Four-wheel-drive desert tours. Specializing in hard-to-get-to areas. Round-trip pickup service from home or hotel \$50 to \$125 per person. 547-9645



PRESSLINE

More information is available 24 hours a day from PressLine.

Dial 271-5656, then punch in the code for the information you want.

Movie times and reviews	Stock market update.....	9002	Arts hotline.....	ARTS or 2787
..... 3456	NYSE trading report.....	9005	TV Sports Highlights.....	1019
Theater reviews.....	Amex trading report.....	9006	TV movies tonight.....	1011
5953	OTC market report.....	9008	News headlines.....	9004
AL Baseball scores.....	Bond market update.....	9072	Ap Newswatch.....	6397
9614	Precious metals report.....	9095	AP Network sports.....	9910
NL Baseball scores.....	Commodities update.....	9057	Best TV for kids.....	1018
9613				
Financial news headlines..				
9666				
Stock quote hotline				
9000				

To leave a comment about Traveler's Gazette, enter code 8255 (TALK)



DATE: 8/4/95

TIME:

TO: RANDY BENNETT

OF: Newspaper Association of America

FROM: HOWARD FINBERG

X: 602-271-8666 FAX: 271-8325

NUMBER OF PAGES INCLUDING THIS COVER SHEET: 5

I will also mail you a copy of all the pages faxed.