

30 AND BELOW

A Sun-Times series profiling Chicago's rising stars in all kinds of professions.

This 'idea-centric' ad exec has the juice to go far

BY LEWIS LAZARE
Staff Writer

It must be the kit. The anti-stress kit that is hanging on Nicole Foster's office wall.

Why else would this 29-year-old advertising account director on the Tropicana orange juice brand at Element 79 Partners/Chicago appear so poised. So in charge. So ready to handle any emergency that might come her way in a business known for emergencies both big and small.

It's a simple kit, really. Merely a sheet of white paper with a large black circle on it and the words "bang head here" in large letters inside the circle.

Foster probably uses her kit less than others. Even though she has less than a decade of experience in the ad business, she seems to have found a place where she feels comfortable—the role of account director.

Some may think an account director is nothing more than a well-padded buffer between the client who pays the bills and the creatives who come up with the sometimes outrageous campaigns the client has to be persuaded to buy.

But Foster has discovered her role is much bigger and more integral than that. "Though I'm not in the creative department, my job is still idea-centric," said Foster. "I'm closely involved in the whole process of looking for the big idea and helping bring it to life."

The job of account director also means Foster must be flexible. "I could come into the office with a whole agenda of things I want to get done one morning, and by 9:30 that list has been turned upside down," explains Foster. "This is not a business for the faint of heart."

Foster grew up in Reynoldsburg, Ohio, a suburb of Columbus known as the birthplace of the tomato (with apologies to Italy). Foster had a normal childhood, but by the time she left home to attend Miami University, she knew she wanted to get out of Reynoldsburg and eventually out of Ohio, too. As a college freshman, she read the book *Ogilvy on Advertising* and decided that was the career for her.

"I liked the business because it was youth-oriented and creative," said Foster.

After five internships during



NICOLE FOSTER
AGE: 29

What she does: Account director on Tropicana account at Element 79 Partners/Chicago.

What she says about it: "This is not a business for the faint of heart."

What she wants: To be involved in looking for the big idea and bringing it to life.

college, Foster landed her first full-time job in a management trainee post at J. Walter Thompson/Detroit. A year later she moved to JWT's Chicago office, then to DDB/Chicago and Foote Cone & Belding/Chicago, before jumping ship with then-FCB President Brian Williams to become a founding staffer at Element 79 Partners.

About six months ago, she was assigned to the Tropicana brand, owned by PepsiCo. Since then, she has been working to reacquaint mostly female consumers with the attributes that make Tropicana a leader in the orange juice category. "It's the third most-purchased brand of all on grocery store shelves after Coke and Pepsi," said a confident Foster, with not a trace of stress in her voice. Of course.

♦ talk
(N) new program
(CC) closed captioning

Morning

- 5:00 **2** **5** **7** **32** News (CC)
 ♦ **9** Andy Griffith
 ♦ **11** Chicago Tonight (CC)
 ♦ **20** Choices & Change: Macroeconomics (CC)
 ♦ **26** First Business
 ♦ **44** Noticiero Telemundo
 ♦ **50** Star Trek: Voyager (CC)
 ♦ **66** !Que Mujeres!
 5:30 **2** **5** **7** **9** News (CC)
 ♦ **11** Business Report (CC)
 ♦ **20** Choices & Change: Macroeconomics (CC)
 ♦ **26** California Dreams (CC)
 ♦ **44** Life in the Word
 6:00 **2** **5** **7** News (CC)
 ♦ **11** Sesame Street (CC)
 ♦ **20** BBC World News
 ♦ **26** Rescue Heroes: Global Response Team (CC)
 ♦ **32** News
 ♦ **38** Kylea
 ♦ **44** De Mananita
 ♦ **50** Family Ties (CC)
 ♦ **62** Prayer and Faith
 ♦ **66** Despierta America
 6:30 **2** News (CC)
 ♦ **11** Clifford the Big Red Dog
 ♦ **20** Introduction to Entrepreneurship: Building the Dream
 ♦ **26** Jackie Chan Adventures
 ♦ **38** Total Living With Jerry Rose
 ♦ **50** Spin City (CC)
 ♦ **62** Living Word
 7:00 ♦ **2** Early Show (CC)
 ♦ **5** Today (CC) Chris Rock; Queen Latifah; tax tips.
 ♦ **7** Good Morning America (CC) Monica Bellucci; Lt. Gen. Earl B. Hailston; quitting smoking.
 ♦ **11** Berenstain Bears & Seven Little Monsters (CC)
 ♦ **26** Pokemon (CC)
 ♦ **32** News
 ♦ **38** Paid program
 ♦ **50** Cheers (CC)
 ♦ **62** Vernon Park Church
 7:30 **11** Arthur (CC) (DVS)
 ♦ **20** Against All Odds (CC)
 ♦ **26** Yu-Gi-Oh! (CC)
 ♦ **38** Life Today
 ♦ **50** Cheers (CC)
 8:00 **11** Dragon Tales (CC)
 ♦ **20** Against All Odds (CC)
 ♦ **26** Recess (CC)
 ♦ **50** Family Matters (CC)
 ♦ **62** Andrew Womack Ministry
 8:30 **11** Caillou (CC)
 ♦ **20** GED Connection (CC)
 ♦ **26** Diff'rent Strokes
 ♦ **50** Family Matters (CC)
 ♦ **62** Life Changers
 9:00 **2** Martha Stewart (CC) (N)
 ♦ **7** Oprah Winfrey (N) (CC) Smart children.
 ♦ **9** Beyond With James Van Praagh Forgiveness.
 ♦ **11** Sagwa, the Chinese Siamese Cat (CC)
 ♦ **20** Universe
 ♦ **26** Family Feud (N)
 ♦ **32** Divorce Court (CC) (N)
 ♦ **44** El Beso del Vampiro
 ♦ **50** Blind Date (CC)

