

Electronic Media

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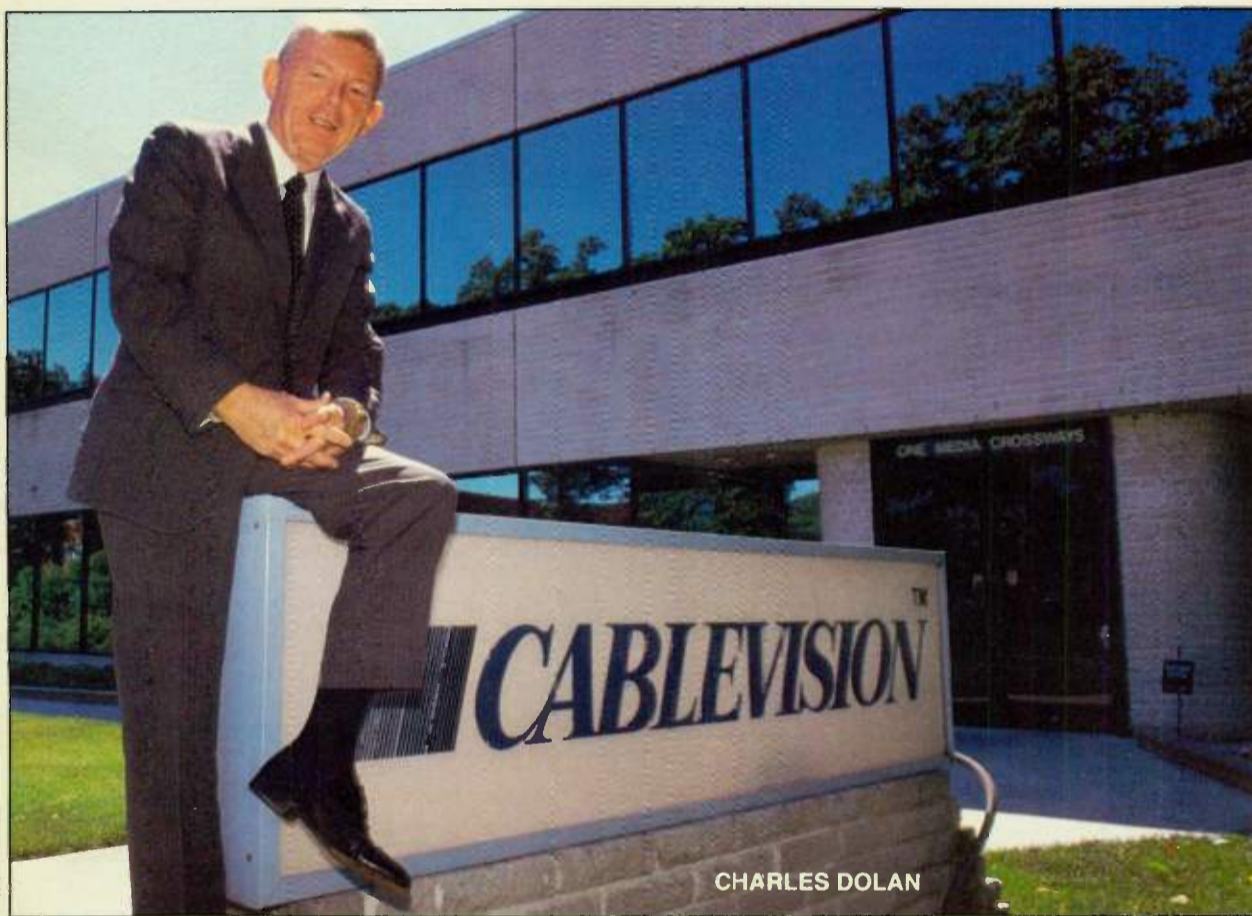
AT PRESS TIME

Reiss signs with Disney

BURBANK, CALIF.—Randy Reiss, departing president and chief executive officer of ACT III Communications, has been named executive vice president of the Walt Disney Studios and president of network TV for Walt Disney Television and Touchstone Television. Mr. Reiss will take charge of all network program production, including series, miniseries, Saturday morning animation and "The Disney Sunday Movie." He'll also serve on a newly formed Disney broadcast board.

Cable service debuts

HOLLYWOOD, CALIF.—Movietime, a new 24-hour basic cable service based here that's billed as "electronic entertainment pages," was launched on Friday to about 2 million cable subscribers. The service, which hopes to reach 8 million subscribers in its first year, provides coverage of cable televi-
(Continued on Page 49)



CHARLES DOLAN

FCC likely to terminate fairness rule

By DOUG HALONEN
Staff reporter

WASHINGTON—The Federal Communications Commission is expected to scrap the fairness doctrine at its meeting this Tuesday.

As of late last week, the FCC appeared intent upon moving against the doctrine, even though key congressional Democrats, who are attempting to transform the doctrine into law, have warned that such action would have unpleasant consequences.

The fairness doctrine requires broadcasters to cover issues of public importance and to provide opportunities for response.

"For the FCC to now proceed to a determination that might lead to their not enforcing the doctrine on constitutional or public interest grounds would be a slap in the face of Congress," said House telecommunications subcommittee Chairman Ed Markey, D-Mass., in a statement last week.

Although President Reagan has vetoed legislation that would have codified the fairness doctrine, key congressional leaders, including Senate Commerce Committee Chairman Ernest Hollings, D-S.C., and House Energy and Commerce Committee Chairman John Dingell, D-Mich., are still hoping to slip a doctrine bill by the president by grafting it onto veto-proof legislation.

FCC officials were declining to discuss their plans for the doctrine last week, contending that federal anti-disclosure laws required them to hold their tongues.

Yet longtime agency observers, including Mark Fowler, the former FCC chairman who sources say
(Continued on Page 49)

Building an empire Cablevision leaps ahead with a big move

By RICHARD TEDESCO
Staff reporter

NEW YORK—It was a just a matter of time before Charles Dolan made his next big move.

With the mid-July announcement that Cablevision Systems Corp. is buying Adams-Russell Co., that time has come.

At \$474 million, including assumed liabilities, the Adams-Russell deal is the largest single acquisition in Cablevision's history.

But despite its magnitude (more than \$2,000 for each of Adams-Russell's 225,000 subscribers) and its timing (the business community's slowest season), the deal doesn't really surprise people who know the Cablevision chairman.

Whether he's expanding his cable systems and pay movie services or developing regional sports networks and 24-hour local news operations, Mr. Dolan has always maintained his own timetable.

(Continued on Page 36)

Ad surge could spur station sales

By DIANE MERMIGAS
Senior reporter

Some brokers and buyers are hoping a surge in advertising spending will end this year's lull in the buying and selling of television stations.

Spurred by 1988's national elections and Olympic Games, increased ad spending could offer

relief from eight months of relatively modest station sale activity as early as this year's fourth quarter, some brokers predict.

"There is plenty of money out there burning a hole in people's pockets. There are more interested buyers than ever," said Howard Stark, the industry's biggest individual broker.

Not the least among them is

NBC's parent, General Electric, and CBS Inc., both with money in hand from recent asset sales. Both companies have said they are interested in buying more big-market TV stations.

Also expressing interest in top markets are other major group owners, such as Fox Broadcasting and Tribune Broadcasting Co.

(Continued on Page 51)

INSIDE:

Pricey prime time

Prices for the top network programs hit new highs, led by "The Cosby Show" at \$440,000 a spot. Page 3.

KMOV's new life

How Viacom turned around the fortunes of a CBS O&O, in Diane Mermigas' "Business Beat" column. Page 28.

NEWS SUMMARY

The FCC is expected to scrap the fairness doctrine at its meeting tomorrow, even though key congressional Democrats say such action would have unpleasant consequences. (Page 1)

Brokers and buyers alike are hoping a surge in ad spending, brought on by the 1988 national elections and Olympic games, will end this year's lull in buying and selling TV stations. (Page 1)

With the \$474 million purchase of Adams-Russell Co., Charles Dolan is rapidly building Cablevision into a cable TV industry powerhouse. (Page 1)

The top-ranked network TV shows' upfront prices have soared well beyond last year's rates. "The Cosby Show," for instance, rose to \$440,000 from \$330,000 for a 30-second spot. (Page 3)

As Frank Biondi prepares to take over as president of Viacom International, the company's executives have begun to assess their futures. (Page 3)

WBBM-TV in Chicago, owned by CBS Inc., will push "The CBS Evening News With Dan Rather" back a half-hour to 6 p.m. (CT) beginning this fall. (Page 3)

TV critics who attended Synditel, a one-day press briefing with major syndicators, called the event a major improvement over two previous get-togethers. (Page 3)

Arbitron Ratings Co. will start looking for ways "to take more serious action" against TV stations using special activities to increase their ratings during sweeps. (Page 2)

PTL ministry officials have started placing calls to TV stations carrying "The PTL Club," asking them to defer payments due last Friday for up to three weeks. (Page 2)

CBS will bring its canceled "Twilight Zone" back into production to sell as a half-hour syndicated show. (Page 2)

NBC has signed a three-year contract for A.C. Nielsen Co.'s people-meter service, surprising research executives at both CBS and ABC. (Page 4)

Bristol-Myers Co. has made a \$4 million upfront commitment in Group W Productions' "The Wil Shriner Show" and "Hour Magazine." (Page 4)

Fairfield Broadcasting's plan to take control of seven Price Communications Corp. radio stations has fallen through. However, Osborn Communications has stepped in to replace Fairfield, with the help of two financial partners. (Page 8)

Federal officials shut down a pirate radio station that was operating off the coast of Long Island, N.Y., and was said to be transmitting on four frequencies. (Page 8)

A new cable operator-owned regional sports network will begin broadcasting across Florida next spring. (Page 14)

NBC has lined up two midseason shows, "The Days and Nights of Molly Dodd" and "Day by Day," NBC Entertainment President Brandon Tartikoff announced. (Page 16)

Edward Woodward, star of CBS's "The Equalizer," suffered an apparent heart attack while filming a miniseries in England for a British production company. (Page 16)

Valerie Harper has left her starring role in the NBC sitcom "Valerie," and officials say she won't be back. (Page 16)

Terrence Elkes is leaving Viacom International after 15 years "with no regrets," he told ELECTRONIC MEDIA. (Page 18)

Showtime/The Movie Channel has legally won the right to continue with its latest marketing campaign. HBO had challenged the tag line being used on commercials for Showtime, which say "Showtime and HBO—It's Not Either/Or Anymore." (Page 20)

"At the Movies" beat its arch-rival, "Siskel & Ebert & the Movies," for the first time in the ratings for the week ended July 19. (Page 20)

Taft Broadcasting reported a 26 percent decline in revenues and a 3 percent decline in net income for the first quarter ended June 30. (Page 28)

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'Twilight Zone' revived by CBS in syndication

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—CBS will bring its canceled series, "The Twilight Zone," back into production to sell as a half-hour syndicated show.

As early as this week, CBS is expected to sign a deal with a syndicator for domestic distribution rights of a package of 90 half-hour episodes of the new "Twilight Zone," according to Don Wear, senior vice president and general manager of CBS Broadcast International.

Mr. Wear wouldn't say who would distribute the series, but confirmed that CBS is only negotiating with one syndicator.

CBS has already been syndicating the show internationally in half-hours and hours, but is prohibited by law from syndicating it domestically.

The syndication package will consist of new half-hour episodes, the 19 half-hour episodes from last season and the 24 hour-long "Twilight Zones," which will be chopped into half-hours, Mr. Wear said.

He said it was unclear how many half-hours CBS would get out of those hour-long shows, so it was



"The Twilight Zone" is going to be resurrected in syndication as a half-hour show. The show was canceled by CBS last year.

also unclear exactly how many new episodes would have to be produced.

CBS may dust off scripts that were never produced when the show (Continued on Page 49)

PTL seeks 3-week extensions on payments to TV stations

By JANET STILSON
Staff reporter

Officials at the PTL ministry have started placing calls to TV stations carrying "The PTL Club," asking them to defer payments due last Friday for up to three weeks.

Citing an ebb in viewer contributions, PTL also announced that it was laying off about 100 employees. Walter Richardson, PTL's vice president of marketing, says some employees left due to attrition.

He says that due to an "upward trend" in viewer donations in recent days, the ministry was "optimistic" that stations wouldn't have to wait a full three weeks for payment. PTL's total monthly bill for TV time hovers around \$1 million, according to one PTL official.

Mr. Richardson also said employees who had been asked last week to defer their weekly paychecks would probably receive their money on time.

TV stations contacted by ELECTRONIC MEDIA say they have yet to hear from PTL on payment deferral. Some said the late payment would lift a bank-

ruptcy court regulation barring outlets and cable systems under contract from dropping the program or PTL's cable service, The Inspirational Network.

If payments due after the Chapter 11 filing are not paid on time, they say, the restriction is lifted.

Storer Communications, one cable company that opted to drop the network from 12 systems in June, is asking for a postponement on a hearing to have been held last Friday. The legal showdown is now expected to take place on Aug. 13 in Columbia, S.C.

PTL has received a temporary restraining order barring Storer from dropping its network, and is seeking a preliminary injunction to further impede Storer's move.

Storer's response to PTL's court filing is expected to be filed shortly, arguing that its contract with the ministry allows it to cancel PTL programming with 30 days notice—a procedure it followed.

Because its decision was not made based on PTL's Chapter 11 filing—although it was based in part on the controversy surrounding the organization—Storer argues it has the right to cancel the service. #

Arbitron eyes 'hypoing' sanctions

By ADAM BUCKMAN
Staff reporter

Arbitron Ratings Co. said last week it will begin looking for ways "to take more serious action" against TV stations using special activities to boost their ratings during sweeps months.

The announcement came as a result of a resolution passed last week by the Arbitron Television Advisory Council that denounced so-called "hypoing" practices.

CORRECTION

Lorimar Television International is a division of Lorimar Telepictures Inc., and has no connection with the BBC. The division was misidentified on Page 26 of the July 20 issue. #

The resolution, which was approved by the 12-member council at a meeting in Jackson Hole, Wyo., asked Arbitron to look into the increasing use of special sweeps activities to see if the New York-based ratings company can do anything to stem the practice.

"We will broaden our definitions of special activities," said Pete Megroz, vice president of television sales and marketing. "That will permit us to take more serious action."

Mr. Megroz wouldn't elaborate on the enforcement methods being contemplated by Arbitron, but he ruled out widening Arbitron's policies for delisting stations guilty of hypoing.

"It won't be delisting," he said, "but it will be an attempt to minimize this type of activity."

Specifically, last week's resolution states the council's concern "about the implications of ratings

distortion and manipulation on the image and ethics of our business," said Ron Bergamo, council chairman and vice president and general manager of KWCH-TV in Wichita, Kan.

The resolution voiced the council's disapproval of special sweeps activities ranging from on-air contests to the use of suspicious surveys aimed at luring viewers to specific programs. However, the council OK'd the use of some tactics used to attract viewers during sweeps, such as mounting a special ad campaign, airing special news series (provided they're not about TV ratings) and scheduling miniseries and popular motion pictures.

Those activities, the council said, "are in the spirit of fair competition. We're not opposed to a station putting its best foot forward," Mr. Bergamo said. #

Technology and equipment

Low-power TV stations off to a slow start

By **ROBERT HOMAN**
Staff reporter

WASHINGTON—Five years after the authorization of low-power television, the medium has yet to become a major player in the communications marketplace.

The Federal Communications Commission originally predicted that as many as 4,000 of the new stations might be spawned.

But the FCC says only about 450 stations have been approved thus far—and about half are part of an educational system serving remote areas of Alaska.

Yet there are clearly those hoping that LPTV is the wave of the future, and some of the infant industry's entrepreneurs appear to be turning the corner into profitability.

LPTV stations broadcast to smaller areas than do their full-power counterparts and are cheaper to start and operate.

Stations in operation are scattered in both urban and rural areas of the country, and they cost an average of \$500,000 to start, says John Kompas, president of the Community Broadcasters Association, which represents the LPTV industry.

Because low-power stations are limited by FCC regulation to 100 watts for VHF stations and 1,000 watts for UHF stations, their broadcasts are generally restricted to less than a 20-mile radius. By contrast, the range of some full-power VHF stations located outside the Northeast is as far as 80 miles.

LPTV stations are run by much smaller staffs, usually employing less than a dozen people, Mr. Kompas says.

So far this year, about 15 new LPTV stations have gone on the air each month, up from an average of five new stations per month last year, Mr. Kompas said.

At a Senate Commerce subcommittee hearing in July, FCC Chairman Dennis Patrick repeated the commission's prediction that there would eventually be 4,000 LPTV stations.

But the number of applications the FCC received after it lifted its almost four-year freeze on LPTV license applications during two weeks this summer—about 1,300—may be an indication that confidence in LPTV's future is sagging.

"We were expecting several thousand," said Keith Larson, chief of the commission's LPTV branch.

One reason for the low response may be the industry's uncertain future, Mr. Larson said. Others, he added, may have been deterred by the higher \$375 application fee this year.

Since the commission created LPTV service, it has received about 40,000 applications. Yet only a fraction of those applicants are now operating low-power stations.

"Some people had some pretty misguided hopes that they could make lots of money fast," Mr. Larson said. "The people who are applying now are more serious."

LPTV is the first new broadcasting service in 20 years, notes Mr. Kompas.

"The last new one was FM, and we know where it is today," Mr. Kompas says.

Among the pioneers in the fledgling industry is Arthur Stamler, owner and operator of low-power station W10AZ in rural Woodstock, Va.

Local programming is at the heart of Mr. Stamler's station. One of his most popular programs stars Jerri Hall, who provides viewers with plant-care advice while gossiping with Mr. Stamler's wife, Virginia, about happenings in the community, such as the arrival of a new minister in town.

Other local programs on Channel 10 include coverage of birthday parties and parades as well as a live talent show.

"Citizens come to appreciate their TV station by making them feel it is part of the community," Mr. Stamler says.

The station's 12 full-time employees all fill more than one role. Mr. Stamler also anchors the station's two daily local news broadcasts, and his chief engineer does the weather.

Mr. Stamler spent about \$500,000 getting the station started two years ago. Since then, he has broken even, except for two months of this year, when his revenues slightly exceeded his costs. His net operating costs average around \$10,000 per month, he says.

One of the industry's biggest financial success stories is W54AF in Bucyrus, Ohio. Station Manager Doyle Weaver says Channel 54 is generating about \$35,000 in income per month, while incurring only \$20,000 to

\$25,000 in monthly costs.

Though he believes there is no "magic success formula," Mr. Weaver attributes his station's profitability to employing the right salesmen and using barter programming.

Channel 54 started out 3½ years ago with a small staff and the "bare necessities" in equipment, Mr. Weaver said. It took two years for the station to turn a profit.

"The stations I have known that have gone black did so because they were undercapitalized," he said.

"Others that failed started with the idea they should buy the best and same equipment as full-power stations."

Mr. Weaver's station devotes about six hours a day to local news and sports, six hours to movies, nine hours to the Tempo cable network, which the station obtains for free in exchange for running commercials, and the remaining time to Cable News Network.

Some low-power stations are experimenting with targeting specific audiences.

The LPTV station in Tallahassee, Fla., for example, aired a program about the Florida legislature that was broadcast only to local residents, said W17AB General Manager Frank Watson. By contrast, 60 percent of Tallahassee's full-power station audience lives in neighboring Georgia.

And in Bucyrus, viewers get more local news coverage by LPTV than they can from the full-power stations in Columbus, 60 miles to the north, Mr. Weaver said. #

Industry opposes effort to review prime access

By **ROBERT HOMAN**

Staff reporter

WASHINGTON—Broadcasters and syndicators are asking the Federal Communications Commission to deny a request that it review the prime-access rules.

But WUHQ-TV in Battle Creek, Mich., the station that originally asked for the review, said it may take the FCC to court if the agency holds to its earlier decision to let stand the rule prohibiting affiliates in the top 50 markets from offering off-network programming in prime access.

"We're not going to stick our heads in the sand," said Jerry Colvin, WUHQ's vice president and general manager.

The FCC staff turned down an earlier

request by the station for review of the programming restrictions, which are included in the access rule.

Now the station is seeking full FCC review.

In filings at the commission, however, groups of broadcasters, program producers and distributors urged the agency not to give in to the station's request.

The broadcasting group said a protracted rule-making proceeding would have a "chilling" effect on the programming marketplace.

Among the broadcasters opposing WUHQ's request were Tribune Broadcasting Co., Westinghouse Broadcasting Co. and the Association of Independent Television Stations. #

Viacom readies for Biondi era

By RICHARD TEDESCO

Staff reporter

NEW YORK—With Frank Biondi taking over as president of Viacom International, the company's executives last week began assessing their futures.

One role yet to be determined is what position, if any, outgoing Chairman Ralph Baruch will take when Viacom's new owner, Sumner Redstone, assumes Mr. Baruch's job.

"I have a number of things that I have to decide in the next few weeks," Mr. Baruch said, explaining that he has had several outside offers and has yet to discuss his situation in Viacom with the company's new leaders.

He said he would prefer an active role in the consultant's job he's taking with Viacom at the end of next year—a job that will pay \$415,000 a year. He also said that Mr. Redstone had suggested a new full-time position with Viacom, but Mr. Baruch considered such a prospect awkward.

His employment agreement calls for a two-year settlement on his contract, which translates to \$1 million.

Under the \$3.4 billion takeover by National Amusements Inc., Mr. Baruch, who had been named Viacom's chairman in 1978, is relinquishing his post with one year left on his contract.

"One has some regrets," he said. "It may have come a year earlier than I had planned."

Terrence Elkes: No regrets. Page 18.

He feels strongly that if the leveraged buyout effort led by Terrence Elkes, former president and chief executive officer, had been handled more "diplomatically," it would have succeeded.

"I believe the LBO would have been done, if it had been structured properly, long before Mr. Redstone became interested," Mr. Baruch said. "That became a struggle of wills."

Mr. Baruch himself was not included in the buyout at the outset, and later declined to participate when he was invited, he said.

It was the in-house buyout attempt that spurred the interest of Mr. Redstone—then a major Viacom shareholder—in launching his takeover effort.

However, Mr. Baruch expressed his approval about Mr. Elkes' successor, Mr. Biondi, former head of HBO and chairman of Coca-Cola's television division.

He said Mr. Biondi was among those he recommended for the company's top post.

"I am pleased for Viacom," he said. "I want this company to succeed."

Now he faces a number of choices on projects outside the company he was so instrumental in developing.

So far, Mr. Baruch has been approached about a consultancy from a group of overseas broadcasters, a possible role on a government commission and a West Coast project he declined to outline. He also said he might join the academic world.

In any case, Mr. Baruch plans to remain active in the communications industry. He serves as chairman of the National Academy of Cable Programming and president of the International Television Academy.

While Mr. Baruch's future was undetermined last week, (Continued on Page 49)



CHEERS



THE COSBY SHOW

Prime-time spot price leaders

		1987	1986
The Cosby Show	NBC	\$440,000	\$330,000
Cheers	NBC	\$330,000	\$275,000
Moonlighting	ABC	\$325,000	\$250,000
Family Ties	NBC	\$300,000	\$330,000
Growing Pains	ABC	\$300,000	\$250,000
Who's the Boss?	ABC	\$300,000	\$250,000
Murder, She Wrote	CBS	\$280,000	\$240,000
Golden Girls	NBC	\$250,000	\$180,000
60 Minutes	CBS	\$250,000	\$200,000
Night Court	NBC	\$250,000	\$175,000

Source: Network and agency experts.

Upfront bang

Prices shoot up for hottest network shows

By JANET STILSON

Staff reporter

NEW YORK—Prices for the top-ranked network TV shows are soaring well beyond last year's rates, according to network and advertising agency executive estimates.

"The Cosby Show" witnessed the most stunning increase, shooting to an average \$440,000 price per 30-second spot from last year's \$330,000 price tag.

Other large increases among prime-time's top shows include ABC's "Moonlighting," which at an average \$325,000 per spot is \$75,000 a unit more than it

was in the 1985-1986 season, and NBC's "Night Court," which also posted an average \$75,000 increase to an estimated \$250,000 per spot this season.

While "Family Ties" may be second only to "Cosby" in the ratings race, it was the only program in the top 10 list that suffered a unit price decline, from last year's average \$330,000 to about \$300,000 this season.

Agency sources say the drop was due to NBC's moving the show from Thursday night behind "Cosby" to a new time slot on Sunday evening.

These price increases are indicative of the overall strong prime-time upfront

season the networks had this summer. Prices went up from 15 percent to nearly 30 percent in a market that topped the \$3 billion mark.

Daytime billings increased from last year's total of \$750 million to about \$850 million, network executives say.

ABC, which holds key female demographic ratings superiority and fares best with the people-meter data available in daytime, attracted about \$400 million in billings, with CBS and NBC in the \$225 million to \$250 million range.

