## Document 1903

```
[21903002]
                                                                                                                                                                    " and that Sassy needs big promotional dollars to keep it alive named:x-c v:e-i-p a:e-p a:e-p n:x x:e-h-h v_prd:e-i-i-h pron:x a:e-i
But the 57-year-old publisher has moved quickly and boldly to deal with the magazines 'problems c:i-i-i q:i-h-h a:e-p n:x-i v:e-i a:e-e a:e-e x:e-h-h v_with:e-i-i q:i-h-h n:x n_of:x-i
 Last Friday , he told the staff of Ms. that the magazine in January would begin publishing without advertising q:i-h-h dofw:x-c _ pron:x v:e-i-p-h q:i-h-h n_of:x p:e-x-i named:x-c _ q:i-h-h n:x p:e-u-i mofy:x-c v_modal:e-h v:e-h v:e-i-p p:e-u-i n:x
                                                                                                                                                —(ARGI)—
                                                                                                                                                                                                                                                                                                                                        (ubord)
(ARG)
(ARG)
(ARG)
(ARG)
(ARG)
                                                                                                                                                                                                                                     compound
   Mr. Lang will do away with expensive circulation drives , not to mention sales staff , and attempt to publish the 17-year-old magazine supported by circulation revenue alone n:x named:x-c _ v_away-with:e-i-i _ a:e-p n_of:x-i n:x _ _ _ n_of:x n_of:x _ v:e-i-h _ v:e-i-p q:i-h-h a:e-p n:x v:e-i-p _ n_of:x-i n:x p:e-i _
 "Any fool can publish a money-losing magazine q:i-h-h n:x v_modal:e-h v:e-i-p q:i-h-h v:e-i-p n:x _
  ARGI

ARGI

ARGI

ARGI

ARGI

ARGI

ARGI

ARGI

Compound

Compound

Compound

Compound

Compound

Compound

ARGI

ARGI

ARGI

ARGI

ARGI

ARGI

Compound

Compound

Compound

ARGI

Compound

ARGI

ARGI

ARGI

ARGI

ARGI

ARGI

ARGI

Compound

ARGI

Compound

ARGI

Compound

ARGI

AR
 "For Ms. , it 's time to publish for the reader , not the advertiser . "

p:e-u-i named:x-c _ _ a_expl-for:e-h-i _ v:e-i-p p:e-u-i q:i-h-h n_of:x-i _ q:i-h-h n:x _ _
  As for Sassy , which competes directly with News Corp. 's Seventeen magazine x:e-h-h p:e-u-i named:x-c n:x named:x-c n:x named:x-c n:x named:x-c v_to:e-i-h-i p:e-u-i q:i-h-h a:e-p card:i-i-c n:x pron:x v:e-i-u-h n:x card:i-i-c card:i-i-c v:e-i-p v_cause:e-i-p q:i-h-h n:x
    Though Sassy has grown quickly since its debut in March 1988, it has been the target of conservative lobbyists and skittish advertisers who bristled at its frank editorial matter on teen-age problems x:e-h-h named:x-c v:e-i a:e-e p:e-u-i q:i-h-h n:x p:e-u-i mofy:x-c yofc:x-c pron:x v_id:e-p-i q:i-h-h n_of:x-i
                                                                                                                          ___(ARG2)___
 Mr. Lang said the former Australian owners of Sassy were "blind-sided by the Moral Majority ... . . named:x-c v_to:e-i-h-i q:i-h-h a:e-p a:e-p n_of:x-i _ named:x-c _ _ v:e-i-p _ q:i-h-h named:x-c _ named:x-c _ _ .
Their reaction was to do nothing and ride it out . "q:i-h-h n:x _ _ v:e-i-p thing:x _ v_out:e-i-i pron:x _ _ _ _
 [21903013]
```

1