DAYTIME TV LISTINGS

- ♦ **66** Marta Susana (SS) Me case con una embarazada.
 9:30 ♦ **9** Beyond With James Van Praagh Nephew; gang.
 ♦ **11** Barney & Friends
 ♦ **20** Universe
 ♦ **26** Weakest Link (CC)
 ♦ **32** Divorce Court (CC)
 ♦ **50** 5th Wheel
 ♦ **62** Kenneth Copeland (CC)
 10:00 **2** Price Is Right (CC)
 ♦ **5** Other Half (CC) Steve Valentine.
 ♦ **7** The View (CC) Lynda Carter; Adrien Brody.
 ♦ **9** Jenny Jones (CC) Blonde bombshells.
 ♦ **11** Sesame Street (CC)
 ♦ **20** Chinese
 ♦ **26** Wayne Brady Show (CC) Michael Chiklis.
 ♦ **32** Texas Justice (CC) (N)
 ♦ **44** Pobre Pablo
 ♦ **50** Change of Heart (CC)
 ♦ **62** International Fellowship
 ♦ **66** Mujer... Casos de la Vida Real (SS)
 10:30 **20** Chinese
 ♦ **32** Texas Justice (CC)
 ♦ **44** Sabia Usted
 ♦ **50** Shipmates
 ♦ **62** This Is Your Day (CC)
 11:00 **2** **5** News (CC)
 ♦ **7** Port Charles (CC)
 ♦ **9** Live With Regis and Kelly (N) (CC) Monica Bellucci.
 ♦ **11** Teletubbies (CC)
 ♦ **20** Literary Visions (CC)
 ♦ **26** Judge Mathis
 ♦ **32** Jerry Springer (N) (CC) Prostitutes.
 ♦ **44** Sofia Dame Tiempo
 ♦ **50** Crossing Over With John Edward (CC) Reunion between siblings.
 ♦ **62** Life Today (CC)
 ♦ **66** Cazando un Millonario
 11:30 **2** Young and the Restless
 ♦ **5** Celebrity Justice (N)
 ♦ **7** News (CC)
 ♦ **11** Mister Rogers (CC) (DVS)
 ♦ **20** Literary Visions (CC)
 ♦ **50** Crossing Over With John Edward (CC) Man loses life saving children.
 ♦ **62** Blow the Trumpet