Cost-per-thousand rises in the time period appear to have averaged about 15 (Continued on Page 51)

Critics call second meeting with syndicators a success

By WILLIAM MAHONEY

Staff reporter

REDONDO BEACH, CALIF.—Television critics who attended a one-day press briefing with major syndicators here last week described it as a major improvement over the two groups' previous get-together.

The July 28 event, called Synditel, came as part of the annual summer press tour for the nation's TV critics. The previous meeting of the two groups, held the evening of

January 14, was described by critics as a disaster.

The January event, critics complained, was set up as if it were entertainment, with a format more conducive to socializing than interviewing.

Plenty of stars were introduced, but they weren't available for questioning.

Gus Stevens, TV-radio critic for the San Diego Tribune, said of the January session: "I'm glad I didn't have to pay for it because (Continued on Page 50)

CBS's WBBM moves Dan Rather's time slot

By DIANE MERMIGAS

Senior reporter

CHICAGO—CBS-owned WBBM-TV in Chicago will push "The CBS Evening News With Dan Rather" back a half-hour to 6 p.m. (CT) beginning this fall in a bid to bolster its ratings.

The decision was announced last week by Johnathan Rodgers, WBBM vice president and general manager. He told ELECTRONIC MEDIA that CBS officials in New York raised no ob-

jections.

CBS News officials had protested an earlier proposal by the company's flagship station, WCBS-TV in New York, to move "The CBS Evening News" back a half-hour to 6:30 p.m. (ET) fearing that it would weaken the newscast's ratings.

Last month, WCBS-TV officials opted against the move, sources say, because the station didn't have a strong syndicated program to replace it at 7 p.m. (Continued on Page 50)

NBC, Nielsen sign 3-year meter deal

By MARIANNE PASKOWSKI
New York bureau chief

NEW YORK—To the surprise of research executives at CBS and ABC, NBC last week announced it had signed a three-year contract for A.C. Nielsen Co.'s people-meter audience measurement service.

While neither party would discuss price, sources familiar with the negotiations said NBC paid Nielsen's original asking price of \$13.7 million.

That breaks down into \$4.5 million for the first year of service, \$4.7 million for year two and \$4.8 million for year three, minus a \$300,000 discount Nielsen had extended for early renewals.

While both CBS and ABC report some progress in their negotiations

with Nielsen on price and methodological concerns, neither network is expected to renew for at least several weeks.

"I'm somewhat surprised that NBC did not hold out for more," said Marvin Mord, vice president of marketing and research services at ABC.

At CBS, David Poltrack, vice president of research, expressed surprise that NBC, unlike CBS and ABC, did not insist on a money-back guarantee if Nielsen's percentage of usable homes in the sample—its in-tab rate—drops below a certain level.

Nielsen had already agreed to grant the rebate, but had not ironed out specific terms.

NBC, however, in its ice-breaking negotiations with Nielsen, man-

aged to wrangle out two significant concessions which will be extended to ABC and CBS.

Bill Rubens, NBC's vice president of research, said that his network's decision to go with Nielsen came, in part, as a result of two key methodological changes Nielsen agreed to make.

First, Nielsen agreed to rotate households in the sample every two years, instead of the current plan of rotating them every five years.

That was significant from Mr. Ruben's point of view because that change would help cure "button pushing fatigue"—the lower ratings resulting from respondents who stop pushing buttons the longer they remain in the sample.

John Dimling, senior vice president and director of Nielsen's na-

tional services, said the ratings service "bit the bullet on the two-year issue." He acknowledged that a quicker turnover rate might help stem the problem.

Secondly, Mr. Rubens reported that Nielsen agreed to give top priority and more field attention to meters installed in larger households and households with children. So far, these households have been dropping out of the sample rapidly, contributing to the overall problem of decreasing in-tab rates.

Mr. Rubens confirmed that NBC did not seek or get the rebate for in-tab shortfalls that ABC and CBS were demanding. Instead, he said he was more concerned with methodological issues. He contended that discussions regarding rebates were "counterproductive."

Nor did Mr. Rubens seek or get a bail-out clause in his contract.

But sources pointed out, and Nielsen's John Dimling confirmed, that if CBS and ABC did win the concession on the rebate front, NBC would automatically be given the same discount.

Meanwhile, at ABC, Mr. Mord said that Nielsen must now resolve three issues before the network renews its contract.

First, ABC has asked Nielsen to hold off altogether on the children's people-meter audience composition sample for another TV season, until Nielsen can improve the sample.

Secondly, ABC wants the rebate issue resolved.

And finally, ABC wants more flexibility in the length of the contract.

Mr. Mord said that Nielsen has reneged on an earlier agreement the ratings company made when it agreed to offer one-year contracts.

Nielsen's John Dimling declined to comment on the subject of one-year contracts and would not confirm that Nielsen had withdrawn its earlier offer.

Mr. Mord said ABC is now negotiating for a three-year contract, with a one-year bailout clause. He also said that he would be agreeable to paying a penalty for the option of jumping out.

At CBS, Mr. Poltrack, too, was awaiting word from Nielsen on the rebate question, as well as the resolution of certain methodological issues.

For example, although the second set of 1,000 homes in Nielsen's sample, added in June, shows some encouraging signs, Mr. Poltrack said prime-time ratings are still off.

Furthermore, Mr. Poltrack asserts that Nielsen's sample, even with the new 1,000 homes, is still geographically imbalanced. The other networks have not made that charge.

Given all that, Mr. Poltrack said it is unlikely that CBS would renew with Nielsen until it had seen more analysis on the new homes in the sample, as well as the data from AGB Television Ratings, which will be available in mid-August. #

Clay Communications Investors

has sold the stock of the following properties:

WWAY-TV, Wilmington, North Carolina
WAPT-TV, Jackson, Mississippi
KJAC-TV, Beaumont-Port Arthur, Texas
KFDX-TV, Wichita Falls, Texas-Lawton, Oklahoma

to

Price Communications Corporation

The undersigned acted as financial advisor to
Clay Communications Investors in this transaction.

MORGAN STANLEY & CO.
Incorporated

July 15, 1987

Clay Communications Investors

has sold the following properties:

The Daily Mail, Charleston, West Virginia
The Register/Herald, Beckley, West Virginia
The Star, Shelby, North Carolina
The Enquirer-Journal, Monroe, North Carolina

to

Thomson Newspapers Limited

The undersigned acted as financial advisor to
Clay Communications Investors in this transaction.

MORGAN STANLEY & CO.
Incorporated

June 1, 1987

Bristol-Myers agrees to two upfront deals

By MARIANNE PASKOWSKI
New York bureau chief

NEW YORK—Bristol-Myers Co. made a \$4 million, two-pronged upfront national advertising commitment last week in Group W Production's "The Wil Shriner Show" and "Hour Magazine."

Bristol-Myers spent \$2.6 million of that sum on "Wil Shriner," securing one 30-second spot in each program. The show will air five days a week for 52 weeks. The unit price for a 30-second commercial on "The Wil Shriner Show" is \$10,000.

The Bristol-Myers buy in "Wil Shriner" accounted for 25 percent of all the national advertising time available in the series.

Bristol-Myers' remaining \$1.4 million will go toward buying three commercials a week for 52 weeks in "Hour Magazine."

The unit cost of a spot on "Hour Magazine" is \$9,000.

With the recent commitment from Bristol-Myers, Dan Cosgrove, vice president of media sales Group W Productions, reports that both shows are now about 90 percent sold out. #

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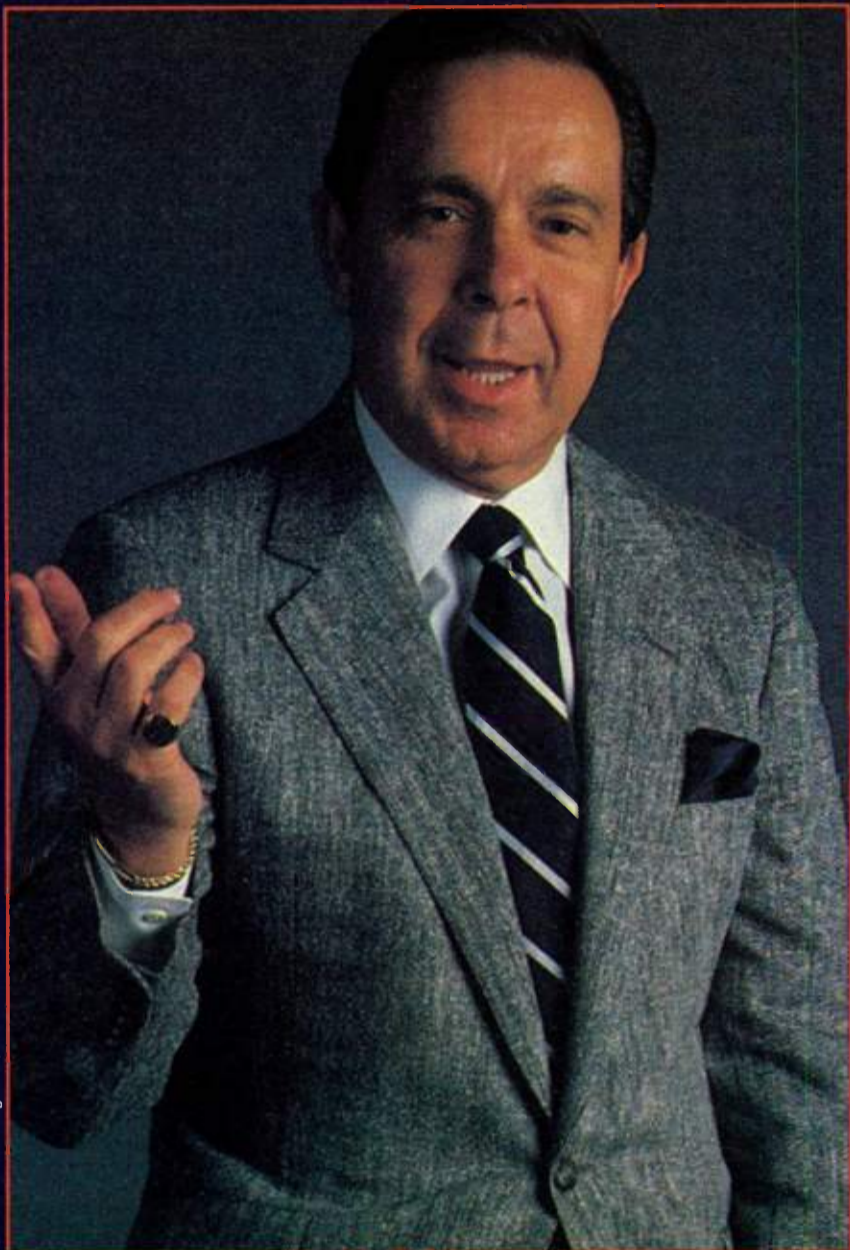
For more information call (212) 751-2120.

1. NHI 2/87, 5/87, 6/87 average. Subject to qualification, available on request.



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"Since we introduced it in November '84, Divorce Court has been and continues to be the time period leader. Almost every kind of programming imaginable has come and gone in that period, yet Divorce Court always knocked them right out of the box."

*—Paul Raymon
WAGA-TV, Atlanta*

"Every so often a show is so incredibly popular that it becomes an institution. That's exactly what happened with Divorce Court. We introduced it two years ago, and its broad-based audience appeal helps us stay competitive with network affiliates and provides an excellent lead-in to our "Two at Noon" news program."

*—Brooke Spectorsky
KTVU-TV, San Francisco*

DIVORCE COURT

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They know it. The competition knows it. Now it's time for you to know it. No matter how tough the time period, "Divorce Court" can handle it.

That's more than a handful of opinions. Or luck. It's a proven fact. "Divorce Court" always delivers success.

DIVORCE COURT

"Divorce Court has been a winning part of our program schedule since its introduction to syndication in the Fall of '84. In February '87 it continued its #1 tradition at 2:00 PM."

*—Rich Pearson
KVIA-TV, El Paso*

A Blair Entertainment production in association with Storer Programs, Inc.



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CAN HANDLE IT.

This investment was no dog

A loss for **Jim and Tammy Bakker's dogs** has been a gain for one George Campbell, who purchased the now famous air-conditioned dog house for \$600. So far Mr. Campbell has recouped his investment with just one rental—to WSPD-AM in Toledo, Ohio, for \$2,000 over the weekend of July 25. But WSPD didn't break even, only grossing \$1,000 from the 50 cent tours of the dog house the station was offering. Steve Stewart, WSPD's vice president and general manager, said proceeds were going to a local humane society.

* * *

Insiders say all three networks are quietly fighting a bill aimed at curbing TV violence. But sources say that presidential candidate and U.S. Sen. Paul Simon, D-Ill., is hoping to get his anti-violence bill approved by the Senate anti-trust subcommittee this week. The bill must still be approved by the full Senate Judiciary Committee before it can be addressed on the Senate floor, but an aide to Sen. Simon says the senator expects the bill to pass the full committee as well.

* * *

The **Station Representatives Association** is making good on its threat to sue agencies that continue to bypass station reps when buying national spot TV and radio. Last summer, the SRA sent a strongly worded letter to 500 advertising agencies and media buying services, warning that if the practice of cutting reps out of the buying action continued, the organization would take legal action. Now sources say the SRA will soon announce that it has retained a lawyer to go after one media buying service that has been particularly notorious for buying direct.

* * *

Noble Broadcast Group, the San Diego-based owner of eight radio stations, has circulated an internal memo announcing the introduction of **drug testing** for prospective employees. The testing policy was scheduled to go into effect Aug. 1. Noble, whose stations include Boston's WSSH-FM and Tijuana-based XTRA-AM/FM serving San Diego, has 250 employees.

* * *

In the weeks preceding Westwood One's deal to buy NBC's three radio networks, **rumors were rampant** that the networks would be bought by United Stations, with financial

THE INSIDER



"MIAMI VICE"

MCA mulling three syndication scenarios

support from company partner Dick Clark. Some sources now say that the speculation was begun by United Stations officials themselves. An ABC Radio Network source said ABC, too, toyed with the idea of absorbing NBC's networks, but backed off because NBC wanted to preserve the identity of NBC Radio News as part of any merger deal.

* * *

Unlike most advertising agencies, which have been conservative in handicapping the TV race for second place next season, Saatchi & Saatchi DFS Compton predicts **third place ABC will inch ahead of CBS** into the No. 2 slot. As the agency sees it, ABC will take Monday, Tuesday and Wednesday, with NBC mopping up Thursday, Friday and Saturday—leaving Sunday as CBS's only winning night.

* * *

The troops at Orbis Communications, stung by a **bad review of their "Kidsongs"** syndicated show on the "CBS Sunday Morning" program, note that two weeks before the review, Orbis sent a mailer to CBS affiliates encouraging them to use "Kidsongs" as a "wholesome" alternative to

CBS's controversial Saturday morning entry, "Garbage Pail Kids." While Orbis officials admit the timing of the review is no doubt coincidental, they also point out that even before the mailing, 20 CBS affiliates had picked up "Kidsongs" for Saturday morning use.

* * *

MCA is still contemplating a possible sale of "Miami Vice" to the USA Cable Network. But the cable deal is just one of three possible syndication scenarios MCA now has under consideration. MCA pulled "Vice" from the syndication market earlier in the year when demand for hour shows slowed. The other two possibilities? No one's saying yet; stay tuned.

* * *

MTV, which has been battling with A.C. Nielsen Co. for two years over demographic breakdowns in the diary, ironically comes out **smelling like a rose in Nielsen's people-meter sample**. Preliminary people-meter data for MTV in the second quarter shows ratings 15 percent higher than traditional Nielsen survey numbers.

* * *

Insiders weren't surprised at the recent announcement that **Dino DeLaurentiis Entertainment** had lost \$15.5 million in the quarter ended May 31. Besides lacking recent box office

hits, the Hollywood-based movie and TV producer is said to have lost a substantial sum last year in its brief foray into TV syndication. DDL had been partners with Access Entertainment for "Hollywood Close-Up," a show business magazine that has since ceased production, and "Honeymoon Hotel," a proposed first-run sitcom that didn't sell.

* * *

British producer Antony Thomas is weighing an invitation by "Frontline" executive producer David Fanning to recut his two-hour documentary on American religious evangelists. "Thy Kingdom Come" and "Thy Will be Done" were to have aired on PBS in May, but were placed on indefinite hold, sparking charges that politics had interfered with PBS's programming. After the film showed to capacity crowds in Los Angeles in July, Mr. Fanning offered to take a look at a 90-minute version of the film. But Mr. Thomas claims it would cost him at least \$20,000 to make the changes, and so far neither "Frontline" nor PBS has agreed to pick up the tab—or make a firm commitment to a PBS broadcast. #

—Written by Marianne Paskowski from bureau reports

FCC shuts down pirate radio station

By ROBERT HOMAN

Staff reporter

WASHINGTON—Federal officials last week shut down a pirate radio station that was operating off the coast of Long Island, N.Y., and was said to be transmitting on four frequencies.

Despite a warning from the Federal Communications Commission, the pirate station continued its broadcast of light rock music for four days, said Richard Smith, chief of the FCC's Field Operations Bureau.

"They were deliberately trying to avoid the commission's authority," Mr. Smith said.

The station was operating on FM, AM, shortwave and low frequencies, and signals were detected from as far away as Michigan, Mr. Smith said.

Anchored 4½ miles off the coast in the Atlantic Ocean, the Japanese fishing vessel was flying a Honduran flag. Federal officials were given permission by the Honduran government to board the ship.

Coast Guard and FCC officers boarded the 200-foot freighter "Sarah" last Tuesday and arrested its occupants, Alan Weiner, 34, of Monticello, Maine, and Ivan Rothstein, 25, of New York, for broadcasting without a license.

Mr. Weiner had been under investigation by the commission in 1985 for operating an unlicensed AM station in Monticello. But the investigation was halted after Mr. Weiner sold his authorized radio stations in Monticello and Presque Isle, Maine.

Mr. Weiner was permitted to sell his stations under a special policy permitting licensees in trouble to sell out to minorities for three-quarters of the station's fair-market value.

Mr. Weiner and Mr. Rothstein were arraigned in federal district court and charged with operating a radio station aboard a ship outside national territories and conspiring to impede the functions of the FCC.

They were released on their own recognizance after promising not to resume broadcasting without FCC permission. If convicted, the two men each face penalties of up to five years in prison and a \$250,000 fine. #

New Price buyer steps in

By ADAM BUCKMAN

Staff reporter

NEW YORK—A deal that would have transferred control of seven Price Communications Corp. radio stations to Fairfield Broadcasting has fallen through.

But New York-based Osborn Communications, owner of 12 radio stations, has stepped in to replace Fairfield with the help of two financial partners.

Although a handful of radio station sales agreements fail to close each year, radio station brokers say such failures are exceptional.

"Our experience has been: The deals we're working on close," said Don Bussell, vice president of radio for a Washington-based broker, Gammon & Ninowski.

Sales agreements fail for several reasons, depending on circumstances peculiar to each deal, brokers say.

Robert Mahlman, president of the National Association of Media Brokers, said deals fail for three reasons:

A prospective buyer might have more trouble lining up financial support than he thought he would; differences of opinion might occur between participants during negotiations to close; and market conditions where a property is located might have changed significantly since the sales agreement was struck.

But, Mr. Bussell said, "If the deal makes sense, there will be little difficulty in closing."

Still, several notable deals failed to close in the last year and a half:

• An agreement last year to sell Lady Bird Johnson's KLBK-AM and FM in Austin, Texas, for \$27.5 mil-

'It didn't blow up because of money. Let's just say there were some other problems involved.'

—James Hilliard
Fairfield Broadcasting

lion to New York entrepreneur Tony Chase failed because the Federal Communications Commission approved several applications to build new radio stations in Austin, brokers said.

That news altered the market's competitive situation and the purchase became less desirable for the buyer, sources said.

• A deal to sell New York's WADO-AM to an owner of Spanish-language radio stations, Tichenor Media System, fell through last year because of a dispute between the state of New Jersey and the owner of WADO over ownership of WADO's transmitter and antenna site in the marshes of north Jersey.

• Sources say two separate agreements to sell WOOD-AM and FM, Grand Rapids, Mich., for \$19.25 million failed to close last year because, in each case, financial support was more difficult for the buyers to obtain than previously thought.

WOOD-AM and FM are still for sale, President Michael Lareau says.

• Last May, Fairfield Broadcasting agreed to buy 75 percent of the stock in seven Price radio stations for \$120 million.

But that deal never closed because some of the participants "didn't see

eye to eye," said a well-placed source who was reluctant to provide details.

Under the new agreement with Osborn, Price Communications, based here, will control 27 percent of the seven stations, said to Frank Osborn, president of Osborn Communications.

Prudential Bache Interfunding, New York, will have 20.5 percent equity in the stations and Citicorp Venture Capital, New York, will control 27.5 percent.

Osborn Communications will own 25 percent of the seven stations, which will form the core of a new company whose name has yet to be chosen, Mr. Osborn said.

As part of the agreement, Osborn Communications will assume management responsibility for the seven stations for an undisclosed fee, he added.

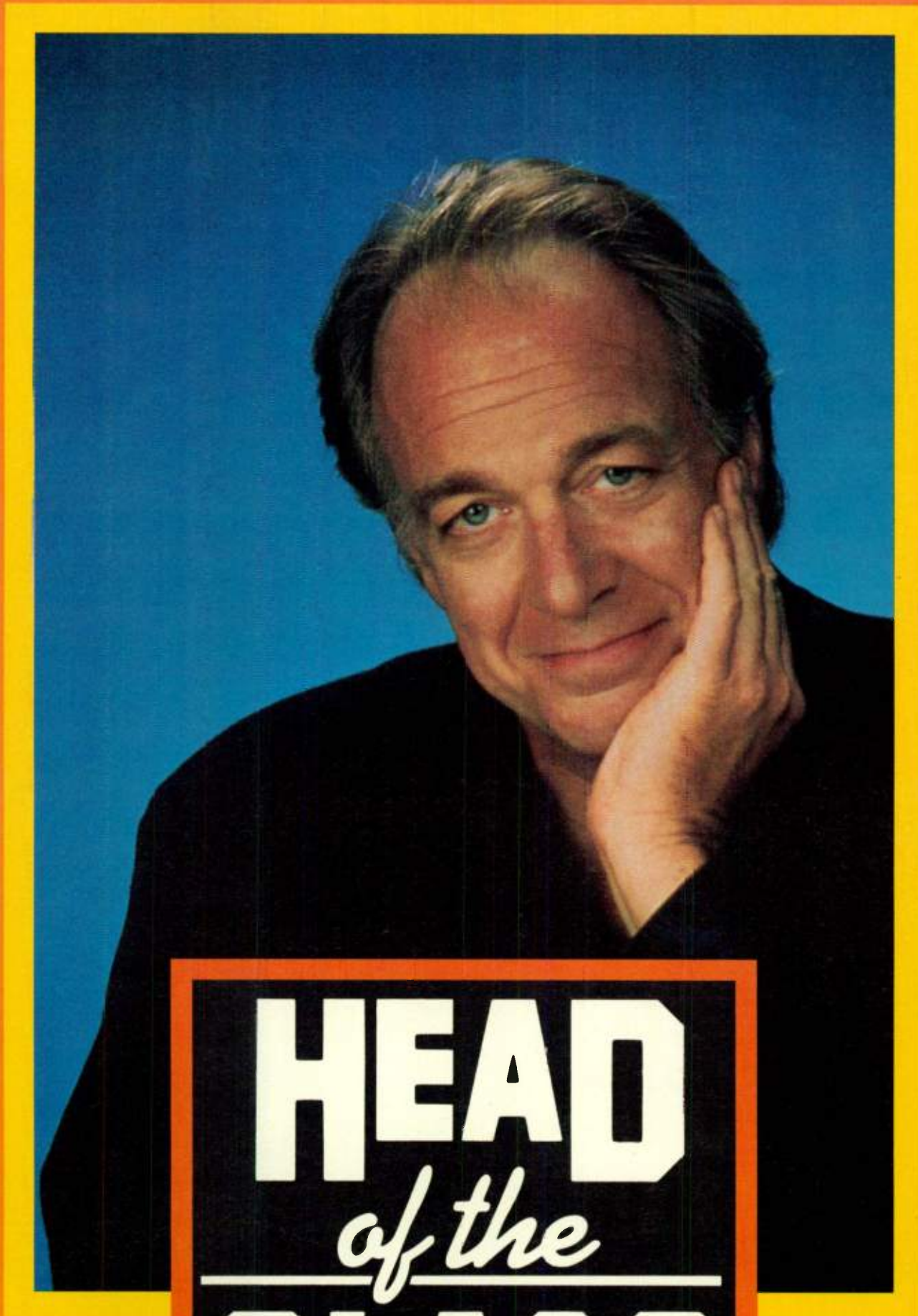
According to one source, some participants in the Fairfield deal bridled when John Whitman, a vice president of Citicorp Venture Capital, moved to Prudential Bache Interfunding as chairman in the midst of negotiations to close the Fairfield deal.

