

Cartoon Network, part of Turner Broadcasting, to Butler, Shine & Stern, Sausalito, Calif., from in-house for broadcast and print creative. Media remains in-house.

Pepsi-Cola General Bottlers Chicago Division to San Jose & Associates from in-house for its \$1 million-plus Hispanic regional marketing programs.

Gibson Greetings, Cincinnati, to W.B. [Doner](#) & Co., Cleveland, from in-house for its greeting card account. It's Doner's 10th new account this year.

#### MEDIA MOVES

Public Broadcasting Service is considering changes aimed at becoming more underwriter-friendly. Among changes under consideration are allowing marketers to display corporate mascots and use company spokesmen in on-air credits.

Ed Kelly, 37, to publisher of American Express Publishing's Food & Wine, from publisher of Departures. Mr. Kelly succeeds Douglas Fierro, 38, now VP for new-business development. Jack Laschever, 34, succeeds Mr. Kelly, from publisher of Your Company. Also as part of the shake-up, Nancy Smith, 44, to interim publisher of Your Company, from a consultant to American Express Publishing. All moves are effective July 1.

#### NEW CAMPAIGNS

Snapple Beverage Corp., Valley Stream, N.Y., last week relaunched isotonic drink Snap-Up with a new name and a new outdoor campaign from Kirshenbaum & Bond, New York. The \$1 million outdoor effort in New York and Los Angeles trumpets the new Snapple Sport name on bus sides, bus shelters and outdoor boards.

The latest in healthcare advertising comes from the generally pro-Clinton Healthcare Reform Project and the Republican Party, each with \$500,000 flights. The former, from Chlopak Leonard Schechter & Associates and Squier, Knapp, Ochs, both Washington, aired in 10 swing congressional districts. The latter, from National Media, Alexandria, Va., features prominent GOPers rapping President Clinton's plan.

Checkers Drive-In Restaurants, Clearwater, Fla., tells consumers its 99 cents Champ Burger is "bigger than a Big Mac and thicker than a Whopper" in new commercials from the [Martin Agency](#), Richmond, Va. Three spots kicked off last week in Southeast markets, bearing the tagline "One taste and you're ours."

#### COMINGS & GOINGS

David Weekes left as managing director of DMB&B/Weekes Morris Osborn, Sydney, to pursue "new business interests in the export wine industry, telecommunications and tourism." He was a founding partner in Weekes Morris Osborn in 1980, which D'Arcy Masius Benton & Bowles bought a decade later. Paul Williams, director of client services and a partner, succeeds Mr. Weekes. Chairman David Morris has taken on the CEO mantle after leaving his creative director post, taken on by principal Richard Osborn. The agency's name remains the same.

William Beverly Murphy, 86, former president-CEO of Campbell Soup Co., Camden, N.J., died of natural causes May 29 at a Bryn Mawr, Pa., nursing home. He was a Campbell executive from 1953 to 1972.

Mark Homchick, 37, to advertising manager, a new post at Kawasaki Motors Corp. USA, Irvine, Calif., from account supervisor, Inter-Image, Los Angeles, agency for Kawasaki Heavy Industries, the motorcycle marketer's corporate parent.

Peter E. Madden to vice chairman, a new post at Hill, Holliday, Connors, Cosmopolos, Boston. He's currently a member of the Massachusetts House; between 1985 and 1991, Mr. Madden was president-CEO of State Street Bank & Trust Co.

Ron Hartwig to exec VP-general manager, Hill & Knowlton, Los Angeles, from exec VP. He succeeds Tom Mattia, who succeeded Mr. Hartwig in January 1993. Mr. Mattia resigned last month. (For more people news, see Page 36.)

George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.