Afternoon

- 12:00 ♦ **5** John Walsh Show Prisoners' rights.
 ♦ **7** All My Children (CC)
 ♦ **9** News (CC)
 ♦ **11** Between the Lions (CC)
 ♦ **20** Nutrition Pathways (CC)
 ♦ **26** Montel Williams (N) (CC) Couples' Challenge.
 ♦ **32** News
 ♦ **44** Cotorreando
 ♦ **50** Judge Joe Brown (CC)
 ♦ **62** Divine Plan
 12:30 **2** Bold and Beautiful (CC)
 ♦ **11** Dragon Tales (CC)
 ♦ **20** Nutrition Pathways (CC)
 ♦ **50** Judge Joe Brown (CC) (N)
 1:00 **2** As the World Turns
 ♦ **5** Days of Our Lives (CC)
 ♦ **7** One Life to Live (CC)
 ♦ **9** Maury (CC) Paternity.
 ♦ **11** Arthur (CC) (DVS)
 ♦ **20** Reading Rainbow (CC)
 ♦ **26** People's Court (CC)
 ♦ **32** Good Day Live (N)

RADIO HIGHLIGHTS

6 a.m.—"Morning Program," WFMT-FM (98.7): Puccini's "Capuccio Sinfonico" performed by the La Scala Philharmonic.
7:40 a.m.—"Star Date" WDBC-FM (90.9): Science program.
10 a.m.—"Kathy O'Malley," WGN-AM (720): Dr. Scott Gordon, medical director of Evanston Northwestern Hospital, talks about post-partum depression.

Noon—"Real Jazz Radio," WBEE-AM (1570): Pianist Phinias Newborn.
3 p.m.—"Afternoon Program," WFMT-FM (98.7): Mendelssohn's Violin Concerto in E, performed by violinist Pinchas Zukerman and the St. Paul Chamber Orchestra.
5 p.m.—"Miles Ahead," WSBC-AM (1240): Jazz program.
7 p.m.—"Movin' Out the Bricks," WBZE-FM (91.5): A documentary

on the Chicago Housing Authority's Plan for Transformation.
8 p.m.—"Music in Chicago," WFMT-FM (98.7): Chicago Chamber Musicians with soprano Patrice Michaels and works by Milhaud and Auric.
8:45 p.m.—"Towns Tales," WCEV-AM (1450): Fairytales from around the world.
10 p.m.—"Rock Sin Anestesia," WLUV-FM (88.7): Latin rock music.



Tom Green
Talk show

Green, Dogg get shows on MTV

Tom Green is heading back to MTV. Sources said MTV is finalizing a deal with Green to host a late-night show that would blend talk and variety-show elements with segments featuring the "Freddy Got Fingered" star out and about in the real world. The half-hour Monday-through-Friday series is tentatively scheduled to premiere in June. MTV announced Tuesday that Snoop Dogg will perform and act in his own variety series, "Dogg Fizzle Televizzle," which will satirize pop culture from a hip-hop perspective. The show begins its six-episode run June 22. The "Dogg" pilot aired on MTV in December. *Hollywood Reporter*

LATE TV LISTINGS

- 12:00 **9** Street Smarts (CC) (N)
 ♦ **11** Chicago Tonight (CC)
 ♦ **20** Art of the Western World (CC)
 ♦ **26** Married... With Children (CC)
 ♦ **32** 3rd Rock (CC)
 ♦ **38** Worship
 ♦ **50** Shipmates
 ♦ **62** Electronic Essentials
 ♦ **66** Mentira
 12:06 ♦ **7** Oprah Winfrey (N) (CC) Smart children.
 12:30 **9** Suddenly Susan (CC)
 ♦ **11** Encore Programming
 ♦ **26** Honeymooners
 ♦ **32** Judge Hatchett (CC) (N)
 ♦ **44** Corte de Familia
 ♦ **50** Extreme Dating
 12:36 ♦ **5** Last Call (N) Tom Arnold.
 12:37 **2** Entertainment Tonight (CC)
 1:00 **9** Carleton Sheets Real Estate
 ♦ **20** Exploring the World of Music
 ♦ **38** Worship
 ♦ **44** La Corte del Pueblo
 ♦ **66** Retrato de Familia
 1:05 **5** **7** News (CC)
 1:07 **2** News (CC)
 1:30 **20** Exploring the World of Music
 ♦ **44** PELICULA: Las Carinosas
 1:35 **5** Extra (CC)
 1:40 ♦ **7** Ask Rita
 1:42 **2** Entertainment Studios.com
 2:00 **20** Writer's Exchange (CC)
 ♦ **26** Montel Williams (CC) Defiant daughters.
 ♦ **32** News
 ♦ **38** Worship
 ♦ **50** Cheers (CC)
 ♦ **62** Coin Vault