The move made Mr. Whitman eligible for two separate fees for the same deal, a situation that angered some of the participants, a source said.

(Continued on Page 49)

“HEADS ABOVE OTHER SITCOMS”

USA TODAY



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14 classic family films.

Offering two of the most exciting film
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relationship you can't afford to miss.



VIEWPOINT

Keeping syndication healthy

The latest Cassandra ratings from A.C. Nielsen Co. have triggered alarms in some segments of the television syndication business. The May ratings show a disturbing viewership decline among most shows ranked a year earlier in the top 25 syndicated offerings.

Already, observers, analysts and insiders are searching for explanations. Thus far, theories range from increased home video and cable competition to changing viewer habits.

It's too soon to say with certainty what, if anything, is wrong. But we're glad to see folks in and around the syndication business already asking questions and looking for answers.

We recall that it wasn't long ago when the major networks openly pooh-poohed early signs that their seemingly invincible audience shares were heading south for the long haul.

Worse yet, many of the executives who were leading those networks then (but aren't now) arrogantly dismissed suggestions that newcomers such as cable, home video and independent television were beginning to make inroads and might pose a threat.

For much too long, the networks simply went on with business as usual. The price they paid is now

history.

Although some fear that syndication may be following the same road to corporate conservatism that led the networks to disastrous complacency, present signs suggest otherwise.

It appears that syndicators have learned from the mistakes of the past and, therefore, are not doomed to repeat them. The early cracks in syndication's viewership foundation already have been spotted, which is the first step toward repairing them.

Lorimar, for example, has conducted and publicly discussed an in-house study of the recent Cassandra ratings. The Association of Independent Television Stations is planning a study that should shed still more light on the matter.

While such probing continues, our advice to syndicators is to be more aggressive than ever in seeking and marketing fresh, innovative programming. We had too little of that in the very recent past, as evidenced by the 1987 National Association of Television Program Executives convention, whose offerings generally disappointed buyers and sellers alike.

Next year's NATPE gathering cannot be another such disappointment. Our guess is that it will not be. #

LETTERS TO THE EDITOR

Americans enjoy shortwave radio

Recent news that the Soviet Union is disgruntled because the American public is not tuned into shortwave is somewhat unfounded. Shortwave audience research by NDXE Global Radio spanning over the past two years gives the first clear picture of shortwave usage and potentials of the American audience, and its demographics and the data are enlightening.

The Electronic Industries Association estimates there are over 450 million radios in the United States. Industry figures indicated another 50 million sets are sold yearly. In order to assess the number of shortwave capable sets, one must realize that no radio ever made since the advent of commercial radio sets in 1920 is obsolete to the system.

An old AM or MW or SW radio will still pick up these broadcasts providing the set will work. Radios have been sold in the United States at a rate of tens of millions yearly since 1920. The World Radio and TV Handbook, through consensus tract counts, estimates a radio population of over 1 billion sets worldwide.

The United States is by far the most affluent radio-owning country and user on the face of the earth. NDXE research indicates that the U.S. population of shortwave

capable sets is well above the 100 million set mark. With sales of sets at 50 million units per year, it will take less than five years to retrofit every man, woman and child in the United States with high quality AM, FM and SW sets.

The Russians should stop moaning; the American public is fast reawakening to an old friend, SW radio! The playing field is almost level. Purchase a shortwave radio and hear what you have been missing!

H. Dickson Norman
chairman, NDXE Global Radio Corp.
Opelika, Ala.

KTSP-TV was No. 1 at 10 p.m. in Phoenix

The article on "testimonials" that appeared in your July 13 issue (Page 6) was interesting, particularly since it was written about the Phoenix market. It's always good to know how well one's competition is doing, especially when the results are published for everyone to see.

However, I must take exception to one of the conclusions made by your writer, Susan Spillman. She says, "But the 10 p.m. news—the real focus of the campaign—is now tied with CBS for first place. . . ."

Unless I've forgotten how to read a rating book, that statement is just not true. The May '87 NSI shows the Monday-to-

Friday KTSP-TV 10 p.m. news with a 15 rating and a 31 share. In the May '87 Arbitron, the Monday-to-Friday KTSP-TV 10 p.m. news has a 13 rating and a 28 share. In the same NSI, KPNX has a 9 rating and a 19 share for the same newscasts, and in the Arbitron, a 12 rating and a 27 share. They are close in the Arbitron but not in the NSI.

I think I can safely say that perhaps your reporter did some creative writing to justify her report.

William Stough
vice president and general manager
KTSP-TV, Phoenix, Ariz.

Write a letter to the EM editor

ELECTRONIC MEDIA welcomes letters to the editor. If you want to speak out, write to Viewpoint, ELECTRONIC MEDIA, 740 Rush St., Chicago, Ill. 60611.

All letters are subject to publication provided they are signed and neither defame nor libel individuals or organizations.

Letters may be shortened and grammatical errors corrected.

However, exceptions to this policy may be granted upon request of the writer if, in the opinion of the editors, the reason is sufficiently compelling. #

QUICK TAKES

What can be done to discourage "hypoing" during rating sweeps periods?



Michael J. Conly
president and general manager
WFMY-TV
Greensboro, N.C.

"The ratings services need to be more specific about what's allowed and what isn't. There are too many loopholes and gray areas. Pretty soon the good guys are going to be forced to cheat to keep up with the bad guys—kind of like college sports recruiting."



Jim Putney
vice president and general manager
Eugene Television Inc.
Eugene, Ore.

"There has to be strict enforcement from the ratings services themselves. They have to be prepared to put severe penalties in force. Printing a disclaimer in front of ratings books isn't enough. They should be prepared to make a new book, at the violator's expense."



Paul Thorne
executive vice president and station manager
KGGM-TV
Albuquerque, N.M.

"We've had the same problem in Albuquerque with contests during sweeps periods. The only people that can control the problem are the ratings services themselves. They should remove the station from the book altogether, and make the agencies guess what the numbers are."

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**There's only
one "Boss"
in
New York...**

Florida cable sports network to debut

By RICHARD TEDESCO

Staff reporter

In a pioneering sports programming venture, a new cable operator-owned regional sports network will start broadcasting across the state of Florida next spring.

Home Sports Entertainment, the Texas-based regional sports service,

recently won the role of managing partner and minority owner of the service established by multiple cable system operators and independent operators throughout the state.

If it succeeds, the network would represent the first of its kind, and the first time the impetus for a regional sports venture has come from

a group of operators.

HSE estimates the start-up cost of the statewide service at \$2 million. The network is expected to have 1.5 million subscribers for its premiere in March.

Tele-Communications Inc. established a similar operation based on Pittsburgh Pirates baseball in that team's home market last year.

Major League Baseball and Florida-area college sports constitute the bulk of programming planned for the network, along with public affairs shows to be originated in Tallahassee, the state capital.

"Major League Baseball will be the cornerstone of the network, but it's felt there's strong interest in local sports," said Robert Lumbar,

director of programming for Storer Cable Communications.

Operators also were intent on retaining control over the operation as owners of the network.

Conversations about the concept began with Storer executives visiting HSE to attend the National League Championship Series in Houston between the Astros and the New York Mets last fall.

Other MSOs to be included in majority ownership of the network include Comcast, Continental Cablevision, Cox Cable Communications and American Cablesystems.

Every cable operator in Florida probably will be offered equity participation in the venture, Mr. Lumbar added.

And he sees the new operator-



The Boston Red Sox will be on the Florida cable sports network.

owned network as an idea that could catch on in other states.

The initial concept was to pipe in Major League Baseball games from another regional sports network that was considered for the managing partnership.

Home Team Sports, the Washington-based sports network, and New England Sports Network had also been in the running. They will likely supply some games to HSE, which will provide a schedule of 100 pro baseball games, including 75 American League contests.

The emphasis is on AL contests because Florida cable subscribers already see National League games on WTBS, the Atlanta superstation that carries the Atlanta Braves.

HSE carries both Houston Astros and Texas Rangers games.

With a population of relocated East Coast baseball fans, the New York Yankees, Boston Red Sox and Baltimore Orioles are all popular teams in the Sunshine State.

SportsChannel, the Rainbow Program Enterprises network that carries the Yankees and Mets, began an extension of its service in Florida last weekend. The objective is a flexible schedule of 25 games from each of three clubs, according to Mr. Lumbar, with rights negotiations to be left up to HSE.

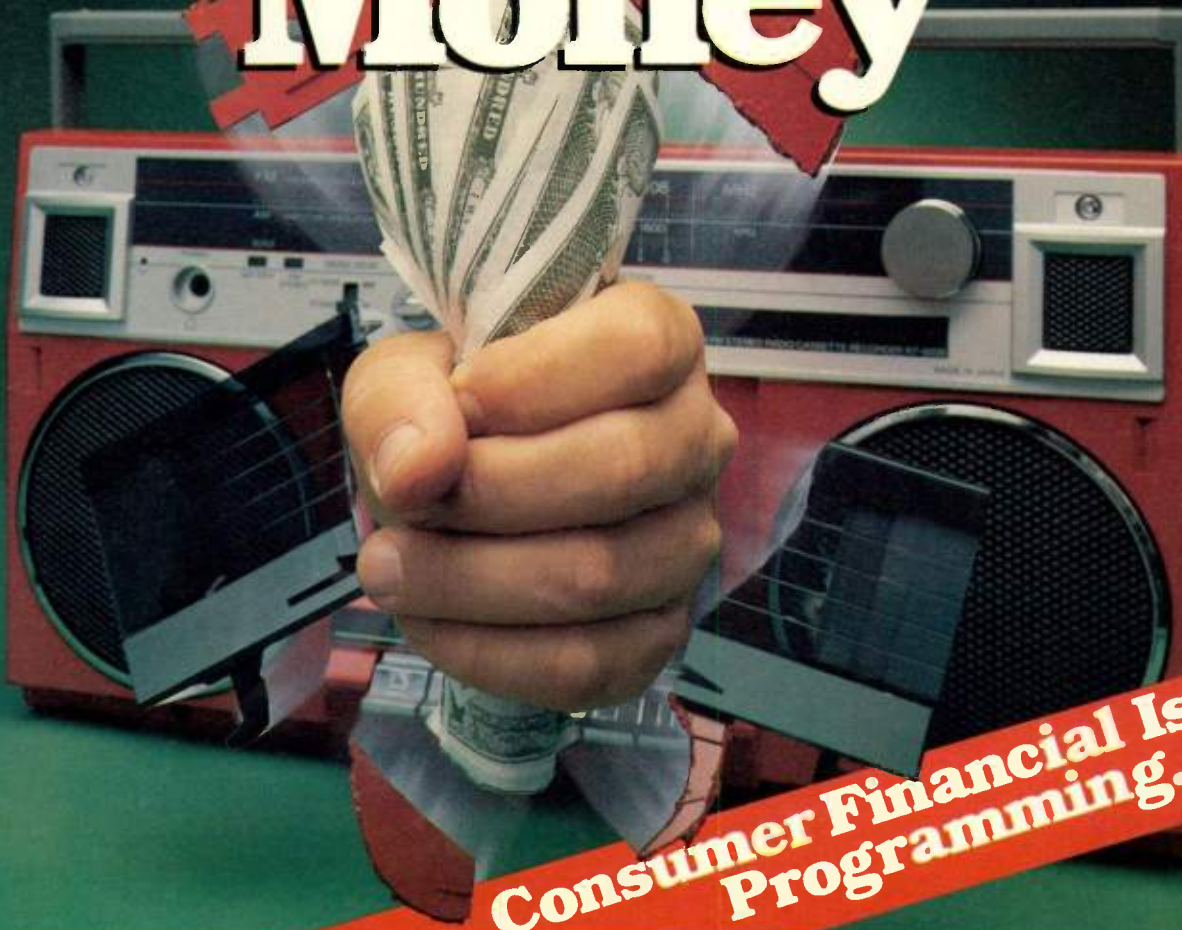
HSE already trades games for its Texas service with other regional networks.

The regional network's sports schedule is expected to include 100 local Florida sports events, according to Lynne Niemiec, HSE sports information director.

Southeastern Conference college baseball, basketball and football are likely to constitute most of the local fare, and HSE also plans to broadcast SEC and Big Ten sports.

Public affairs offerings will be provided by operators from various cities across the state, Ms. Niemiec said. #

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Mr. Blair is a 23-year veteran newscaster for NBC's Today Show.

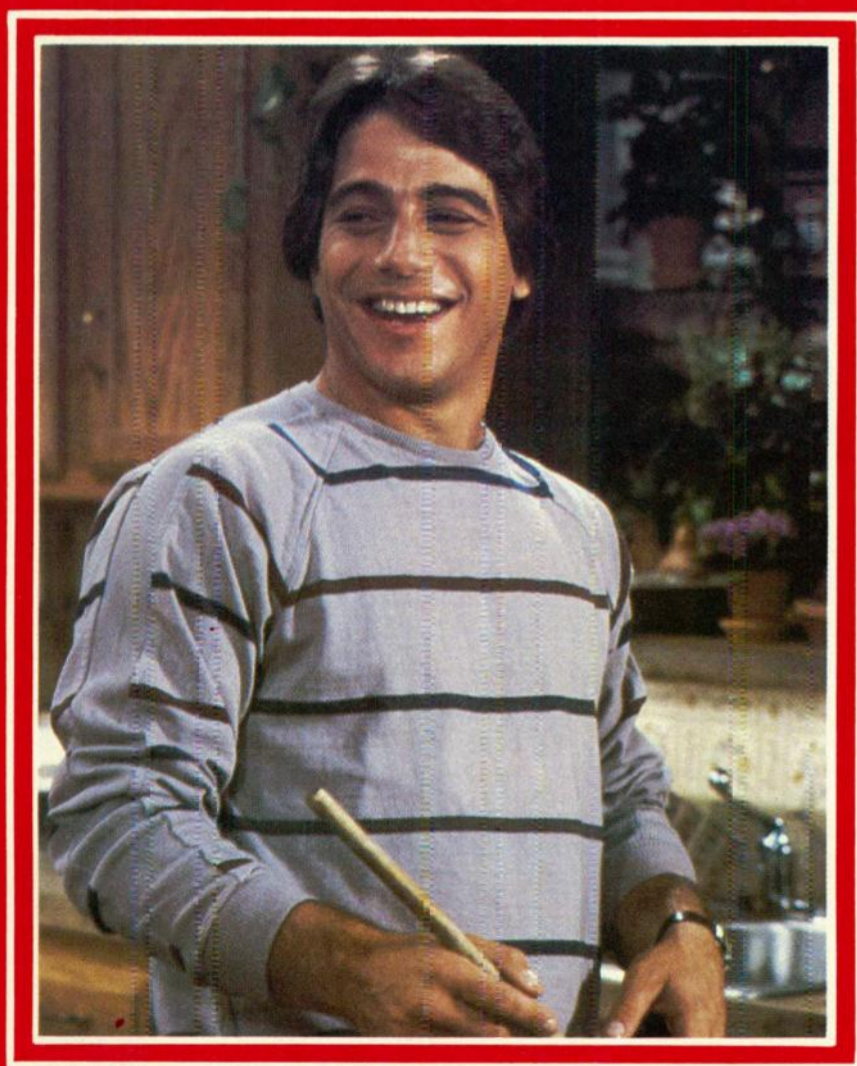
Get Everybody's Money because Everybody's Money talks. Advertisers listen, audiences listen, everybody listens.

It pays to listen.

For more information on how you can get Everybody's Money working for you, contact CUNA Marketing, 608-231-4000.

WWOR

MCA Broadcasting



NBC picks up two midseason shows

Tartikoff reveals schedule for all network programming

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—NBC-TV, which added only five new prime-time programs for the fall season, has lined up two midseason shows, NBC Entertainment President Brandon Tartikoff announced last week.

The network has picked up "The Days and Nights of Molly Dodd," a half-hour series about a single woman in her mid-30s living in New York.

NBC also gave a 13-episode commitment to "Day by Day," a new half-hour comedy by "Family Ties" creator Gary David Goldberg and Andy Borowitz.

The network has ordered 13 additional episodes of "Molly Dodd," which stars Blair Brown and is currently finishing an initial 13-episode run. The series has been in and out of the A.C. Nielsen Co.'s top 10 since it began airing Thursdays at 9:30 p.m. (ET) in May.

In the ratings for the week ended July 26, the show was tied for ninth place with a 14.7 rating (percentage of TV households) and a 27 share (percentage of sets in use). "Molly Dodd" is a You and Me, Kid production.

"Day by Day" stars Linda Kelsey, formerly of "Lou Grant," and Doug Sheehan of "Knot's Landing." It revolves around a couple running a day-care center out of their home.

"It's sort of a reverse of 'Family Ties,'" said Mr. Tartikoff.

The series is produced by Mr. Goldberg's UBU Productions, in association with Paramount Network Television.

Child care is of special concern to Mr. Goldberg. He has testified before Congress on the issue and also built a state-of-the-art day-care center on the Paramount lot.

Mr. Tartikoff, in an unusual move, also released a full schedule of the network's fall series, movies and miniseries premieres to the nation's TV critics during the semiannual consumer press tour last week.

The TV critics also got a chance to preview the five new shows NBC will add to its prime-time schedule this fall: "My Two Dads," "A Different World," "J.J. Starbuck," "A Year in the Life" and "Private Eye."

NBC's fall season premieres Sunday, Sept. 13, with the first episode of a two-part "Our House" at 7 p.m., a special one-hour premiere of "Family Ties" in its new 8 p.m. Sunday time slot, followed by the two-hour premiere of "Private Eye," which will regularly air at 10 p.m. Fridays.

NBC has also readied three programs it's calling "designated hitters."

"Beverly Hills Buntz," "Mama's Boy" and "The Bronx Zoo" will each air once a month in various

(Continued on Page 48)

NBC series premieres

Sunday, Sept. 13: Our House (7-8 p.m.), first of two parts; Family Ties (8-9 p.m.), special one-hour premiere; *Private Eye (9-11 p.m.), two-hour movie premiere
Wednesday, Sept. 16: Highway to Heaven (8-9 p.m.); *Year in the Life (9-10 p.m.); St. Elsewhere (10-11 p.m.)
Thursday, Sept. 17: Night Court (9:30-10 p.m.), first of two-parts
Friday, Sept. 18: Rags to Riches (8-10 p.m.), two-hour premiere; *Private Eye (10-11 p.m.), premieres in regular time period
Saturday, Sept. 19: Golden Girls (9-9:30 p.m.); *xMama's Boy (9:30-10 p.m.)
Sunday, Sept. 20: *My Two Dads (8:30-9 p.m.)
Monday, Sept. 21: ALF (8-8:30 p.m.); Valerie (8:30-9

p.m.)
Tuesday, Sept. 22: Matlock (8-10 p.m.), special two-hour premiere; Crime Story (10-11 p.m.)
Thursday, Sept. 24: The Cosby Show (8-8:30 p.m.); *A Different World (8:30-9 p.m.); Cheers (9-9:30 p.m.); xBronx Zoo (10-11 p.m.)
Friday, Sept. 25: Miami Vice (9-10 p.m.)
Saturday, Sept. 26: Facts of Life (8-8:30 p.m.); 227 (8:30-9 p.m.); *J.J. Starbuck (9:30-11 p.m.), 90-minute preview
Tuesday, Sept. 29: *J.J. Starbuck (9-10 p.m.), premieres in regular time period
Saturday, Oct. 3: Amen (9:30-10 p.m.); Hunter (10-11 p.m.)
Thursday, Oct. 15: L.A. Law (10-11 p.m.)
Thursday, Oct. 29: *xBeverly Hills Buntz (9:30-10 p.m.)

Movies, miniseries, specials

Thursday, Sept. 17: Bob Hope's Fall Preview (8:30-9:30 p.m.)
Saturday, Sept. 19: Miss America Pageant (10 p.m.-midnight)
Monday, Sept. 21: If It's Tuesday, It Must Be Belgium
Sunday, Sept. 27: The Terminator
Monday, Sept. 28: Assault and Matrimony
Sunday, Oct. 4: Perry Mason: The Case of the Married Madam
Monday, Oct. 5: Secret Passions
Monday, Oct. 12: Right to Die
Sunday, Oct. 18: Eight Is Enough: Reunion
Monday, Oct. 19: 72 Hours
Sunday, Oct. 25: Bay Coven
Monday, Oct. 26: Intimate Betrayals
Sunday, Nov. 1: Billionaire Boys Club
Monday, Nov. 2: Billionaire Boys Club
Sunday, Nov. 8: Driving School
Monday, Nov. 9: Hit and Run
Sunday, Nov. 15: Perry Mason VI

Monday, Nov. 16: Poor Little Rich Girl: The Barbara Hutton Story
Tuesday, Nov. 17: Poor Little Rich Girl: The Barbara Hutton Story (8-11 p.m.), Part 2
Sunday, Nov. 22: The Father Clements Story
Monday, Nov. 23: Lena: My Hundred Children
Wednesday, Nov. 25: Jay Leno Special (10-11 p.m.)
Sunday, Nov. 29: Wall of Tyranny
Monday, Nov. 30: Roman Holiday
Sunday, Dec. 6: Mario Puzo's The Fortunate Pilgrim
Monday, Dec. 7: Mario Puzo's The Fortunate Pilgrim, Part 2
Sunday, Dec. 13: Bob Hope Christmas Special (9-10 p.m.); Christmas in Washington (10-11 p.m.)
Monday, Dec. 14: Eye on the Sparrow
Sunday, Dec. 20: Stockbridge Christmas
Monday, Dec. 21: The Little Match Girl (8-10 p.m.); This Is Your Life (10-11 p.m.)
Sunday, Dec. 27: Oh God, You Devil
Monday, Dec. 28: The Sound of Music (8-11 p.m.)

*New series xDesignated hitter

Note: All programming runs from 9 p.m. to 11 p.m. (ET) unless otherwise noted.

'Equalizer' star actor is stricken

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—Edward Woodward, the star of CBS's "The Equalizer," suffered an apparent heart attack last week while filming a miniseries in England.

A spokesman for Universal Television, which produces the show, said that production on the program will probably have to be postponed depending on the severity of Mr. Woodward's condition.

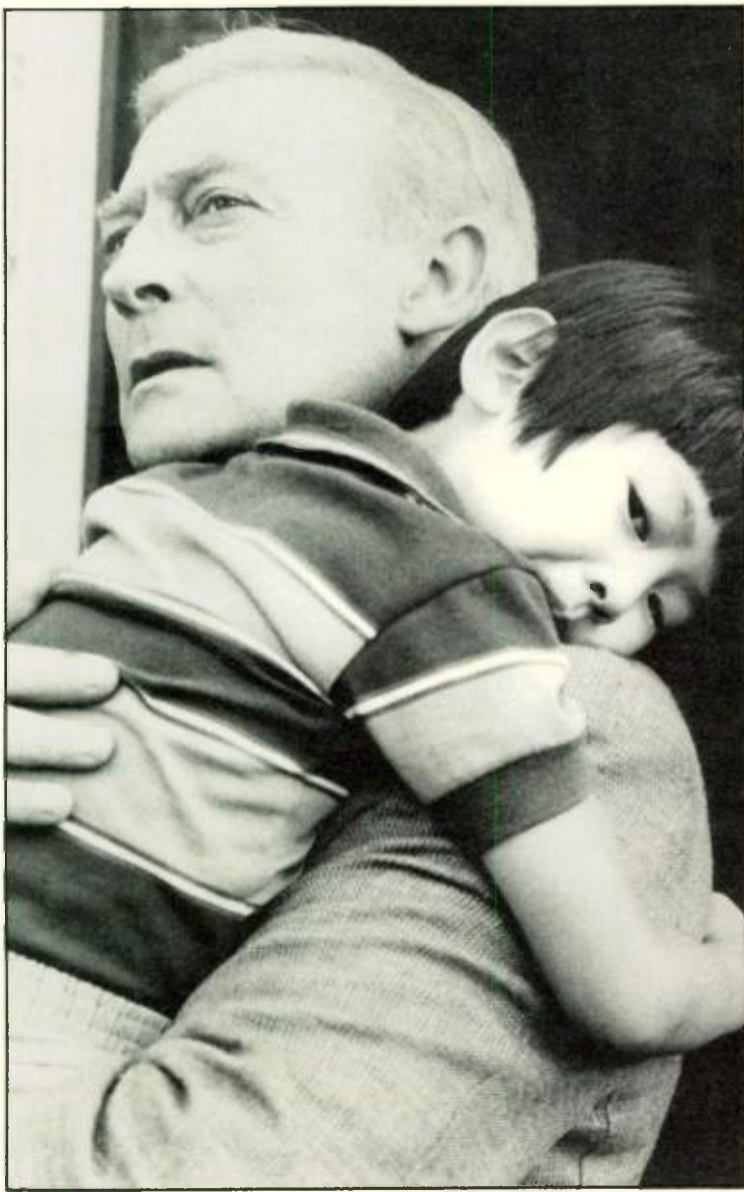
Mr. Woodward, whose condition was unknown at press time, was stricken while the production of "The Equalizer" was on hiatus.

He was shooting a miniseries for a British production company in a hamlet outside London.

"Equalizer" has five new episodes in the can for fall, including a two-hour premiere episode, and was scheduled to begin taping again in two weeks.

The program, which airs Wednesdays at 10 p.m. (ET), finished in 40th place in the A.C. Nielsen Co. rankings last season.

The series ended the season with a 15.4 rating (percentage of television households) and a 24 share (percentage of TV sets in use).#



Production of "The Equalizer" is uncertain following the apparent heart attack of series star Edward Woodward (left).

'Valerie' to continue without lead character

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—"Valerie" minus Valerie is still "Valerie"—at least for now.

Last Friday, Lorimar went ahead and taped the first new fall episode of the NBC sitcom "Valerie" without its star, Valerie Harper.

Ms. Harper refused to show up for work at the production studio last week because her demands for more money have not been met.

The series, which will air its next new episode on Sept. 21, is proceeding without Ms. Harper but with NBC's assurance that the network is still committed to the program in its 8:30 p.m. (ET) Monday time slot.

"We expect that she won't be back ever," said Barbara Brogliatti, senior vice president of corporate communications for Lorimar, of the contract dispute involving Ms. Harper. "She said she wasn't going to come back."

Ms. Harper has four years remaining on a six-year signed contract.

Also absent from the show's set last week was Ms. Harper's husband and manager, Tony Cacciotti, who is one of the program's executive producers.

Last week, the show's writers scrambled to rework the script of an episode that was scheduled for taping before a studio audience last Friday night.

Ms. Brogliatti said that as early as this week Lorimar may "implement our other options," including a possible refocusing of the program without Ms. Harper if she doesn't



VALERIE HARPER
Money demands not met

return.

There are no plans to replace Ms. Harper in her role, Ms. Brogliatti said.

Jason Bateman, who plays Ms. Harper's oldest son, is a popular character on the show and could possibly play a greater role in the series.

At press time, no change in the show's title was planned, Ms. Brogliatti said.

In the A.C. Nielsen Co. rankings for the week ended July 26, "Valerie" was the 17th-highest ranked prime-time program with a 14 rating (percentage of TV homes) and a 26 share (percentage of sets in use). It was NBC's No. 9 show in those rankings. At the end of last season, the show finished in a tie for 45th place with a 14.8/21.#

**There's only
one "Boss"
in
Los Angeles...**

Elkes leaving Viacom with no regrets

By DIANE MERMIGAS
Senior reporter

After 15 years of building Viacom International's empire, Terrence Elkes last week was looking at the irony of losing his company because he succeeded.

"I think it's a sad commentary on the American way of life that everything these days seems to go to the highest bidder," the 53-year-old attorney told ELECTRONIC MEDIA after relinquishing his post as Viacom president and chief executive officer.

"The dollars and the short-term value for stockholders, rather than long-term intentions or the good of the company, are what seem to count."

Mr. Elkes lost in his attempted buyout of Viacom to Sumner Redstone and National Amusements Inc.

"It was very startling for us during the course of carrying out our own leveraged buyout for the company last year when Sumner came out of nowhere with a higher bid," Mr. Elkes said.

"We suddenly realized that our successful nurturing of this asset is what attracted the interest of outside suitors and what eventually led to this ironic turn of events."

Late last month, he was replaced by Frank Biondi, chairman of Coca-Cola's television division.

However, Mr. Elkes says he has given up his position "with no regrets" and now plans to make the most of it by striking out on his own as a business strategist, financier and adviser. His new job is likely to be flavored by lessons from his old one.

Mr. Elkes is concerned that too many U.S. companies are "committing corporate suicide" by paralyzing themselves with huge debt acquired by fighting off or executing takeovers.

"What makes a company is management's ability to operate it effectively and efficiently," he said.

"It seems to me that too many companies

have been bought and sold in recent years and now are in the hands of people who aren't sure about the best way to operate them."

While the same is now true of Viacom—the \$3.4 billion takeover has left the company with several billion dollars of outstanding debt—Mr. Elkes believes Mr. Redstone is interested in protecting his investment.

Although the movie theater magnate is likely to sell minority interests in Viacom divisions, such as its program services, Mr. Elkes expects the new chairman to keep the company's current assets intact.

He characterized his relationship with Mr. Redstone as "very honest and open." Mr. Elkes recommended Mr. Biondi, a longtime acquaintance, to succeed him.

"Although we've had our differences after fighting for control of the company, Sumner and I are very much alike as businessmen. There would be no room for both of us at Viacom," Mr. Elkes said.

"I think both Frank and Sumner share my vision of Viacom's future, and that we're leaving it in as good hands as we can under the circumstances."

However, the man who came to Viacom without broadcast experience just a year after it was spun off from CBS Inc. is hardly ready to throw in the towel.

Mr. Elkes this week is expected to announce the formation of a joint venture with Kenneth Gorman, who recently resigned as Viacom's executive vice president.

Their New York-based firm will take an equity position in companies that hire them to direct foreign market and investment horizons and expansion.

"I want to remain involved in broadcasting, but there are other areas of interest that intrigue me that offer as much growth potential," Mr. Elkes said.

He cited such industries as genetic engineering and solid waste management.

"We'll be involved in classic merchant banking," he said, having already secured



TERRENCE ELKES

Looks forward to new challenges

"overwhelming support" from insurance companies, venture capital groups and investment banking firms eager to bankroll his new venture.

Mr. Elkes will also reinvest some of the several million dollars he received from his golden parachute agreement and the estimated \$23 million he has in Viacom stock options.

"As someone who grew up during the Depression in the bowels of the Bronx, I don't think I will invest it all," he said.

"But it's important to put your own money into a new business like this as a way of demonstrating to your new clients that you're also willing to shoulder some of the risk."

Mr. Elkes has turned down a steady stream of high-level management offers from broadcast and communications companies.

"I've done that already, functioned as a

CEO of a public company, and it's not fun anymore," he says.

"I want to have fun, I want to learn and I want to leave the world a little bit better. This is the best way I know how to accomplish all that right now."

Mr. Elkes will remain as a consultant to Viacom for at least another month, working out of the company's New York headquarters "to ensure a healthy transition."

"I care deeply about this company. I continue to have an equity position in it. I believe in its future, even though I won't be part of it."

Mr. Elkes was hired as a general counsel for Viacom in 1972 by Ralph Baruch, who was recently replaced as company chairman by Mr. Redstone. Last week, Mr. Baruch's plans were still uncertain.

In 1983, Mr. Elkes was named president and joined the board of directors. He assumed the additional title of chief executive officer in 1983.

Mr. Elkes was instrumental in building Viacom into a successful diversified communications concern.

He oversaw the launch of the Showtime pay television service, the development of the company's booming television and radio operations and the acquisition of the MTV program network.

He adroitly dipped into the cash flow of healthy divisions, such as program syndication, to bolster once fledgling, cash-poor operations, such as cable TV.

"Our strength has been the ability to be opportunistic and strategic at the same time," Mr. Elkes said.

"We put to work capitalism at its finest. We offered bonus and participation incentives for all of our key management people. We created a collegial atmosphere in which to thrive."

"While I'm sad about losing the company and having to leave, I am very grateful for having had the chance in my life to have Camelot. We really had that here."#



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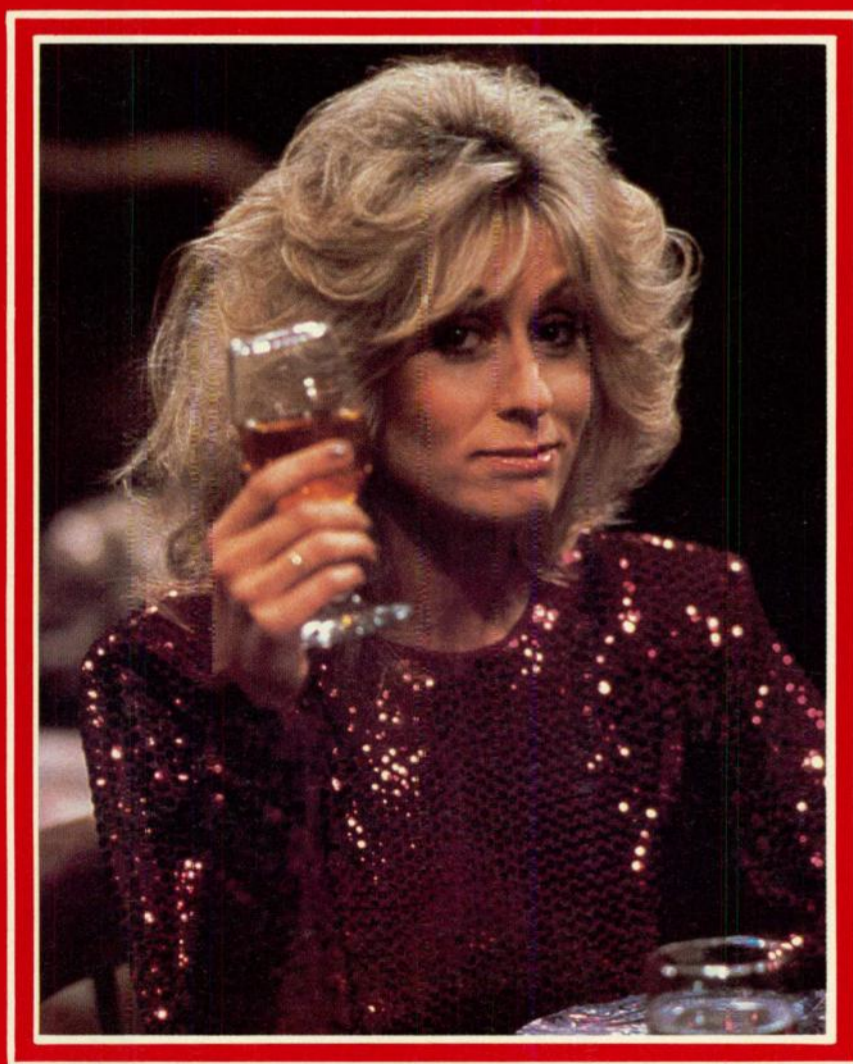
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Showtime wins right to continue with campaign

By RICHARD TEDESCO

Staff reporter

NEW YORK—Armed with a new legal opinion, Showtime/The Movie Channel will continue to use the name of its arch-rival HBO in its latest marketing campaign.

HBO last week lost its bid for a court injunction to halt the promotion, which bears the tag line, "Showtime and HBO—It's Not Either/Or Anymore."

Judge Richard Daronco issued the ruling in New York Federal District Court, saying that Showtime could go ahead with its effort.

The tag line refers to the exclusive movies that each of the major services now carries. The object of Showtime's campaign is to encourage HBO subscribers to sign up for either Showtime or The Movie Channel as well.

The only adjustment Showtime will make to the campaign is to produce a more prominent disclaimer, according to Nora Ryan, vice president of marketing operations.

"We used the materials we were going to use," she said. "We will stipulate that HBO does not endorse the campaign."

Showtime's strategy will employ both direct marketing by mail and transactional marketing, with cable operators offering free two-month Showtime trials to subscribers who call to order pay services.

Showtime expects to add 200,000 subscribers through the "Either/Or" campaign, which includes TV spots

on basic cable channels and high-frequency radio spots along with print ads in select markets.

"We really want to blow it out," said Ms. Ryan, who estimates that Showtime's promotional budget this year is up 50 percent from last year.

HBO was intent on stopping Showtime's campaign because of the implications that the competing services had in some way merged.

While Showtime has legal clearance to proceed with its campaign, HBO is claiming a victory in the court action.

An HBO spokesman said last week that the judge's qualifications concerning disclaimers effectively water down the impact of the ads.

"The bottom line is it's confusing," the HBO spokesman reiterated, describing the disclaimer required for use with the message on electronic media as "cumbersome."

The judge said that on some of the campaign material, the disclaimers were "inadequate as being virtually undiscernible and appeared calculated to escape ordinary notice."

The HBO spokesman also said HBO might provide Judge Daronco with additional research on its contention that the campaign is misleading. HBO was still deciding whether to take further civil court action to stop Showtime if it doesn't alter plans for the campaign.

"If they go ahead with this campaign and press the issue, we may take other action," the spokesman said. #



"At the Movies," featuring hosts Rex Reed and Bill Harris, beat rival "Siskel & Ebert & the Movies" in the ratings for the week ended July 19.

'At the Movies' scores its first coup in ratings

NEW YORK—Tribune Entertainment's "At the Movies" beat its arch-rival, Buena Vista's "Siskel & Ebert & the Movies," for the first time ever last month.

For the week ended July 19, "At the Movies," hosted by Rex Reed and Bill Harris, scored a 4.3 Nielsen Television Index average rating. The program is carried on 116 stations reaching 83 percent of the country.

"Siskel & Ebert & The Movies," hosted by Gene Siskel and Roger Ebert, scored a 3.6 NTI for the same time period.

It reaches about 85 percent of the country on 150 stations.

The victory is particularly sweet for Tribune Entertainment, which had distributed "Siskel & Ebert

at the Movies" from 1982 until 1986.

Last season, Buena Vista Television wooed Messrs. Siskel and Ebert to the fold and began distributing their own program as the reincarnated "Siskel & Ebert & the Movies."

Tribune Entertainment then picked up Messrs. Reed and Harris and launched the new "At the Movies."

"Siskel and Ebert, who we wish well, even though we don't work for them anymore, have the reputation for being the top in the business," said Joe Antelo, Tribune vice president and executive producer of "At the Movies."

"All summer we have been running neck and neck with Siskel and Ebert. We have tied them, but never beat them until now." #

Public service efforts deliver station benefits

By EILEEN NORRIS

Special to ELECTRONIC MEDIA

It's still summertime, but WPTV in West Palm Beach, Fla., is already getting ready for Thanksgiving and its third annual "Food for Families" drive.

The campaign, running six weeks before the holiday, is largely a volunteer effort within the community, but the NBC affiliate gives up staff time to spearhead the drive and plunks down \$5,000 to hire trucks and set up a warehouse to haul and store the canned goods.

About \$250,000 in valuable air time is given to promote the drive, and last year an array of stars from Oprah Winfrey to Bryant Gumbel taped 10-second public service announcements plugging the event.

Most public service efforts by radio and TV stations aren't so grandiose, and it is hard to pinpoint what kind of return a station gets on its investment, be it large or small.

But despite that, stations across the country are getting involved in public service efforts that help their communities and accentuate the stations' positive image with viewers and listeners.

In WPTV's case, the results speak for themselves: Some 162,000 pounds of canned food—enough to feed an estimated 80,000 people in a five-county area—were collected last year and distributed to agencies such as the Salvation Army and local shelters.

And what does WPTV get out of all this? "We couldn't even put a price on it," says Bernadette O'Grady, the station's public service coordinator. "But there is the feeling the station is involved in the community and giving back something to the people. That positive image lasts longer than the last good or bad anchor."

Other broadcasters agree. For example, WICH-AM, a contemporary-



'(The PSA campaign has) really made a difference here. People identify with me and it shows the public that the station cares about them.'

—Charlene Price
WCCB-TV, Charlotte, N.C.

format station in Norwich, Conn., collected about \$29,000 for the American Cancer Society when it sponsored a radio auction, selling donated gifts on the air for four nights.

Public Relations Director Lorna Burkart believes the auction was profitable in terms of good will.

"We're a local radio station and community oriented," she says, "so this is one of the ways we can serve the public."

WLTH-AM, an information and talk station in Gary, Ind., used its airwaves to raise money for shelters for the homeless and those in need of food and clothing during two radiothons it sponsored last year.

The depressed steel industry community of 150,000 came up with only a "couple thousand dollars," but even that helped, says Dale Dawson, operators director.

"It was at Christmas time and our unemployment rate is very high, so we didn't expect

much," he said. "We gave away incentives to those who donated money, just stuff we had in our prize closet, like a certificate from McDonald's or something."

A low budget doesn't preclude a TV or radio station from doing its part.

Just ask Charlene Price, the public affairs director of WCCB-TV in Charlotte, N.C. She singlehandedly writes, produces and hosts the 60-second public service announcements that the independent station calls "Keeping you in touch with Charlotte."

The spots cover housing, health, education and cultural topics. They also offer valuable information to the disabled and unemployed.

"I go out and produce five of these one-minute spots every week," says Ms. Price.

"And it's really made a difference here. People identify with me and it shows the public that the station cares about them. But it also helps the various agencies around town,

and gives viewers vital information that they don't get anywhere else."

The station has taken that theme one step further in another campaign, "Keeping you in touch with kids," a series of 30-second PSAs that run 10 times a day during the station's 2 p.m.-to-6 p.m. cartoon run.

Aspiring 8- to 18-year-old actors from The Children's Theater of Charlotte write and act in the spots, which tackle everything from bicycle safety to alcohol abuse, says Ms. Price, who oversees that project as well.

"We figure if kids are going to be plopped in front of the TV watching cartoons anyway, we might as well try and squeeze in a positive message," she says.

Meanwhile, KSDK-TV in St. Louis has taken its 4-year-old image program and turned it into a public service campaign called "Show Me 5."

Missouri is the "Show Me State" and "Show Me 5" challenges viewers to show the station why they like St. Louis and watching Channel 5, says Terry Doll, KSDK's public relations director.

"St. Louis responded by telling us their favorite St. Louis places, foods, entertainment spots and television programs," says Ms. Doll.

"We also challenged the audience to 'show us' worthy causes and interesting places in St. Louis that deserve recognition and our attention."

Each month the station commits a creative services producer, photographer/editor and news talent to create PSAs for large and small not-for-profit organizations in the area. Each spot costs about \$1,000 to produce.

"The campaign has generated a great deal of positive response from viewers, and it is a terrific vehicle to promote community involvement on the part of KSDK news personalities," Ms. Doll says.

(Continued on Page 48)

**There's only
one "Boss"
in
Chicago...**

Videotape dominant in TV production

(Continued from Page 22)

TV production, says Bernie Laramie, supervisor of post-production.

"Some of the advantages of film are its look and accessibility," Mr. Laramie says. "Film still gives us the best look."

However, he acknowledged that videotape is the most efficient medium for post-production, offering the fastest turnaround time and the best cost controls consistent with quality.

"Video is easier to edit, and gives us real opportunities to carry out unusual projects that couldn't be achieved with film, such as 'Max Headroom,'" Mr. Laramie says.

"Lorimar was the first studio to shift its TV post-productions to video."

Richard Schafer, director of marketing services and materials for the motion picture and audio/video products at Eastman Kodak, says that "film will hold its own (in TV production) in the foreseeable future."

"The use of color negative film is increasing," he says, because of demand for images from a greater number of video outlets, including cable TV.

"About 80 to 85 percent of high-end, prime-time TV production is shot on film," Mr. Schafer said.

One of film's major advantages, argues Mr. Schafer, is that it essentially has timeless value and is "future-proof" in that it's guaranteed to be on the scene for the foreseeable future.

In contrast, video is in a state of flux, with "video standards having a very uncertain future," Mr. Schafer says.

In his view, film has the capability of capturing all visual information necessary, which no other visual medium can match yet, and is superior to video in terms of picture definition.

Mr. Schafer doesn't think it's generally cost-effective to shoot action-adventure programs on videotape. But he concedes that "advances in video editing are making video post-production more cost-effective."

He finds that videotape is "acceptable for soap operas" and is well-suited to sports programs.

The selection of film or videotape for production of a TV show "depends on the kind of show you're doing," Mr. Schafer says.

Over the long term, Mr. Schafer sees a trend toward the marriage of film and video.

Some filmed programs are being edited on laserdisc.

Paramount edits "Cheers" and "The Bronx Zoo" on laserdisc. Paramount's Mr. Schoenbrun says the process is quicker and easier than other editing methods.

Disney has used laserdisc editing since 1985 and is currently using it for three shows.

Mr. Kaye says laserdisc editing provides "immediate access to material, and by cutting down search time considerably in editing, it reduces substantially the time spent on post-production."

Mr. Laramie says laserdisc editing has been used on some of Lorimar's situation comedies, including "Perfect Strangers."

A drawback to laserdisc is the added expense involved in making multiple copies while editing, he says.

In local TV production, film is rarely used.

For example, Warren Hills, production manager at WBAL-TV in Baltimore, says his station shoots exclusively on videotape.

Most of the station's production work is done on 1-inch and 3/4-inch tape with some field work done on Betacam, says Mr. Hills. The news department at the station currently does production on 3/4-inch and 1/2-inch Betacam equipment and will be converting completely to 1/2-inch Betacam next year.

"TV cameras have come a long way from where they were eight years ago, with the advent of CCD cameras, which have no lag or smear," Mr. Hills says.

Mr. Hills believes that "the quality of HDTV is approaching that of 35mm film."

WHP-TV in Harrisburg, Pa., made the move to total video production about four years ago, says Sebastian Triscari, a producer/director at that station.

Film production was discontinued at WHP for three reasons, according to Mr. Triscari: "One, the cost of de-



Bernie Laramie, Lorimar's supervisor of post-production, says projects such as "Max Headroom" (left) could not be achieved with film.

veloping film became cost-prohibitive; two, the film broke down often and required considerable maintenance; and three, shooting film was expensive."

The station replaced its old cameras with Sony one-tube cameras for field news production recently because they provided more of a film look, Mr. Triscari said.

In two years, he expects the station to acquire chip cameras because of their flexibility and lower

light levels.

In his view, some of the main strengths of video are that it "offers greater flexibility and affords greater immediacy," making it more suitable for news production.

He says video allows production personnel to see the footage they've shot right away.

Mr. Triscari believes "all production will be done on video" within 10 years.

At KYW-TV in Philadelphia, all

production work is done on videotape, says Ed Samels, supervisor of editing.

He says one of the major problems with film is that it can easily be damaged.

Mr. Samels noted that he's had to return certain film prints three or four times because of problems with the quality of the material. In contrast, he says that "many copies of tape can be made, and the tape will still retain good quality."#

update all of a station's alert signals into a single location. The BA-6 provides visual monitoring of the many alert signals encountered in the control room, such as wire service machines, weather bulletins, door switches, burglar alarms and cue tones. Any of the monitor's six channels has the capability to display telephone ringing voltage for hotlines and newsphones with the included fone interface module. Enberg Electronics, P.O. Box 55087, Indianapolis, Ind. 46205.

* * *

Alan Gordon Enterprises is updating Nagra 4.2 and IV-S recorders for use with the new Scotch 3M Type 808 recording tape. The ma-

chines originally were designed to use Scotch Type 208 recording tape, which is no longer available. This update, which is done to Nagra factory specifications, involves bias and equalization adjustment as well as approximately 15 component changes, and is for recording at 7 1/2-inch and 15-inch speeds. Alan Gordon Enterprises, P.O. Box 315, Hollywood, Calif. 90078.

* * *

Pico Macom is introducing the AB-2MG, a compact high isolation A/B switch for cable interface application. The AB-2MG has the same patented design and full cable qual-

ity as the AB-2 deluxe coaxial RF switch, but in a lighter-weight, compact case. Testing has proven that the AB-2MG exceeds FCC requirements for cable/antenna switches. It's priced at \$3.50 each. Pico Macom, 12500 Foot-hill Blvd., Lakeview Terrace, Calif. 91342.

* * *

New England Digital Corp. has unveiled an optical disk-based digital audio storage and retrieval system for its Synclavier Digital Audio Workstation. The Synclavier Optical Disk system is designed to augment the video/film/post-production professional's existing Winchester hard disk or tape storage system,

optical disk. New England Digital Corp., 49 North Main St., White River Junction, Vt. 05001.

* * *

Microwave Filter Co. is offering a catalog that describes filters and traps for cable TV, SMATV systems and local area networks. It discusses a variety of products for the head-end, such as traps, terrestrial interference filters, band separation, and low-pass and high-pass filters. The free catalog, C/87, is available from Linda DeCoursey, Microwave Filter Co., 6743 Kinne St., East Syracuse, N.Y. 13057, or call 1-800-448-1666, or collect 315-437-3953 from New York, Hawaii, Alaska or Canada.#

TECH CALENDAR

September

Sept. 7-9, **Satellite Broadcasting Communications Association and Satellite Television Technology International Nashville Show '87**, Opryland Hotel, Nashville, Tenn. Information: Rick Schnaringer, 800-654-9276.

Sept. 20-23, **1987 National Association of Telecommunications Officers and Advisers annual conference**, Pfeister Hotel, Milwaukee. Information: Donna Mason, 206-696-8233.

Sept. 27-29, **MCA '87: The Future Medium for Entertainment and Education**, the annual convention of the Microwave Communications Association, Ramada Renaissance Hotel, Washington. Information: Elena Selin, 301-464-8408.

Sept. 28-30, **Dimensions '87**, an exhibition featuring hardware, soft-

ware, services and production for professional A/V, multi-image, broadcast and non-broadcast video, Metro Toronto Convention Centre, Toronto. Information: Patt Pauze, 416-536-4621.

October

Oct. 13-16, **Competition and Coexistence: The Transatlantic Dialogue**, the 1987 Intelevent convention, International Telecommunications Union, Geneva, Switzerland. Information: Marianne Berrigan, 202-857-4612.

Oct. 14-16, **The Great International Celebration of Satellites in Space**, a conference to honor milestones in the development of satellite technology and a look at the current state of the industry, Mayflower Hotel, Washington. Information: Brian Bigalke, 800-722-9000.#

Other computer sales systems available

In the June 15 edition of EM, an article titled "Computer-aided sales," by Willie Schatz, appeared on Page 26. The article was very informative and reported on the many PC-based computer systems currently available to stations.

Mr. Schatz is either unaware of, or chose to ignore, the station sales and management systems available from Jefferson-Pilot Data Services. Originally developed by Mini-Pak Inc. in 1979, the SESAMI (Station Electronic Sales And Management Information) system was the first software package made available to stations for local avails submission, sales activity tracking, rep-station communications and order processing.

LETTERS

SESAMI is made available through our subscribing television representative clients (HRP, ITS, MMT, Art Moore, Petry, Seltel, STS, Tacher, TBS, Telerep, Adam Young), and is installed at more TV stations around the country than any other system on the market. (Katz and Blair have other systems for their stations that also were not mentioned in the article).

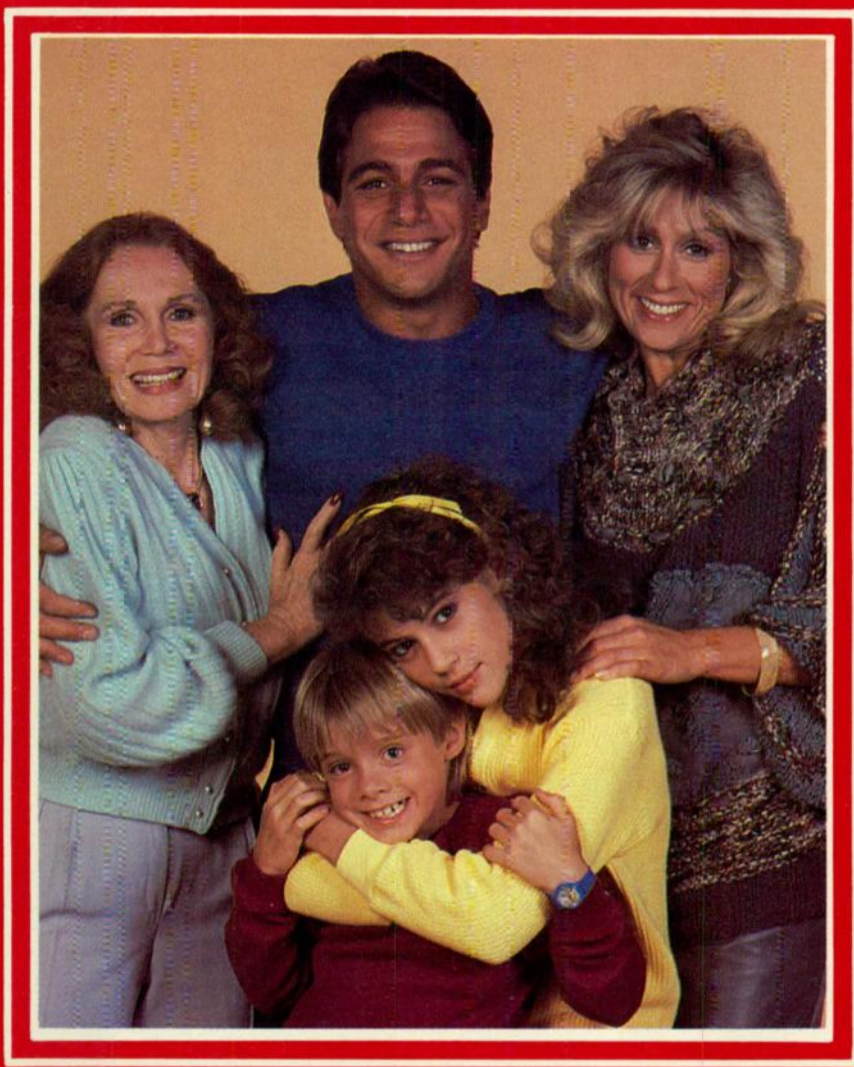
SESAMI helps the stations locally and nationally, maintaining the vital link between the station and its rep. SESAMI is the key to the electronic broadcast office of the future, and will continue to

provide essential information to both stations and reps quickly, reliably and cost-efficiently.

We regret Mr. Schatz's oversight, and we trust that you will enlighten your readers about all of the computer software systems that are available to "... manipulate ratings numbers for salespeople and quickly provide them with the statistics they need to sell commercial availabilities."

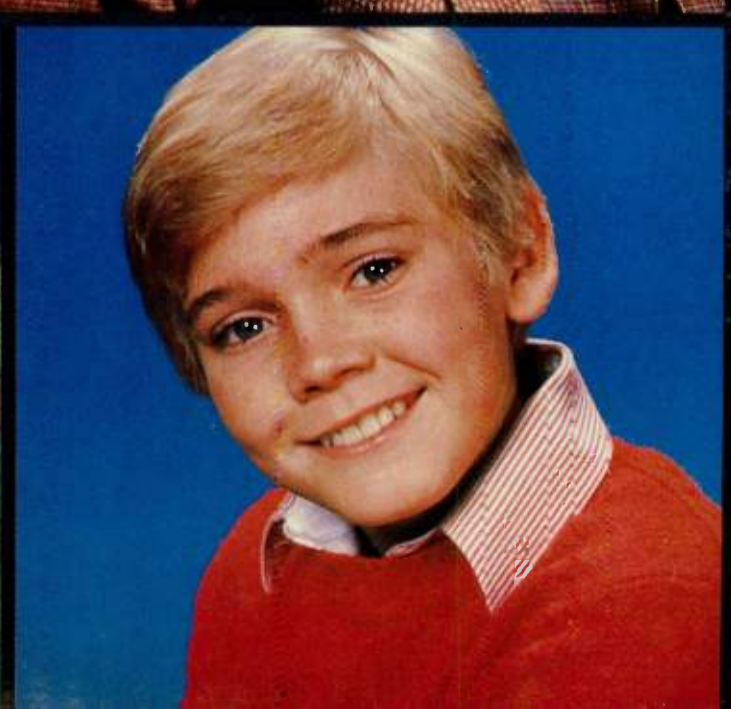
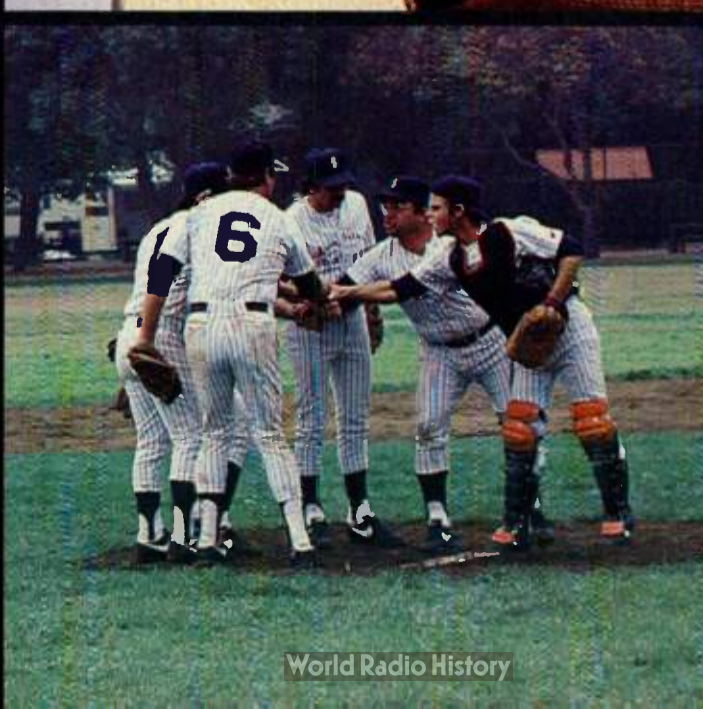
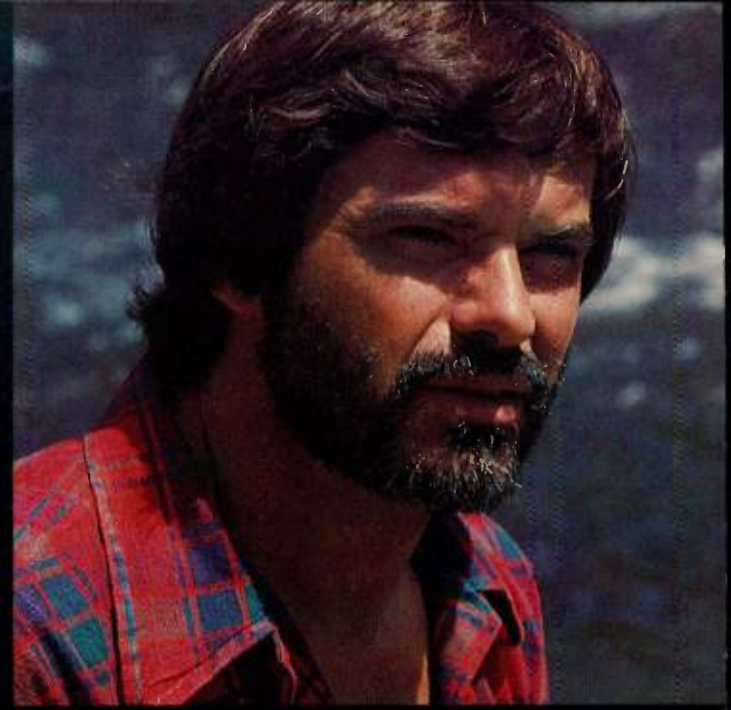
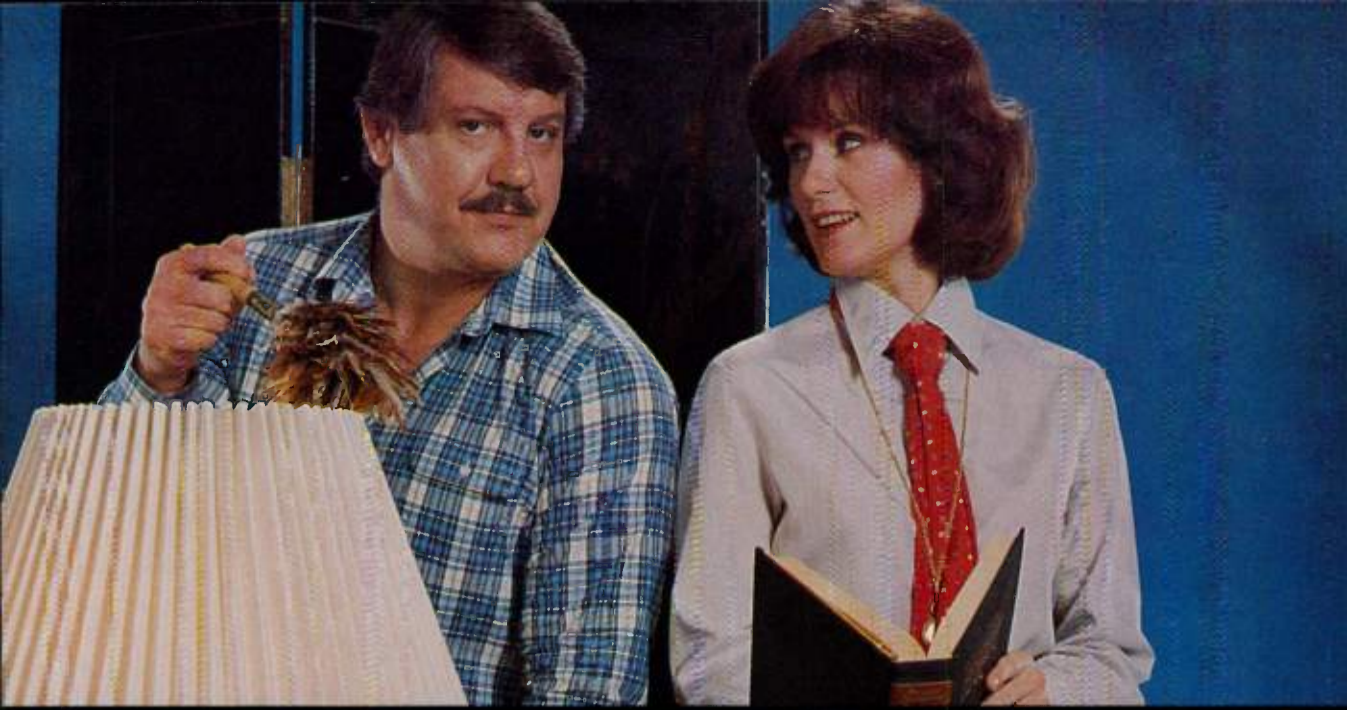
Neil D. Klar
director of sales
and customer service
Jefferson-Pilot Data Services
New York

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World Radio History

Local 'PM Magazine' editions carry on

By JANET STILSON
Staff reporter

NEW YORK—Despite the departure of "PM Magazine's" national program from the syndication scene this fall, the program hasn't suffered any loss of stations producing local segments.

The program's clearance level of stations with local "PM Magazine" production teams is likely to be slightly above last season's level, according to Group W, which produces national segments and markets the format for the show.

Group W announced last winter that the program would no longer be available this fall to stations that

didn't have local "PM Magazine" production teams.

At the time of the announcement, 28 stations were producing local segments for "PM Magazine," and another 12 were using only the national edition.

Since then, two stations that had been producing local material, WNEP-TV in Scranton, Pa., and WMTV-TV in Madison, Wis., have departed.

But two stations that were carrying the national edition—WHAS-TV in Louisville, Ky., and WTSP-TV in Tampa, Fla.—are gearing up for local segment contributions.

And a few others are expected to join.

Group W has shifted the program from its syndication arm, Group W Productions, to its TV stations division.

The company owns five stations, and all carry the show.

In its new incarnation, "PM Magazine" will be a "break-even" proposition for the television stations division, says Ed Goldman, president of Group W Television Sales.

The individual stations carrying the show will profit, he says.

"PM Magazine," which will be celebrating its 10th season as a nationally distributed program this fall, has ranked among the top five programs in syndication in the quarterly Cassandra breakouts in

recent years.

But it has slid in station clearances, from a high of about 90 stations in the early 1980s to about 40 this summer.

Industry executives lay the blame for the falloff of "PM Magazine" primarily on the success of "Wheel of Fortune," the No. 1 syndicated program.

But some say "PM Magazine" had suffered from a lack of any real growth in its approach.

George Moynihan, senior vice president of the Group W TV station group, says there will be slight changes when the program moves next month to the station group, where it originated.

"I see a real effort being made to turn segments around faster to react quickly to stories in the news," he says.

Mr. Goldman says that by next February's National Association of Television Program Executives convention, Group W will begin to actively solicit more stations for "PM Magazine."

"We're not looking for 150 stations," he says.

Mr. Goldman says that too many production teams could dilute the quality of local segments distributed nationally.

"We're like the Marines," Mr. Goldman says. "All we want is a few good men." #

CALENDAR

August

Aug. 4, **Miami Consumer Market Profile**, presented by WPLG-TV, featuring Leigh Stowell, Miami Lakes Inn, Miami. Information: Betty Frazier, 305-325-2308.

Aug. 7-11, **Sportscaster Camps of America West Coast Camp**, Loyola Marymount University, Los Angeles. Information: Roy Englebrecht, 714-760-3131.

Aug. 11, **Oklahoma Cable Television Association annual convention**, Oklahoma City Marriott, Oklahoma City. Information: Steve Lowe, 405-943-2017.

Aug. 16-20, **Video Software Dealers Association annual convention**, Las Vegas Convention Center, Las Vegas. Information: Doris Robins, 609-596-8500.

Aug. 16-19, **CTAM—We've Got the Edge**, the Cable Television Administration and Marketing Society annual conference, Fairmont Hotel, San Francisco. Information: Judith Williams, 202-371-0800.

Aug. 18-23, **National Association of Black Journalists 12th annual newsmaker convention**, Hotel Inter-Continental, Miami. Information: NABJ, 703-648-1270.

Aug. 20-22, **West Virginia Broadcasters Association 41st annual fall meeting**, the Greenbrier Hotel, White Sulphur Springs, W.Va. Information: Marilyn Fletcher, 304-344-3798.

Aug. 26-28, **Hispanic Arts & Culture in Radio**, a national conference to examine Hispanic radio programming sponsored by KUVO-FM in Denver, Radisson Hotel, Denver. Information: Florence Hernandez-Ramos, 303-934-5880.

Aug. 30-Sept. 1, **The Eastern Show**, Atlanta Merchandise Mart, Atlanta. Information: Dick Carlton, 804-782-9501.

September

Sept. 1-4, **Radio-Television News Directors Association annual convention**, the Orange County Orlando Convention Center, Orlando, Fla. Information: Robert Vaughn, 202-659-6510.

Sept. 9-12, **NAB's Radio '87**, Anaheim Convention Center, Anaheim, Calif. Information: Elsie Hillman, 202-429-5420.

Sept. 11-13, **Radio Sales University**, a basic training course for professional radio salespeople sponsored by the Radio Advertising Bureau, Marriott Hotel, Portland, Ore. Information: Tessa Rodriguez, 800-232-3131.

Sept. 12, **Academy of Television Arts & Sciences non-televised 39th annual prime-time Emmy awards** primarily for creative arts categories, Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman, 818-763-2975.

Sept. 15-18, **Community Broadcasters Association first annual convention**, Las Vegas Hilton, Las Vegas.

Information: Bob Bernstein, 212-684-1255.

Sept. 16-18, **Iowa Cable Television Association convention**, Ramada Inn, Davenport, Iowa. Information: Sylvia Wike, 309-797-2820.

Sept. 20, **Academy of Television Arts & Sciences 39th annual prime-time Emmy awards**, Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman, 818-763-2975.

Sept. 21-22, **Deregulation or Reregulation for Telecommunications in the 1990s: A Strategic Analysis of the Future State & Federal Regulatory Structure of Your Industry** conference sponsored by Phillips Publishing, Marriott Crystal Gateway Hotel, Washington. Information: Brian Bigalke, 301-340-2100.

Sept. 21-23, **Great Lakes Cable Expo**, Indiana Convention Center, Indianapolis. Information: Charlie Hiltunen, 317-634-9393.

Sept. 25-27, **Massachusetts Broadcasters Association annual convention**, Ocean Edge Conference Center, Brewster, Massachusetts. Information: Robert Mehrman, 617-439-7636.

Sept. 27-29, **Pacific Northwest Cable Association annual convention**, Sheraton Tacoma Hotel, Tacoma, Wash. Information: Dawn Hill, 509-765-6151.

Sept. 27-29, **Kentucky Cable Television Association annual convention**, Radisson Hotel, Lexington, Ky. Information: Patsy Judd, 502-864-5352.

Sept. 30, **International Radio & Television Society newsmaker luncheon**, featuring Federal Communications Commission Chairman Dennis Patrick as guest speaker, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

Sept. 30-Oct. 3, **Hawaii Cable Television Association fifth annual convention**, Royal Lahaina Resort, Lahaina, Maui. Information: Kit Beuret, 808-834-4159.

October

Oct. 5-7, **World Teleport Association third annual general assembly**, Hyatt Regency Hotel and Convention Center, Oakland, Calif. Information: Virginia Barela, 415-769-5062.

Oct. 6-8, **1987 Atlantic Cable Show** featuring Ted Turner as keynote speaker, Atlantic City Convention Center, Atlantic City. Information: Nancy Becker, 609-392-3223.

Oct. 9-11, **Radio Sales University**, a basic training course for professional radio salespeople sponsored by the Radio Advertising Bureau, Hyatt O'Hare, Chicago. Information: Tessa Rodriguez, 800-232-3131.

Oct. 15-17, **1987 Northeast Area Conference sponsored by the New York State District Chapter of American Women in Radio and Television**, featuring Matilda Cuomo, wife of New York Gov. Mario Cuomo, noted

Major events

VSDA

Las Vegas Aug. 16 to 20
Information: Doris Robins, 609-596-8500.

RTNDA convention

Orlando Sept. 1 to 4
Information: Robert Vaughn, 202-659-6510.

NAB's Radio '87

Anaheim, Calif. Sept. 9 to 12
Information: Elsie Hillman, 202-429-5420.

MIPCOM

Cannes, France Oct. 16 to 20
Information: Barney Bernhard, 212-967-7600.

TvB annual meeting

Atlanta Nov. 11 to 13
Information: Robert Grebe, 212-486-1111.

The Western Show

Anaheim, Calif. Dec. 2 to 4
Information: Rhonda Gibson, 415-428-2225.

INTV

Los Angeles Jan. 6 to 10
Information: Sheila Jefferson, 202-887-1970.

NATPE

Houston Feb. 25 to 29
Information: Nick Orfanopoulos, 212-949-9890.

psychiatrist Dr. Joyce Brothers and TV anchorwoman Christine Craft, Albany Marriott, Albany, N.Y. Information: Mary Dougherty, 518-436-4822.

Oct. 16-18, **Minnesota Broadcasters Association annual fall convention**, Holiday Inn Downtown, Mankato, Minn. Information: Jo Guck Bailey, 507-345-4646.

Oct. 20, **International Radio and Television Society Goods and Services Auction**, St. Regis Hotel, New York. Information: Marilyn Ellis, 212-867-6650.

Oct. 25-27, **Operating in a Deregulated Market**, the 1987 Women in Cable Management Seminar, Mayflower Hotel, Washington. Information: Kate Hampford, 202-737-3220, or Susan Cieslak, 703-378-3915.

Oct. 25-28, **American Children's Television Festival Ollie Awards**, Knickerbocker Hotel, Chicago. Information: Valentine Kass, 312-390-8700.

Oct. 27, **International Radio & Television Society newsmaker luncheon** featuring NBC President and Chief Executive Officer Robert Wright as guest speaker, Waldorf-Astoria Hotel, New York. Information: Marilyn Ellis, 212-867-6650.

Oct. 27, **D.C. Chapter of Women in Cable's roast of John Malone**, president of Tele-Communications Inc., Mayflower Hotel, Washington. Infor-

mation: Lynn Levine, 202-872-9200.

November

Nov. 11-13, **Television Bureau of Advertising annual membership meeting**, Atlanta Marriott, Atlanta. Information: Robert Grebe, 212-486-1111.

Nov. 13-15, **Radio Sales University**, a basic training course for professional radio salespeople sponsored by the Radio Advertising Bureau, Hilton Inn, Little Rock, Ark. Information: Tessa Rodriguez, 800-232-3131.

Nov. 13-15, **Journalism Ethics**, a conference co-sponsored by the Foundation for American Communications and the Meadows Foundation, Houston Hotel & Conference Center, Houston. Information: Dale Ellen Shaps, 213-851-7372.

Nov. 19-21, **Loyola Radio conference**, Holiday Inn Mart Plaza, Chicago. Information: Taylor O'Malley, 312-670-3207.

Nov. 24, **International Radio & Television Society Newsmaker luncheon**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

December

Dec. 2-4, **The Western Show**, Ana-

heim Convention Center, Anaheim, Calif. Information: Rhonda Gibson, 415-428-2225.

Dec. 9-12, **Serving the Nation Through NUTN**, the sixth annual conference of the National University of Teleconference Network, Washington Hilton, Washington. Information: Lin Friedman, 405-624-5191.

Dec. 17, **International Radio & Television Society Christmas benefit**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

January

Jan. 6-10, **INTV**, Century Plaza Hotel, Los Angeles. Information: Sheila Jefferson, 202-887-1970.

Jan. 13, **International Radio & Television Society Newsmaker luncheon**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

February

Feb. 4, **International Radio & Television Society Newsmaker luncheon**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

Feb. 25-29, **NATPE conference**, George R. Brown Convention Center, Houston. Information: Nick Orfanopoulos, 212-949-9890.

March

March 3, **International Radio & Television Society Gold Medal Banquet**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

March 15, **International Radio & Television Society Newsmaker luncheon**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

April

April 9-12, **National Association of Broadcasters annual convention**, Las Vegas Convention Center, Las Vegas. Information: Hilda Jannesson, 202-429-5353.

April 14, **International Radio & Television Society newsmaker luncheon**, Waldorf-Astoria, New York City. Information: Marilyn Ellis, 212-867-6650.

May

May 17, **International Radio & Television Society annual meeting and Broadcaster of the Year luncheon**, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

September

Sept. 14-17, **NAB's Radio '88**, Washington Convention Center, Washington. Information: Hilda Jannesson, 202-429-5353. #

In May 1987,
only two
first-run
access programs
increased
over last year...

...Entertainment Tonight was one of them.

Among the five major first-run access programs, only Jeopardy and Paramount's Entertainment Tonight increased their national performance over 1986.*

These local market stories are the foundation of Entertainment Tonight's success.

MARKET	STATION	TIME PERIOD RANK		BEAT
		18-49	WOMEN 25-54	
San Francisco	KRON	#1	#1	EVENING MAGAZINE, HOLLYWOOD SQUARES—NSI, ARB
Dallas	WFAA	#1	#1	TONIGHT SHOW, MASH—NSI, ARB
Atlanta	WSB	#1	#1	WHEEL OF FORTUNE—NSI
Miami	WSVN	#1	#1	JEOPARDY—NSI, ARB
Phoenix	KTSP	#1	#1	TONIGHT SHOW, NIGHTLINE—ARB
Hartford	WFSB	#1	#1	TONIGHT SHOW, NIGHTLINE—ARB
Oklahoma City	KTVY	#1	#1	NIGHTLINE—NSI, ARB
Grand Rapids	WWMT	#1	#1	WHEEL OF FORTUNE, NEWLYWED GAME—NSI
Columbus	WTVN	#1	#1	EYEWITNESS NEWS—NSI, ARB
Harrisburg	WGAL	#1	#1	PEOPLE'S COURT—NSI, ARB
Louisville	WHAS	#2	#1	JEOPARDY—NSI
Tulsa	KTUL	#1	#1	TONIGHT SHOW, CBS LATE NIGHT—ARB
Dayton	WHIO	#1	#1	JEOPARDY—NSI
Little Rock	KATV	#1	#1	TONIGHT SHOW—NSI, ARB
Jacksonville	WJXT	#1	#1	TONIGHT SHOW—NSI

MARKET	STATION	TIME PERIOD RANK		BEAT
		18-49	WOMEN 25-54	
Boston	WNEV	#2	#2	CHRONICLE—ARB
Washington D.C.	WJLA	#2	#2	WHEEL OF FORTUNE, NEWLYWED GAME—NSI
Tampa	WTVT	#2	#2	HOLLYWOOD SQUARES—NSI, ARB
Seattle	KING	#2	#2	WHEEL OF FORTUNE, NEWLYWED GAME—NSI
Sacramento	KCRA	#2	#2	NEWLYWED GAME—NSI
Indianapolis	WRTV	#2	#2	CBS EVENING NEWS—NSI
Portland	KGW	#2	#2	\$100,000 PYRAMID, THREE'S COMPANY—NSI, ARB
San Diego	KGTV	#2	#2	SAN DIEGO AT LARGE—ARB
Orlando	WESH	#2	#2	NEW DATING GAME—NSI
Kansas City	WDAF	#2	#2	NEWLYWED GAME—NSI, ARB
Charlotte	WSOC	#2	#2	NEWLYWED GAME—NSI, ARB
New Orleans	WDSU	#2	#2	NEWLYWED GAME—ARB
Greenville-Ashville Spartanburg	WSPA	#2	#2	NBC NIGHTLY NEWS—ARB
Buffalo	WGRZ	#2	#2	NEWLYWED GAME—NSI
Memphis	WREG	#2	#2	NEWLYWED GAME—NSI
San Antonio	KENS	#2	#2	HOLLYWOOD SQUARES—ARB
Mobile	WKRG	#2	#2	NEWLYWED GAME—NSI
Toledo	WTVG	#2	#2	NEWLYWED GAME—NSI
Syracuse	WTVH	#2	#2	NEWLYWED GAME—ARB

Source: Rating Service as indicated, May 1987

*Source: NTI May 1987 vs. May 1986 except Hollywood Squares vs. Oct. 1986

ENTERTAINMENT

T O N I G H T



Cablevision chief answers fast when opportunity knocks

(Continued from Page 1)

"He sometimes seems like he's coming out of left field," says Gerald Maglio, executive vice president of marketing and programming for Daniels & Associates.

"He will move while others are only thinking about it. He's not tradition bound."

Indeed, some say he's bound more by luck. As one analyst said: "Dolan is proven to be an expert marketer or awful damn lucky."

Mr. Maglio doesn't quite agree.

"Luck is where preparation meets opportunity," he says. "(Mr. Dolan) is most often first to see opportunities, and if that makes him lucky, so be it."

Mr. Dolan has been the prime mover behind Cablevision's success, building his company into an industry powerhouse. With the Adams-Russell deal, Cablevision will become the 12th-largest multiple cable system operator in the country, with interests in regional sports networks and pay movie services as well as in building successful cable systems.

According to analysts, the company's cable systems are profitable, annually earning an average of \$36 per subscriber—\$9 more than its closest competitor.

All in all, Mr. Dolan says, Cablevision is in a good position as a cable operator—and buyer.

"Anything in our areas is of interest to us," he says of system acquisitions. "And we think we're in a position to pay a better price than anyone else because we're in a position to operate systems more effectively than anyone else, and we'd like everybody to know it."

Picking up the systems of Waltham, Mass.-based Adams-Russell pushes Cablevision's subscriber count to 940,000, close to the 1 million-subscriber goal observers say the company had in mind.

With a concentration of systems in the Boston area, it also fulfills a commitment Mr. Dolan recently expressed.

"We like the Boston market. We'll suffer it through," he said, referring to the urban build that he has described as his company's Vietnam. "Stormy, as usual," is how he character-

ized the state of affairs there, where the 80,000-subscriber system is growing "glacially," as he puts it.

While one analyst calls the Boston situation an "unqualified disaster," Mr. Dolan still points to the system's technical aspects for redemption.

"If anyone has a more complete system anywhere, I don't know about it," he says, pointing to its quadruple coaxial trunk lines with capacity for 104 channels and four operating pay-per-view channels on the 70 percent addressable system.

He also notes that Cablevision's Boston venture is one of the few instances where a cable company building a major urban system not only stuck with the project, but built it according to original specifications and didn't wind up selling it.

The build in New York City's outer boroughs has been a different story.

Cablevision is still waiting for Mayor Edward Koch to approve a revised franchise plan calling for phased construction of Cablevision's part of the project in the Bronx and Brooklyn.

While investigators in the current New York corruption scandal have stated that Cablevision is not the object of their attention to cable franchising, the mayor has put the company's cable construction on ice pending the investigation's conclusion.

Meanwhile, Cablevision has been adding systems to its Long Island operations, which include its home base of 250,000 subscribers covering most of affluent Nassau County.

The county, with Mr. Dolan's biggest subscriber base, is significant because it's not a "reception market," where people buy cable just to improve reception.

The 17,000 subscribers who used to be part of Sammons' East Hampton system and Cox Cable's Great Neck system are now part of Cablevision's empire.

Viacom's 110,000-subscriber system in the area has also been on Mr. Dolan's wish list for a long time.

"For the past eight years, I've gone to Viacom and asked about the system next door to us," he related.

But Mr. Dolan discovered another way to unify cable in the area with his 24-hour News 12 Long Island operation. The station now reaches 90 percent of cable viewers on Long Island—a percentage Cablevision would like to improve.

However, the real future of the News 12 concept lies beyond Long Island. Cablevision wants to develop the idea into a regional news network with ties to existing news operations in Westchester County and Fairfield County, Conn.

The company is also considering another bureau in New Jersey for its systems there.

The idea, says Mr. Dolan, is to identify "common zones of interest" for growth—and that growth could begin within one year.

"There would be some trading of stories between the newscasts. They would editorially reinforce each other, but they would be really very separate," he explained.

"But when you go to Madison Avenue, you would be selling the News 12 concept."

While Cablevision has agreed not to impose carriage fees for News 12 through the first two years, and Mr. Dolan says he doesn't want to charge for the service, that possibility exists as a new source of income.

One concept Mr. Dolan has already sold successfully is regional cable sports networks.

Under the umbrella of its Rainbow Program Enterprises subsidiary, Cablevision controls four regional networks: SportsChannel New York, SportsChannel New England, PRISM in Philadelphia and SportsVision in Chicago.

With its parent company's financial muscle behind it, Rainbow recently bought out its partners in the sports networks, CBS Inc. and the Washington Post Co., to the tune of \$56.2

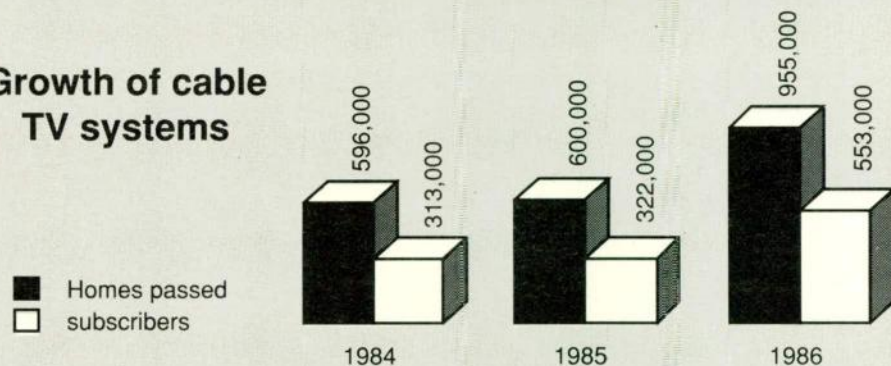


'(Charles Dolan) sometimes seems like he's coming out of left field. He will move while others are only thinking about it. He's not tradition bound.'

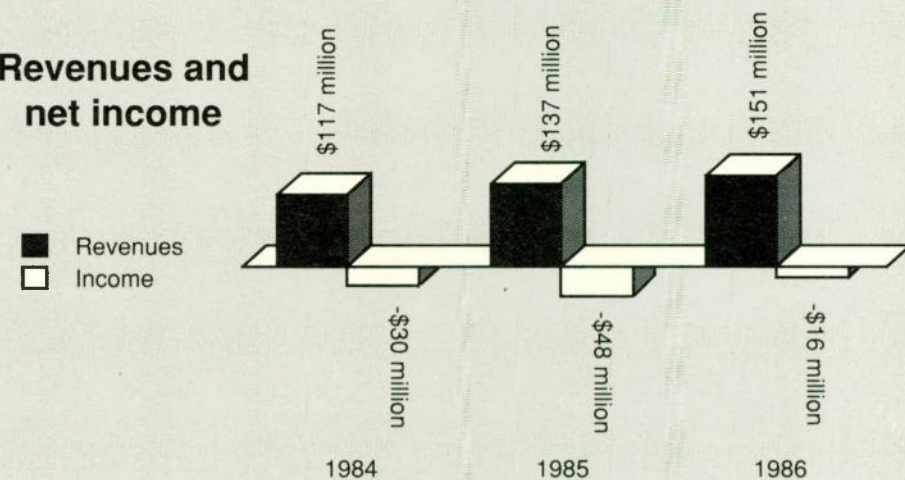
—Gerald Maglio
executive vice president
marketing and programming
Daniels & Associates

Cablevision facts and statistics

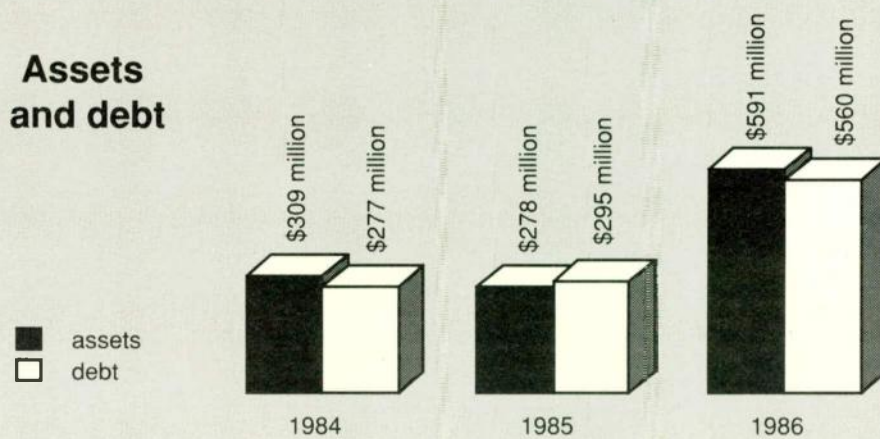
Growth of cable TV systems



Revenues and net income



Assets and debt



Source: Annual reports

million.

Pro Amateur Sports Service in Detroit—a service Rainbow had at one time agreed to acquire—may still become a Cablevision property.

Rainbow is launching a new regional sports channel in Florida this month, using New York Yankees and Mets, Boston Red Sox and Philadelphia Phillies games carried on its other services.

And further expansion into some of the top 20 TV markets in the country is under consideration, according to Marc Lustgarten, president of Rainbow.

"Since most of the growth is going to be in those areas, those are the markets to look at," he explained recently.

For some cable operators, regional sports has become the most important programming element they carry, he said.

With strong interest in local professional teams, regional sports networks become important to subscribers and, hence, to cable affiliates, in Mr. Dolan's view. And he sees them filling a real need for the sports organizations as well.

"It has a symmetry with what's happening in professional sports with free agents and the cost of running a team today," he said.

"The owners need a box office that extends beyond the stadium. Cable begins to become the economic support of the regional sports team."

The good news for Cablevision right now is that those regional sports operations are solidly in the black.

Cablevision's national movie services, American Movie Classics and Bravo, are also generating momentum. AMC, now a joint venture of Rainbow and Tele-Communications

Inc., has more than 4.6 million subscribers, while Bravo reaches about 350,000 viewers.

While Cablevision recorded a net loss of more than \$16 million in 1986, it posted revenues of \$150.8 million for the year, up from \$136.9 million in 1985.

Before the Adams-Russell deal was announced, William Bell, Cablevision's vice chairman and director, projected the company's revenues at \$250 million for 1987.

And although he anticipated the company would still be operating at a loss, he projected cable cash flow alone at \$102 million.

He anticipates eight-figure cash flows from cable operations in Boston and Chicago. And he said the company "will mature next year in traditional cash flow. Next year, we expect serious profits."

The likelihood is for those numbers to become increasingly serious, because the company is certain to remain single-minded about its growth. Long Island cable systems will continue to be a target, with Viacom the apple of Mr. Dolan's eye.

"They would love to get their hands on any system out there," said Edward Hatch, vice president and cable analyst for Shearson Lehman Brothers. "It would be just like fitting a piece in the puzzle."

The company has also been mentioned by industry observers as a possible suitor for the Florida-based Storer Communications cable systems, which would be a plausible fit with Cablevision's new regional sports venture.

Shearson's Mr. Hatch says that, with the Adams-Russell deal, he expects Cablevision to be more aggressive with acquisitions, including moves for Storer, because "systems are unlikely to get materially cheaper in the future." #

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Media Central's assets far exceed debts

By **DIANE MERMIGAS**
Senior reporter

Media Central Inc., an independent group broadcaster that is seeking bankruptcy protection, has filed documents that show it has \$63.7 million in assets, more than enough to offset its estimated \$20.1 million in liabilities.

Among Media Central's numerous creditors are Twentieth Century-Fox, Orion Pictures, King Features Syndicate, Lorimar Telepictures, MCA, Hal Roach, Columbia Pictures, Turner Program Services, Embassy Pictures and Chuck Barris Productions.

An attorney representing the Chattanooga, Tenn.-based broadcast firm last week said Media Central officials are discussing alterna-

tive arrangements—such as a "pay as you play" plan—while a reorganization plan is in the works. He declined to elaborate.

Laws prohibit program suppliers from pulling their product from stations that are in Chapter 11 unless they first petition the court.

So far, no such petitions have been filed against Media Central or its eight mostly Southern television stations.

First National American Bank of Nashville, the company's principal lender, has entered an agreement to allow Media Central to use cash collateral and is supporting the company's reorganization efforts, attorneys said.

Paramount Pictures pulled the rights for some of its more valuable off-network reruns available in syn-

dication this fall, including "Family Ties," from several of Media Central's stations several months ago before the company filed for Chapter 11 protection.

Media Central's stations are WZDX-TV in Huntsville, Ala.; KHAI-TV in Honolulu; WDBD-TV in Jackson, Miss.; KBSI-TV in Cape Girardeau, Mo.; KZKC-TV in Kansas City, Mo.; WKCH-TV in Knoxville, Tenn.; WOAC-TV in Canton, Ohio; and WXTX-TV in Columbus, Ohio.

The company has 120 days from its July 2 filing to enter a reorganization plan with the courts.

A hearing has been scheduled for Aug. 4 for one secured creditor, but lawyers for Media Central declined to identify which one. A meeting of the company's creditors is set to

take place Aug. 11.

However, late last month, Media Central filed a more detailed account of its assets, liabilities and other pertinent information in documents required by the U.S. Bankruptcy Court for the Eastern District of Tennessee.

The papers indicate that Media Central has about \$18.6 million due to secured creditors. About \$10.6 million of this is a guarantee of financial commitments made by its individual television stations.

The company has another \$1.5 million owed to unsecured creditors.

The greatest chunk of Media Central's assets—about \$23.5 million—is the current and projected value over five years of the company's management contracts with each of

its eight stations. Under the contracts, management is paid about 7 percent of each outlet's gross revenues plus various incentives.

The company also has about \$14.8 million owed to it by its television outlets; \$15 million in interests in other companies; \$5 million in partnerships; and about \$3.3 million in options it can exercise in other concerns.

The filings detail the complex two-tiered partnerships with a wide variety of investors through which members of the Kent family, who control the company and a majority of its stock, own partial interest in seven of its eight TV stations. The company owns 100 percent of the Huntsville outlet.

Media Central's Huntsville, Knoxville and Jackson outlets are said to be especially strong performers, while its Kansas City station is a financial drain, sources say.

Media Central was formed in 1983 by Chairman Morton Kent, who was seeking to capitalize on the then-soaring fortunes of independent television. Mr. Kent and other members of his family, including his three sons, own about 55 percent of the company's outstanding common stock. #

Multimedia profits and revenues up

By **DIANE MERMIGAS**
Senior reporter

Multimedia Inc. last week reported substantial increases in profits and revenues for the second quarter ended June 30 and the first half of the year.

Net income in the second quarter was \$4.2 million, up 36 percent from \$2.7 million in the same quarter the previous year. Earnings per share increased to 35 cents from 22 cents.

Second-quarter revenues for the company totaled \$107.3 million, a 10 percent increase over \$97.1 million for the same period a year earlier.

Profits on operations totaled \$36.8 million for the quarter, a 15 percent increase over the second quarter of 1986.

Multimedia, based in Greenville, S.C., operates 14 daily newspapers, 33 non-daily newspapers, five TV stations, eight radio stations and more than 100 cable TV franchises in four states. It also produces and distributes programming for syndication.

For the first half of this year, Multimedia reported net income of \$2.5 million, or 21 cents per share. In the first half of 1986, the company posted a net loss of \$2.4 million, or a loss of 22 cents per share of common stock.

Revenues increased 10 percent for the first half of the year to \$197.1 million.

The company said its total operating profits for the first half of the year rose 14 percent to \$60.9 million from \$53.3 million a year earlier.

For the second quarter, each of the company's major divisions reported increases in revenues.

The divisions are: broadcasting group, \$38.4 million in revenues, up 12 percent; newspapers, \$32.2 million, up 8 percent; cable TV, \$22.6 million, up 13 percent; and entertainment, \$14 million, up 8 percent. #

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June 8	May 26	Marketing Section	BPME
July 20	July 7	The New Season Section	
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September 7	August 25	Radio Section	NAB-Radio
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BRIEFLY NOTED

Broadcast TV

David Poltrack, CBS research chief, says an analysis of people-meter ratings indicated that **"The CBS Evening News With Dan Rather" would be in first place** if people meters were used instead of Nielsen's traditional sample. Under the traditional sample, due to be phased out in late August, the newscast has finished in third place through much of the summer. Other viewer telephone surveys conducted both by CBS and independent agencies also give CBS and its anchorman Dan Rather a slight edge in familiarity and popularity, Mr. Poltrack said. His recommendation to CBS News officials was not to make any radical changes in the newscast, at least until the new people meters are in place.

A federal jury in Los Angeles last week found that **ABC did not discriminate** against three black cameramen who said they were kept from working on the network's higher-paying shows because of their race and therefore made much less money than their white counterparts. ABC contended that the cameramen were either not qualified or had bad attitudes. The network also presented evidence that black cameramen earn about the same as non-blacks. The men had sought \$3.5 million in damages.

Apparently in response to a request from NABET, **Bill Cosby** has agreed to move production of "The Cosby Show" from the NBC studio in Brooklyn to the Kaufman-Astoria Studios in Queens, New York. NABET had asked Mr. Cosby to halt production of his show for the duration of its strike against the network.

KCBS-TV in Los Angeles is shifting the time of its early local newscasts this fall and adding the one-hour off-network drama "Simon & Simon" at 4 p.m. The CBS-owned station's news block will start at 5 p.m. in September, one hour later. A half-hour local newscast, aired experimentally from December through April, will return at 7 p.m. "The CBS Evening News With Dan Rather" remains at 6:30 p.m.

Tribune-owned independent **KTLA-TV** in Los Angeles will pre-empt its entire regular broadcast schedule for the 48 hours of Sept. 15-16 to provide continuous coverage of Pope John Paul II's first pastoral visit to Los Angeles. The programing will be simulcast in Spanish through the station's second-channel audio program to the area's estimated 3.5 million Spanish-speaking residents. The live coverage, using a portable satellite uplink, will be alternated with pre-produced background reports and features from the KTLA news department relating to the pope's visit.

KCNC-TV, an NBC affiliate in Denver



In an apparent response to a request from NABET, "The Cosby Show" has moved its production from the NBC studio in Brooklyn to studios in Queens.

National syndication standings

For the week ended July 19

	Rating	Markets	Coverage
1. Wheel of Fortune	13.9	210	97%
2. Jeopardy	11.8	197	94%
3. Jeopardy (b)	10.2	162	80%
4. WWF Wrestling	8.8*	239	96%
5. People's Court	7.1	194	95%
6. Entertainment Tonight	6.3*	147	90%
7. People's Court (b)	5.9	163	81%
8. Hollywood Squares (b)	5.6	130	77%
9. New Newlywed Game	5.5	178	91%
People's Court (b)	5.5	158	75%
11. Oprah Winfrey Show	5.3	165	95%
12. Hollywood Squares	5.1	145	86%
13. Hee Haw	5.0	214	90%
Tales From the Darkside	5.0*	145	91%
Wrestling Network	5.0*	169	81%

*Includes multiple airings (b) Pre-empted.

Source: Nielsen Fast Weekly Syndication and Occasional Network Report. Includes only subscribers to the service.

owned by GE, signed a five-year contract with ScanAmerica, the people-meter audience measurement system marketed by Arbitron Ratings Co. KCNC is the second station to take the service, following KDVR-TV in Kansas City, Mo. ScanAmerica launched its first local measurement system in Denver in May.

Cable TV

The Cable Advertising Bureau has released an analysis of the Nielsen people-meter data showing that the broadcast **networks' ratings dropoff** in cable households, when compared with total U.S. television households, is more pronounced than diary-method data show. May Nielsen diary figures show women age 25 to 54 with cable watch 2 percent less network programing in prime time than women in all television households. People-meter information puts the decline at 10 percent.

ESPN recently became the first basic cable network to achieve 50 percent penetration in U.S. TV households, according to A.C. Nielsen Co. research. ESPN now reaches an audience of 43.7 million American households.

Continental Cablevision has agreed to acquire the 30,000-subscriber Greater Boston Cablevision system operated by Colony Communications. Continental has also agreed to sell its Virginia and North Carolina cellular telephone systems to Providence Journal Cellular Radio. PJCR and Colony are both subsidi-

aries of the Providence Journal.

Adelphia Communications Corp. recently agreed to purchase Lorain Cable Television and Multi-Channel TV Cable for \$222 million from the Samuel A. Horvitz Testamentary Trust. The two cable systems, based in Ohio and Virginia, respectively, serve approximately 110,000 subscribers.

The Nashville Network now has 35 million subscribers. The network is in 81 percent of all cable TV households and 40 percent of all U.S. TV households.

WTBS will carry portions of the upcoming appearance of the Soviet National Basketball Team in the Milwaukee McDonald's Basketball Open on Aug. 4, including current European championship team Tracer of Milan and the NBA Milwaukee Bucks. The Soviets arrive for scrimmages with the Atlanta Hawks on July 31 before moving on to scrimmages and practices in Los Angeles and Seattle, in addition to the Milwaukee tournament.

Home video

Paramount Home Video is launching what it claims is its biggest home video promotion to date with the Christmas season release of "Star Trek IV: The Voyage Home" at \$29.95 and the sixth group of "Star Trek" TV show episodes at \$14.95 for a 10-segment tape. The package, claiming "20 great video gifts for under \$20," also includes the theatri-

cal movies "The Red Shoes," "Nutcracker: The Motion Picture" and eight other titles. According to Paramount, more than 1.5 million videocassettes of the "Star Trek" TV episodes have been sold.

Worldvision Home Video will release "The Flintstones, the First Episodes" in August. The 96-minute cassette contains the first four episodes ever made of the cartoon series. The suggested retail price is \$29.95.

Radio

Dow Jones & Co., New York, which provides a daily series of radio business reports over its Wall Street Journal Radio Network, will launch an FM-based business news service on Aug. 31. According to Bob Rush, director of Dow Jones broadcast services, the FM service, to be called "Dow Jones Report," will consist of 15 one-minute reports delivered daily to easy listening, classical music and light rock stations appealing to affluent listeners. Mr. Rush said the FM service reports would be more "consumer-oriented" than the AM-based WSJ network, which is carried by 87 radio stations.

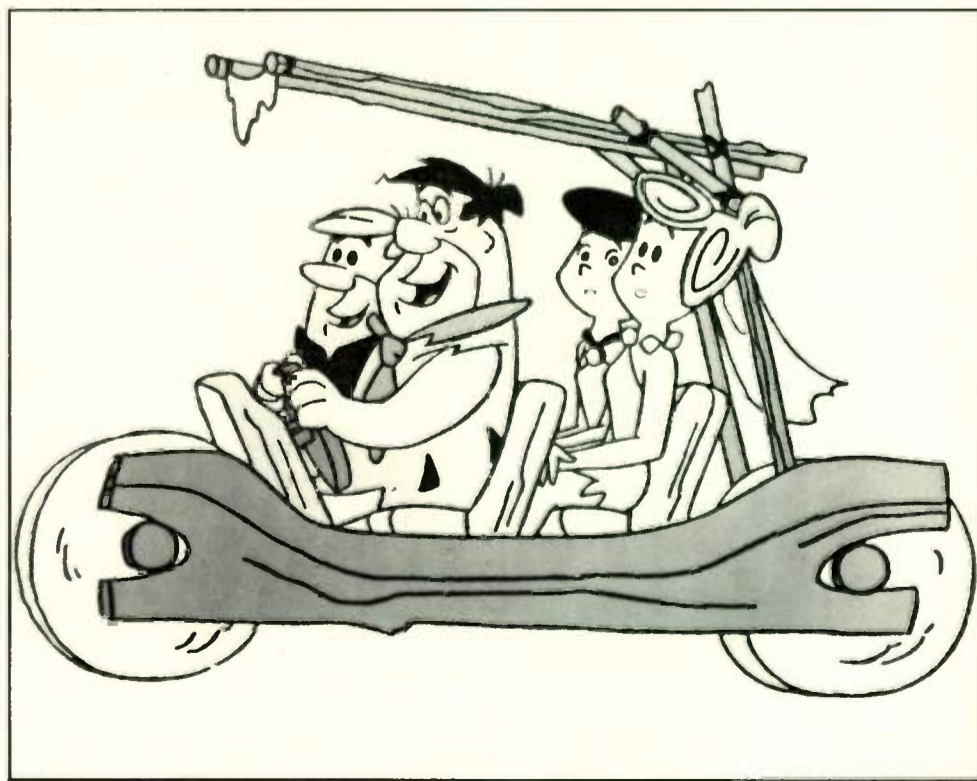
Total advertising revenue for radio networks amounted to \$32.78 million in June, according to the **Radio Network Association**, New York. The revenue total represents a 7 percent decrease compared to June 1986. The RNA said radio network revenue for the second quarter is 5 percent off last year's second-quarter pace. For the first half of 1987, however, revenue is 1 percent ahead of the first half of 1986, RNA said.

Syndication

World Event's **"Denver the Dinosaur"** special has cleared the Fox-owned TV stations, representing 24 percent of the country. The hour-long animated special will have two runs, one in the second quarter and one in the fourth quarter of 1988.

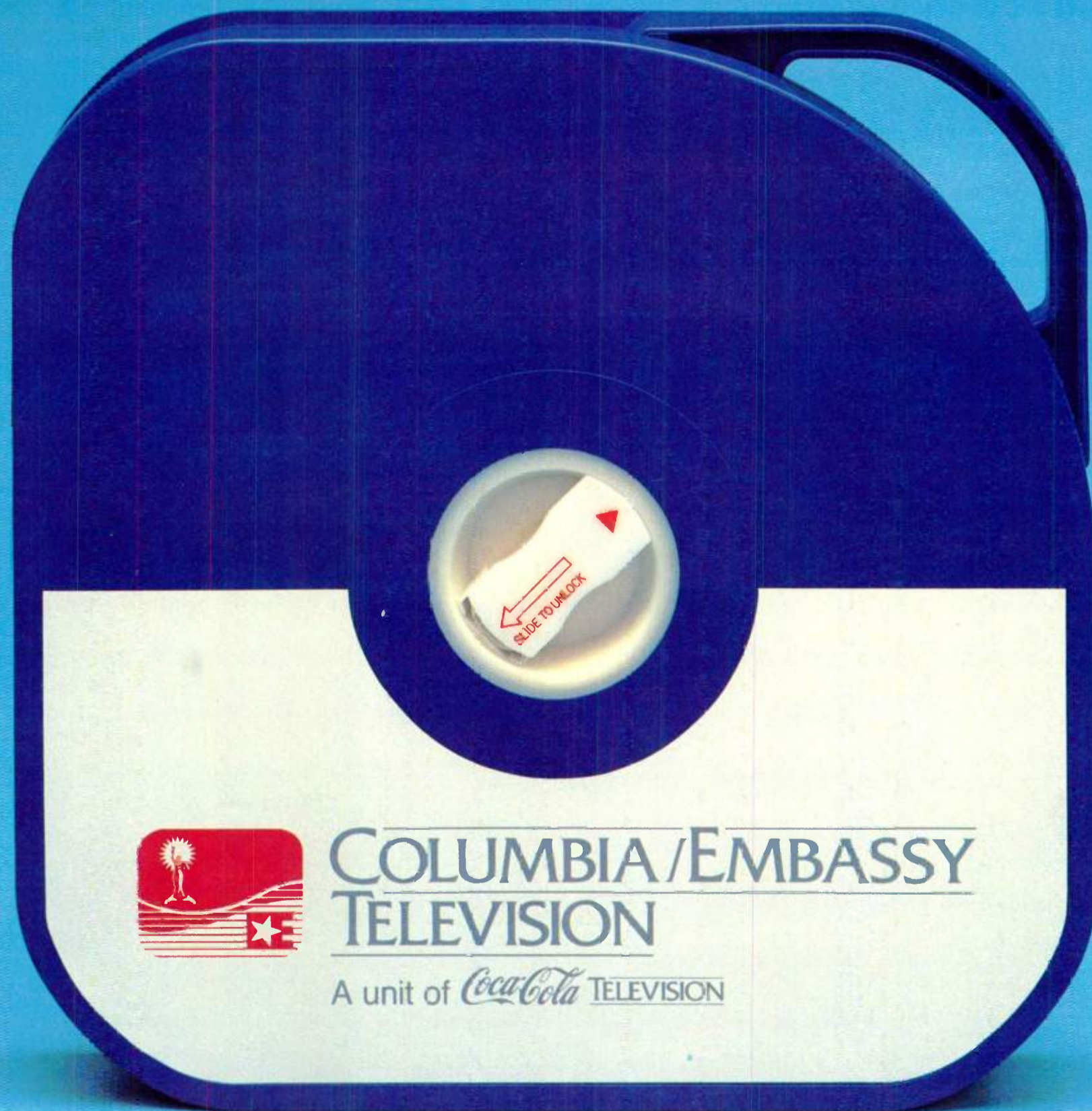
Tri-Star Pictures and Imagine Films Entertainment last week said they terminated a deal in which Imagine offered Tri-Star all the distribution rights for its TV programing and feature films. Imagine, formed last year by director Ron Howard and producer Brian Grazer, will work with Tri-Star on a project-by-project basis instead.

LBS Communications has announced that is LBS Spectrum I movie package will be launched in January with the LBS/Gaylord production of "Bonanza: The Next Generation." The six-title barter package includes "Miracle of the Heart: A Boys Town Story," "Reunion at Fairborough" and "The Canterbury Ghost."#



Worldvision Home Video is releasing "The Flintstones, the First Episodes," which features the first four episodes of the animated show.

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6. THE JEFFERSONS
7. Gimme a Break
8. BARNEY MILLER
9. Too Close for Comfort
10. SILVER SPOONS



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WHO'S NEWS

Broadcast TV

William Fyffe to president and general manager, WLUK-TV, Green Bay, Wis., from president and general manager, WABC-TV, New York.

N. Neil Kuvin to president and general manager, WHAS-TV, Louisville, Ky., from station manager, WRAL-TV, Raleigh, N.C.

James Boaz to vice president and general manager, WTAF-TV, Philadelphia, from president and chief executive officer, WXXA-TV, Albany, N.Y.

Sandra Benton to vice president and general manager, KEYT-TV, Santa Barbara, Calif., from vice president and general manager, WWCP-TV/WWPC-TV, Johnstown, Pa.

John Cosgrove to vice president of production and operations, WQED-TV, Pittsburgh, from director and production manager. Also, **Donna Mitroff** to vice president and managing director, WQED/West, Los Angeles, from managing director.

Norman Stephens to vice president of drama series development, Warner Bros. Television, Burbank, Calif., from vice president of movies and miniseries.

Ron McCoy to director of promotion and publicity, WGN-TV, Chicago, from creative services director. Also, **Pam Pearson** to creative services director from creative services director, KWGN-TV, Denver.

Charlee Biondo to creative services director, KWGN-TV, Denver, from creative services director, WGNO-TV, New Orleans.

Ronni Amster to director of development, WLIW-TV, Plainview, N.Y., from membership manager.

Larry Gonzalez to director of community affairs, KMEX-TV, Los Angeles, from former member, Los Angeles City Board of Education.

Merritt Rose to director of sales and marketing, WSOC-TV, Charlotte, N.C., from vice president and general sales manager, TeleRep, New York.

Raymond Gross to associate director of legal affairs, New World Television, Los Angeles, from attorney, Loeb & Loeb, Los Angeles.

Cable TV

Matthew Duda to vice president of program planning, Showtime/The Movie Channel, Los Angeles, from director of program planning. Also, **William Rogers** to vice president of business affairs, New York, from director of business affairs, Viacom Productions, New York; **Steve Hewitt** to vice president of original programs, New York, from vice president of original programming; **Gary Keeper** to vice president of original programs, Los Angeles, from vice president of comedy series; and **Joan Boorstein** to director of film acquisitions, Los Angeles, from manager of film acquisition, New York.

Kimball Howell to vice president of on-air promotion, HBO/Cinemax, New York, from director of creative services, WABC-TV, New York.

Ivan Johnson to vice president of public affairs and business develop-



RAYMOND GROSS
New World Television



KIMBALL HOWELL
HBO



NICK EVANS
Spartan Radiocasting



KATHY HAYNSWORTH
Orion TV Syndication



DEBRA DIMAIO
"Oprah Winfrey Show"



RICHARD COHEN
Buena Vista Home Video



BILL PFEIFFER
Buena Vista Home Video



ALYSSA PADIA
Hanna-Barbera

ment, Phoenix cable television system, Dimension Cable Services, Phoenix, from vice president of franchising.

Betsy Freeman to director of communications, press and public affairs, MTV Networks, New York, from editorial director, press and public affairs. Also, **Judy Levin** to director of affiliate sales and marketing from manager of affiliate publicity, and **Carole Robinson** to director of program publicity, MTV and VH-1, from manager of program publicity, MTV.

Lucy Strupp to director of campaign development, Jones Intercable, Englewood, Colo., from president of Cable Concepts, a division of Armstrong/Strupp Advertising, Milwaukee.

David Garland to director of promotion, Movietime, Los Angeles, from sports marketing director, Jenna & Co., Los Angeles.

Jo Ella Mathis to director of national accounts, The Nostalgia Channel, Dallas, from sales/marketing representative, ESPN, Bristol, Conn.

Wes Hanemayer to director of direct broadcast sales, Turner Cable Network Sales, Atlanta, from DBS operations manager.

Radio

Thomas Gammon to chairman, Americom Radio Brokers, Washington, from president. Also, **Daniel Gammon** to president from vice president.

Nick Evans to executive vice president and general manager, Spartan Radiocasting Co., Spartanburg, S.C., from president, WAGT-TV, Augusta, Ga.

Richard Grunow to vice president and sales manager, ABC Radio Network, Detroit, from account executive.

Stan Mak to vice president of radio, King Broadcasting Co., Seattle, from vice president and general manager, KINK-FM, Portland, Ore.

Edith Smith to general manager, WDCU-FM, Washington, from

director of marketing.

Shawn Portmann to vice president and general manager, WSUN-AM/WYNF-FM, Tampa, Fla., from station manager, WSUN.

Lisa Grinberg to affiliate relations administrator and director of promotions, MJI Broadcasting, New York, from research analyst, CBS-TV, New York.

Robert Benjamin to music director, WXRK-FM, New York, from late-night air personality.

Bob Clark to promotions director, KPSI-FM, Palm Springs, Calif., from midday personality and assistant program director.

Journalism

Steve Blue to news director, KTTV-TV, Los Angeles, from executive editor. Also, **Andrea Naveron**, Los Angeles-based correspondent, ABC News, and **Bill Redeker**, Los Angeles-based correspondent, CBS News, join KTTV as co-anchors of the new 10 p.m. newscast.

Drew Berry to producer, WABC-TV, New York, from producer, WPVI-TV, Philadelphia.

Liz Talbot to news director, WVTM-TV, Milwaukee, from anchor/reporter, WAOW-TV, Wausau, Wis.

Harvey Nagler to news director, WCBS-AM, New York, from vice president of news and sports, United Stations Radio Networks, New York.

Rich Gould to sports director, KPLR-TV, St. Louis, from sports director, KRBK-TV, Sacramento, Calif.

David Isaacs to news director, WOOD-AM/FM, Grand Rapids, Mich., from news editor, WTVN Radio, Columbus, Ohio.

Jim Hill to sports anchor, KABC-TV, Los Angeles, from sports anchor, KCBS-TV Los Angeles.

Christopher O'Donoghue to general assignment reporter, WWOR-TV, New York, from reporter, WBZ-TV, Baltimore.

Monica Hart to weekend co-anchor, KIRO-TV, Seattle. Ms. Hart will continue as weekday reporter.

Bruce Wolf to sportscaster, WFLD-TV, Chicago, from sportscaster, WLUP Radio, Chicago.

Greg Roberts to sports director, WSLs-TV, Roanoke, Va., from assistant sports director, WTVR-TV, Richmond, Va. Also, **Jeff Gillan** to news anchor/producer from general news reporter/anchor, KFSM-TV, Fort Smith, Ark., and **Johnathon Cash** to weekend meteorologist from meteorologist, WAMC-FM, Albany, N.Y.

David Caruso to money reporter, WNEV-TV, Boston, from financial consultant, E.F. Hutton and Co., Burlington, Mass.

Mary Herman to reporter, WTVN-TV, Columbus, Ohio, from reporter, WCMH-TV, also in Columbus. Also, **Dawn Meadows** to reporter from reporter/anchor, WEWS-TV, Cleveland, and **Michael Bowersock** to reporter from reporter/anchor, WNWO-TV, Toledo, Ohio.

Lynda Hammond to general assignment reporter, KAKE-TV, Wichita, Kan., from general assignment reporter, KDLH-TV, Duluth, Minn. Also, **Lisa Price** to general assignment reporter from weekend anchor/writer/producer, WANE-TV, Fort Wayne, Ind.

Eric Lerner to executive producer, WHEC-TV, Rochester, N.Y., from producer, WKBW-TV, Buffalo, N.Y.

John Armand to executive news producer, WLUK-TV, Green Bay, Wis., from news producer.

M.J. Bear to news producer, WXII-TV, Winston-Salem, N.C., from news producer, KCRG-TV, Cedar Rapids, Iowa. Also, **Theresa Rossi** to news producer from news managing editor, WWAY-TV, Wilmington, N.C.

Syndication

Kathy Haynsworth to vice president of operations, Orion Television Syndication, Los Angeles, from director of administration. Also,

E.V. Di Massa to producer, "Hollywood Squares," from executive producer, Lorimar's "ValueTelevision" and ABC-TV's "Bargain Hunters."

Therese DiMillo to director of personnel and administrative services, Harmony Gold, Los Angeles, from manager of personnel and administrative service, Media Home Entertainment, Los Angeles.

Steven Schott to director of administration, C.B. Distribution Co., Los Angeles, from head of Nuearth Distribution, Los Angeles.

Bill Lage to director of sales, Southeast region, Raycom, Charlotte, N.C., from general and national sales manager, WPCQ-TV, Charlotte.

Debra DiMaio to executive producer, King World's "The Oprah Winfrey Show," Chicago, from producer.

Other

Charles McQuinn to president, Bonneville Telecommunications Co., Salt Lake City, from executive vice president.

Thomas Girocco to president, WHP Inc., Harrisburg, Pa. He will remain as vice president in charge of broadcasting, Commonwealth Communications Services, Harrisburg.

William Begina to senior vice president of account services, Ernst-Van Praag, New York, from senior consultant, American Consulting Corp., New York.

Richard Cohen to vice president of worldwide home video, Buena Vista Home Video, a new post, Los Angeles, from vice president of international home video and pay television. Also, **Bill Pfeiffer** to a new post, director of video operations, Far East, Tokyo, from marketing manager, Smith Kline Beckman, Tokyo.

Thomas Bartunek to vice president of corporate development, Wold Communications, Los Angeles, from vice president of Eastern sales, New York. Also, **Dorothy Marsh** to vice president of sales, Los Angeles, from vice president of Western sales.

Steven Berger to group vice president, Vitt Media International, New York, from assistant media director, Grey Advertising, New York.

Peter Frisch to vice president of special markets, Kultur, a home video company, Los Angeles, from director of marketing, Active Home Video, Los Angeles.

Alyssa Padia to director of home video marketing, Hanna-Barbera Productions, Los Angeles, from direct marketing supervisor, Walt Disney Music Co., Los Angeles.

Anne Fischer to director of advertising and promotion, NFL Films' Video Division, Mount Laurel, N.J., from managing editor, Dealerscope Merchandising magazine, Philadelphia.

Ginnie Gardner to director of sales, Post Perfect Inc., New York, from account executive, Charlex Productions, New York.

Bruce Wermuth to vocal/music producer, TM Communications, Dallas, from assistant vocal director, Media General Broadcast Services, Memphis, Tenn. #

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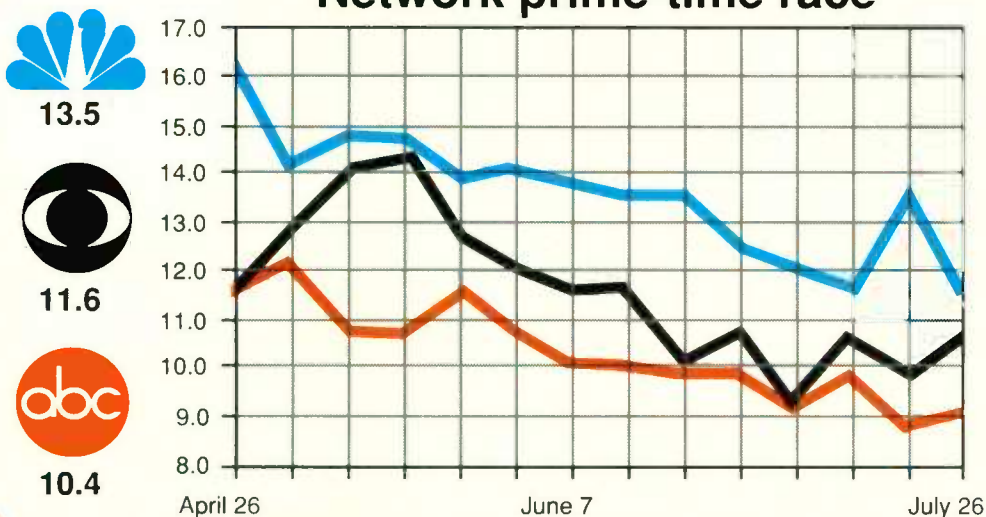
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Marc White
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Electronic Media
6404 Wilshire Blvd.
Los Angeles, Ca. 90048
(213) 651-3710

Off-season ratings - April 20 to July 26

Network prime-time race



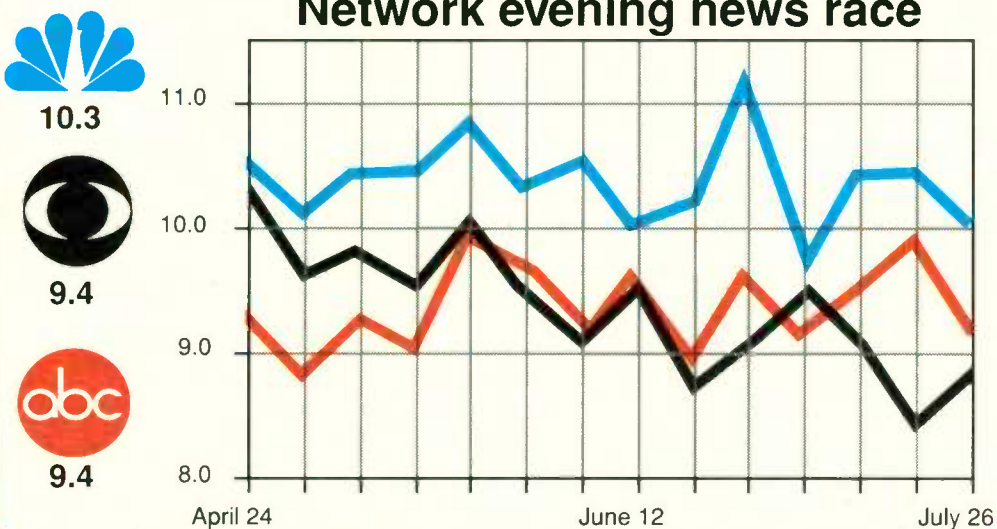
In the spotlight

Fox's Saturday night prime-time lineup

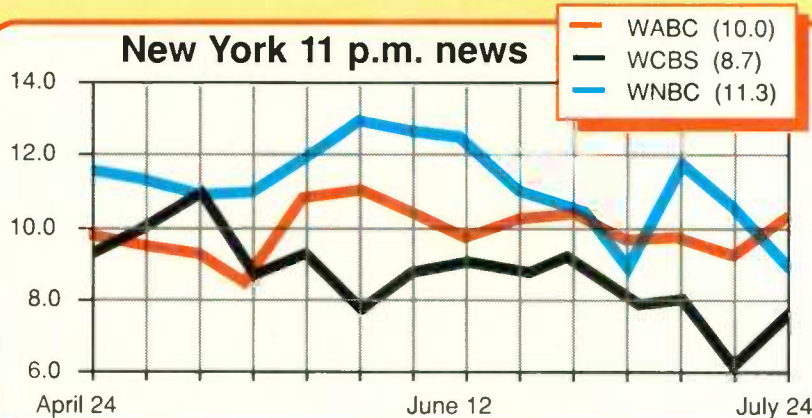
Ratings/shares for programs aired July 25

- 8 to 8:30 p.m.
Down and Out in Beverly Hills 3.8/9
- 8:30 to 9 p.m.
The New Adventures of Beans Baxter 3.3/8
- 9 to 9:30 p.m.
Werewolf 3.7/8
- 9:30 to 10 p.m.
Karen's Song 2.8/6

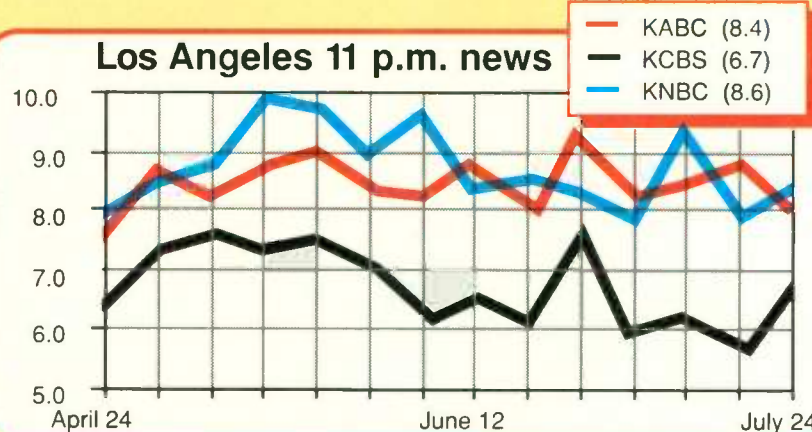
Network evening news race



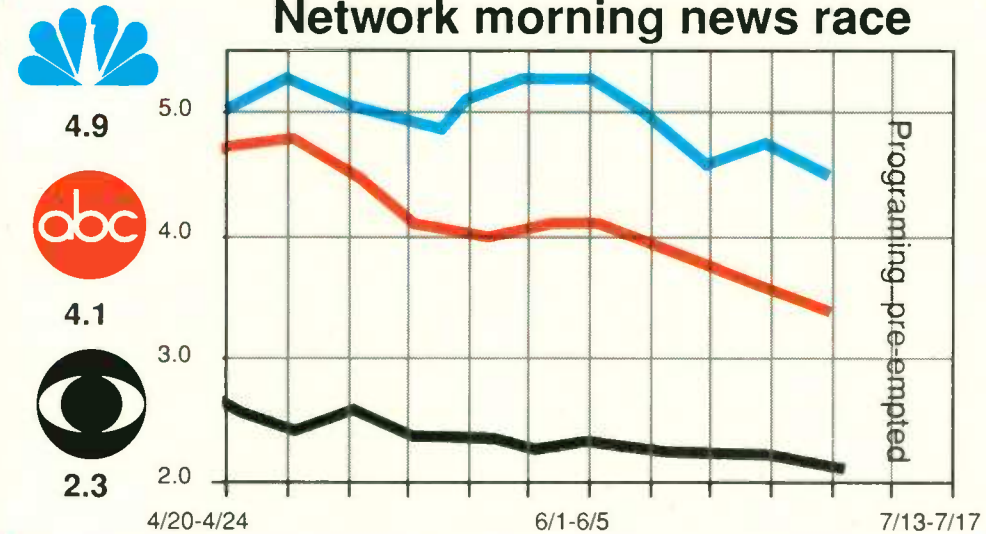
New York 11 p.m. news



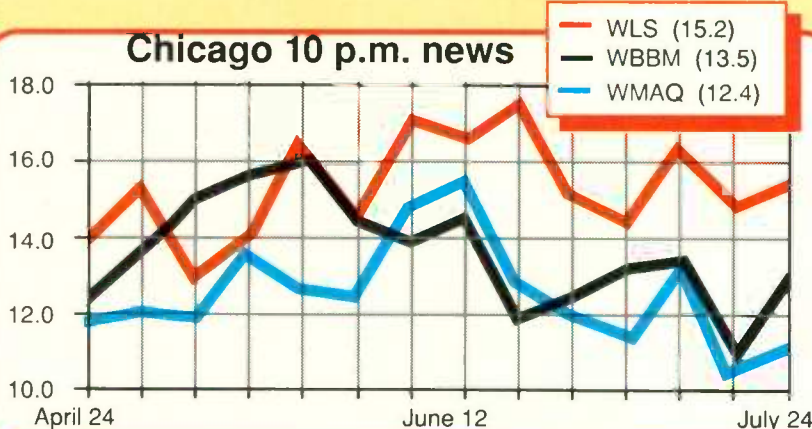
Los Angeles 11 p.m. news



Network morning news race



Chicago 10 p.m. news



Ratings and shares of prime-time programs for the week of July 20-26

Program	Rating/Share	Program	Rating/Share	Program	Rating/Share	Program	Rating/Share
1. Family Ties	NBC 22.4/43	20. Cagney & Lacey	CBS 12.7/23	39. Sunday Night Movie	NBC 9.4/18	58. Webster	ABC 6.2/15
2. The Cosby Show	NBC 22.0/43	21. 20/20	ABC 12.2/23	40. Friday Night Movie	ABC 8.9/18	59. Starman	ABC 5.9/11
3. Cheers	NBC 19.6/36	22. 227	NBC 12.1/28	(t) Tuesday Night Movie	NBC 8.9/16	60. Our World	ABC 5.8/11
4. Sunday Night Movie	CBS 17.2/32	23. Kate & Allie	CBS 12.0/23	(t) Bennett Brothers	NBC 8.9/17	61. Saturday Night Movie	CBS 4.9/11
5. Murder, She Wrote	ABC 17.1/33	24. Spenser: For Hire	ABC 11.9/21	43. Saturday Night Movie	ABC 8.7/19		
6. Designing Women	CBS 15.2/26	25. Equalizer	CBS 11.8/22	44. Facts of Life	NBC 8.5/21		
(t) Golden Girls	NBC 15.2/32	(t) My Sister Sam	CBS 11.8/22	45. Monday Night Baseball	ABC 8.4/15		
8. Hunter	NBC 15.1/32	27. 60 Minutes	CBS 11.4/25	46. Disney Sunday Movie	ABC 8.3/17		
9. Growing Pains	ABC 14.7/27	28. Miami Vice	NBC 11.3/23	47. Mr. Belvedere	ABC 8.2/18		
(t) Days . . . of Molly Dodd	NBC 14.7/27	29. Monday Night Movie	NBC 11.2/20	(t) Bugs Bunny 50th	CBS 8.2/19		
11. ALF	NBC 14.6/28	30. Magnum, P.I.	CBS 10.6/20	(t) An Enemy Among Us	CBS 8.2/15		
12. Newhart	CBS 14.5/26	(t) Night Court	NBC 10.6/20	(t) St. Elsewhere	NBC 8.2/16		
13. Moonlighting	ABC 14.4/25	32. Perfect Strangers	ABC 10.3/21	51. Mike Hammer	CBS 8.1/16		
14. Who's the Boss?	ABC 14.3/27	33. Highway to Heaven	NBC 10.2/20	(t) Stingray	NBC 8.1/19		
(t) Amen	ABC 14.3/30	34. Head of the Class	ABC 9.8/19	53. Hotel	ABC 7.9/15		
16. Miss Teen USA	CBS 14.2/25	35. MacGyver	ABC 9.7/18	54. Sunday Night Movie	ABC 7.4/14		
17. Valerie	NBC 14.0/26	(t) Thursday Night Movie	CBS 9.7/18	55. Scarecrow & Mrs. King	CBS 7.2/14		
18. L.A. Law	NBC 13.4/26	(t) NBC News Special	NBC 9.7/21	56. Sledge Hammer!	ABC 6.9/16		
19. Matlock	NBC 13.3/25	38. Crime Story	NBC 9.6/20	(t) Salute to Fred Astaire	CBS 6.9/14		

Source: A.C. Nielsen Co.

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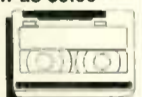
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JOSEPH BARNES & ASSOCIATES, a television news consulting firm, is seeking the following for client stations:

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Sr. Director/ Arts & Performance Programs KCTS/9

\$1,934-\$3,023/month plus liberal benefits
Sr. Director/Arts & Performance Programs plans, coordinates and acts as director for arts and multiple-camera performance productions produced for local, regional or national broadcast and distribution. Coordinates and supervises all technical and directoral aspects for arts and performance programs. Plans and coordinates with the Sr. Producer/Arts and Performance Programs or independently.

The minimum qualifications are: bachelor's degree in communications or related field or equivalent work training experience; 3 years' full-time experience in television production with verifiable credits as multiple-camera location director; proven ability in the production, direction and post-production of arts and performance programs.

Applications must be postmarked by midnight, Sept. 4, 1987. Please send two copies of cover letter and two copies of resume to: KCTS/9 Screening Committee, Sr. Director/Arts & Performance Programs, 401 Mercer, Seattle, WA 98109. DO NOT SEND VIDEO TAPES. KCTS/9 is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

Help Wanted

DIRECTOR OF MARKETING

Northeast ABC affiliate seeks an aggressive manager to lead the marketing department. Job includes supervision of writers, producers, art department and outside services in providing total station marketing. Proven creative skills and 2 years of marketing management experience are a must. Send resume and tape to:

**Dow Smith, President/General Manager
WTEN-TV
341 Northern Blvd.
Albany, NY 12204.
EOE**

Got some funny stuff? 30 second to 5 minutes (takeoff, original, stand-up). All formats, for national television syndication. Compensation paid to selected submissions. Submissions not accompanied by SASE cannot be returned. **The Entertainment Group**, 444 Alan Road, Santa Barbara, CA 93109.

Commercial director to direct live broadcast, studio tape sessions and remotes. Directs and/or works as a film photographer/editor on film production. High school diploma or equivalent plus three years prior related experience. Send resume/tape to P.O. Box 14159, Oklahoma City, OK 73113. EOE M/F. Tapes Returned

National Sales Manager--WHNS-TV21, Pappas Telecasting is seeking to fill the position of National Sales Manager in the Greenville-Asheville-Spartanburg market. Qualified applicants should have either 3 years National Rep or NSM Independent experience. Send resume to Carole Sloan, WHNS-TV, 21 Interstate Court, Greenville, SC 29615. EOE M/F/H/V.

Assistant Chief Engineer: Are you an experienced maintenance person looking to move up, or a small market assistant chief looking for a larger market? We are a northeastern TV station with an opening for an experienced person to move into an assistant chief's position. People skills are equally as important as maintenance skills. We have state-of-the-art equipment, both air and production. Transmitter experience helpful. FCC general license required. Salary commensurate with experience. Part of multi-station group offering excellent growth potential. Send resume and salary requirements to: **ELECTRONIC MEDIA, Box #B-07**, 220 E. 42 St., NY NY 10017

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\$1,934-\$3,023/month plus liberal benefits

Sr. Producer/Arts & Performance Programs conceives, plans, produces and coordinates material from multiple-camera performance programs and arts documentaries. Produces, writes and edits off-line videos. Maintains overall content control in conjunction with the Sr. Director and the Executive Producer. Researches, writes, produces and edits other KCTS/9 production projects including arts and cultural documentaries for local, regional and national broadcast and distribution. Maintains functional and administrative supervision over performing and on-camera talent in conjunction with the Sr. Director.

Minimum qualifications are: bachelor's degree or equivalent work training experience; 3 years' experience in television production with credits as producer; proven ability in the planning, production and post-production of arts and performance programs.

Applications must be postmarked by midnight, Sept. 4, 1987. Please send two copies of cover letter and two copies of resume to: KCTS/9 Screening Committee, Sr. Producer/Arts & Performance Programs, 401 Mercer, Seattle, WA 98109. DO NOT SEND VIDEO TAPES. KCTS/9 is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

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National talk show seeks audience coordinator. Requires 1-2 years of audience booking experience. Submit resume to: **ELECTRONIC MEDIA BOX #B-12**

WBBM-TV seeks experienced Director of Research. College degree plus 6-8 years media research necessary. Requires knowledge of current audience research methodologies, statistical research methods and sampling techniques. Excellent writing and presentation capabilities and knowledge of PC applications required. Responsibilities include strategic forecasting for programming, news and sales, and marketing support of all station functions. Send resume to: Sam Stallworth
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ELECTRONIC MEDIA cannot be responsible for advertisements sent via telecopier that are not clearly legible or for ads sent with detailed layouts that we typeset.

Blind Box replies should be addressed to **Electronic Media Classified**, (box number), 220 East 42nd Street, New York, New York 10017.

Requests for samples are not permitted in blind ads. Readers responding to ads with box number addresses are advised not to send work samples with their responses unless they are duplicate copies that need not be returned. Samples should be submitted only directly to a company whose identity is known. **ELECTRONIC MEDIA** cannot recover any work samples sent to advertisers. The identity of box number advertisers cannot be revealed.

Call **TINA KOSTEAS,**
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JOBS

A listing of employment opportunities in the electronic media

Broadcast TV

WSLS-TV in Roanoke, Va., is seeking a **promotions director** to supervise a two-person department. Send resumes to: James DeSchepper, general manager, WSLS-TV, P.O. Box 2161, Roanoke, Va. 24009. Phone: 703-981-9110.

WEAR-TV in Pensacola, Fla., is seeking an **on-air director** for news and commercial production with five years experience at a network-affiliated station. Send resumes to: Heister Smith, production manager, WEAR-TV, P.O. Box 12278, Pensacola, Fla. 32581. Phone: 904-455-7311.

KRIV-TV in Houston is seeking a **master control operator** with three years TV experience and FCC or SBE five-year certification as well as knowledge of GV1600 Beta cart and Ampex 2A&B 1-inch machines. Send resumes to: KRIV-TV, P.O. Box 22810, Houston, Texas. 77227. Phone: 713-626-2610.

WCCB-TV in Charlotte, N.C., is seeking a **chief engineer** with hands-on experience to expand live sports operation. Must be able to technically supervise live remotes, design and implement studio/control area renovation and have transmitter knowledge. Strong managerial skills a must. Send resumes to: Steven Solding, general manager, WCCB-TV, 1 Television Place, Charlotte, N.C. 28205. Phone: 704-372-1800.

WTVJ-TV in Miami is seeking a **senior writer/producer** with strong conceptual, field producing and directing skills. Heavy emphasis on news. Send resumes to: Ellen Gorringer, personnel director, WTVJ, 316 N. Miami Ave. Miami, Fla. 33128. Phone: 305-789-4171.

KLMG-TV in Longview, Texas, is seeking to fill two positions:
Promotion director with two years experience

and strong writing and productions skills.
Chief engineer with knowledge of RCA transmitters and maintenance, management and design skills. Send resumes to: Stan Deck, general manager, KLMG-TV, P.O. Box 5151, Longview, Texas. 75608. Phone: 214-753-5051.

WGAL-TV in Lancaster, Pa., is seeking a **marketing/promotion manager** with strong marketing and promotion background. Send resumes to: Personnel Director, WGAL-TV, P.O. Box 7127, Lancaster, Pa., 17604. Phone: 717-393-5851.

WPLG-TV in Miami is seeking a **producer/director** with three years commercial television experience and knowledge of Grass Valley 300, Ampex ADO, Chyron IV and CMX 3400. Send resumes to: Philip Hutchings, production manager, WPLG-TV, 3900 Biscayne Blvd., Miami, Fla. 33137. Phone: 305-576-1010.

WAPT-TV in Jackson, Miss., is seeking a **maintenance engineer** with two years experience in trouble-shooting and repair of studio and ENG equipment. Send resumes to: Chief Engineer, WAPT-TV, P.O. Box 10297, Jackson, Miss. 39209. Phone: 601-922-1607.

WTZA-TV in Kingston, N.Y., is seeking an **assistant chief engineer** with two years experience operating and maintaining UHF television transmitting equipment. FCC license required. Send resumes to: Chief Engineer, WTZA-TV, P.O. Box 1609, Kingston, N.Y. 12401. Phone: 914-339-6200.

Cable TV

WTBS in Atlanta is seeking an **assistant art director** with extensive background in graphic design/execution for TV production with emphasis on logo design and animation. Send resumes to: Craig McMahon, production graphics manager, WTBS, 1050 Techwood Drive, P.O. Box 105264, Atlanta, Ga. 30348-5264. Phone:

404-827-1205.

Journalism

WSLS-TV in Roanoke, Va., is seeking a **senior director**. Send resumes to: Jim Dickey, production manager, WSLS-TV, P.O. Box 2161, Roanoke, Va. 24009. Phone: 703-981-9110.

WGVC-FM in Allendale/Grand Rapids, Mich., is seeking a **news director** with two years radio news experience. Send resumes to: Sam Eiler, station manager, WGVC-FM, 97 Fieldhouse, GVSC, Allendale, Mich. 49401. Phone: 616-895-3128.

Montgomery Community Television near Washington is seeking a **news director/producer** to create and supervise daily news programs. Send resumes to: Montgomery Community Television, P.O. Box 7065, Gaithersburg, Md. 20898. Phone: 301-424-1730.

WPLG-TV in Miami is seeking to fill two positions:
News reporters with experience in broadcast journalism, writing, film and/or videotape. Send resumes to: John Terenzio, news director, WPLG-TV, 3900 Biscayne Blvd., Miami, Fla. 33137. Phone: 305-576-1010.

News archivist/video producer with experience in TV news production and news morgues. Send resumes to: Leona Bodie, personnel director, WPLG-TV, 3900 Biscayne Blvd., Miami, Fla. 33137. Phone: 305-576-1010.

WYOU-TV in Scranton, Pa., is seeking an **anchor** with five years experience. Send resumes to: Jim Church, WYOU-TV, 415 Lackawanna Ave., Scranton, Pa. 18503. Phone: 717-961-2222.

WAPT-TV in Jackson, Miss., is seeking to fill two positions:
Assignment editor/anchor with experience in news broadcasting, writing, production and

presentation.

Reporter with degree and experience in news/commercial broadcasting. Send resumes to: Steve Gill, news director, WAPT-TV, P.O. Box 10297, Jackson, Miss. 39209. Phone: 601-922-1607.

Radio

WBAZ-FM in Southold, Long Island, is seeking an **operations manager** who will have responsibility for production and the on-air sound of a Transtar Format 41 radio station. Send resumes to: Operations, Suite 10 I, 340 W. 57th St., New York, N.Y. 10019. Phone: 212-765-3330.

WSRR-AM in Washington, N.J., is seeking an **account executive** with agency and retail accounts experience. Send resumes to: David Stocum, general sales manager, WSRR-AM, P.O. Box 150, Washington, N.J. 07882. Phone: 201-689-1580.

Syndication

Select Media Communications in New York has openings for experienced **station sales people** and an experienced **national advertising person**. Send resumes to: Mitch Gutkowski, 885 Third Ave., New York, N.Y. 10022. Phone: 212-355-0033.

The "Jobs" column is an editorial feature compiled by Susan Graening of our Chicago staff. Media companies having job openings they would like to list in this column should send the job title and a brief job description to Ms. Graening at ELECTRONIC MEDIA, 740 N. Rush St., Chicago, Ill., 60611. She can be reached by telephone at 312-280-3148. Items submitted for publication in the "Jobs" column must include a telephone number for obtaining further information and an address where resumes can be sent. Please advise us when the job has been filled. Decisions on which items are published and what wording is used are made entirely by ELECTRONIC MEDIA'S staff. #

'Molly Dodd,' 'Day by Day' slated for NBC midseason

(Continued from Page 16)
time slots until January, when regular slots may be found.

The theory behind the designated hitters, Mr. Tartikoff says, is "to get shows sampled and to build up the awareness" of the programs.

Mr. Tartikoff was emphatic that Steven Bochco will return full time to "L.A. Law" after he finishes producing three episodes of the new ABC half-hour series, "Hooperman." He said Mr. Bochco did the series for ABC as a favor to both the show's star, John Ritter, and its producer, Twentieth Century Fox.

NBC has hired Anne Beatts, former producer of CBS's "Square Pegs," to be co-executive producer of "A Different World," the spin-off of "The Cosby Show."

As for "Cosby" itself, Mr. Tartikoff noted the show is entering its pivotal fourth year, which is when a show "normally becomes vulnerable."

Mr. Tartikoff said Bill Cosby recently met with the show's writers for a brainstorming session in San Francisco.

The NBC executive said the network has snagged comedian Jay Leno for his first prime-time special on network TV. The one-hour program will air Nov. 25 at 10 p.m.

Mr. Tartikoff also expressed his displeasure with spots that the NBC owned-and-operated stations have been running touting their prime-time access checkerboard for fall.

He said the promos imply that NBC is moving prime time to 7:30 p.m. and need to be clarified to distinguish the fact that the first-run



NBC Entertainment chief Brandon Tartikoff is certain that producer **Steven Bochco** will return full time to "L.A. Law."

sitcoms are scheduled by the O&Os and are not network fare.

Mr. Tartikoff has asked that the stations substitute their call letters or channel numbers where NBC is currently mentioned in the ads.

Asked what he thought was the most formidable competition on ABC and CBS, Mr. Tartikoff said he'd seen some interesting pilots, but nothing that bowled him over.

"I think 'Hooperman' is an inter-

esting show on ABC," he said. "I think 'Beauty and the Beast' is an interesting show on CBS."

While Mr. Tartikoff was speaking at the Century Plaza, a handful of striking NABET employees picketed the entrance to the hotel.

When asked whether the strike will disrupt production, Mr. Tartikoff said, "The NABET strike will not affect in any manner the start of the fall season." #

'Hill Street' earns award from critics

By **WILLIAM MAHONEY**
Staff reporter

REDONDO BEACH, CALIF.—NBC's canceled "Hill Street Blues" and PBS's "Eyes on the Prize" walked away with the top honors at the third annual Television Critics Association Awards ceremony at the Sheraton Hotel here last week.

The awards, which are voted on by TCA's 125 members, are designed to recognize outstanding programs on TV.

"Hill Street," which had a seven-year run before NBC axed it last spring, was given the career achievement award. This is

the first time a TV program has won the honor, which is usually given to an individual.

"Eyes on the Prize," a PBS series on the civil rights movement, was named program of the year for the past season and also won the news and information award.

The other TCA award winners from the July 28 ceremony were:

- Comedy: "It's Garry Shandling's Show," Showtime.
- Drama: "L.A. Law," NBC.
- Specials: "Robin Williams at the Met," HBO.
- Sports: America's Cup coverage, ESPN.
- Children's programming: "Pee-wee's Playhouse," CBS. #

Public service campaigns deliver intangible rewards

(Continued from Page 20)
"The people we've helped with this campaign have received tremendous exposure and response as well."

KBCO-AM and FM, an adult rock combination in Boulder, Colo., researched the effect its PSAs had on listeners and the results have been encouraging, says Steve Chavis, community affairs director.

"People see us as being involved," he says. "Our station is No. 2 in the Denver market, so we must be doing something right. Obviously our public service work is only part of

it, but it counts."

The station scripts all of its PSAs, promoting a crime-stoppers program and an alcohol-awareness effort. It uses prerecorded spots only in its overnight show.

The station tries to generate about 100 new 30- and 60-second spots every year and is committed to giving them priority air time, he says.

"It would be arrogant to say we're 100 percent successful, but I think our listeners are generally pleased with our work and we're pleased with the results we help generate." #

Group W rep firm pursues 2 outlets

By JANET STILSON
Staff reporter

NEW YORK—Group W's in-house TV rep firm is now chasing after the national spot TV business of KCOP-TV in Los Angeles and WWOR-TV in Secaucus, N.J.

If Group W Television Sales succeeds in wooing either account, this will be the first time it has represented stations other than its five owned-and-operated stations.

Rick Feldman, station manager at KCOP-TV, said, "The truth of the matter is, there are people at Group W who have a long-term relationship with people at this company," and that's why the company is in the running.

Group W also has close links to WWOR. Larry

Fraiberg, who heads the station as president of MCA Broadcasting, was once president of Group W's TV station group. And Bob Kunath, vice president and general manager of WWOR, formerly was president of Group W TV Sales.

But KCOP's Mr. Feldman also said that Group W is not likely to be a top contender if KCOP's owner, United Television, and its parent company, Chris Craft, opt to switch the majority of their seven stations to one rep firm.

A winner of all seven outlets would gain \$90 million in annual billings, sources say.

Sources say KCOP-TV is worth about \$40 million in annual billings, and is the only United/Chris Craft station obligated to change reps at this time. It's being dropped by Telerep Inc.

WWOR, on the other hand, with billings of about \$20 million, is currently repped by Blair. Because of its new ownership by MCA, the station is studying other options.

Both KCOP and WWOR are also being wooed by MMT Sales and Katz Television.

Katz, which lost \$150 million in annual billings when the Fox TV stations moved over to Petry recently, has already picked up nearly \$40 million in billings.

Last week, Katz picked up three Grant Broadcasting stations with annual billings of \$30 million from Seltel, which had to drop them due to new commitments.

In addition to the Grant stations, Katz also gained the CBN Continental Broadcasting station KXTX in Dallas. #



KCOP-TV's RICK FELDMAN
\$40 million in billings

FCC is expected to scrap fairness doctrine Tuesday

(Continued from Page 1)

helped persuade the president to veto the codification bill, said it was a virtual certainty that the agency would eliminate the doctrine. "If they don't eliminate the doctrine, I'd be surprised," Mr. Fowler said.

For six years, the FCC has chipped away at the doctrine. For example, in 1985, the agency issued a report concluding that the doctrine was constitutionally suspect and poor public policy.

While most observers had thought at the time that the doctrine was law, a federal appeals court subsequently said it wasn't, thereby freeing the agency to delete it from its own rules.

In a subsequent case, the appellate court ordered the FCC to determine whether the doctrine is constitutional or in the public interest, and it is that case that the agency will be addressing this week.

Some observers were puzzled last week that the agency would risk ranking Congress by acting against the doctrine when Congress has clearly voted to retain it.



MARK FOWLER
Predicts death of doctrine

Yet Craig Smith, president of the Freedom of Expression Foundation, an organization formed five years ago to advocate repeal of the doc-

trine, said FCC elimination of the doctrine would strengthen the case against it in the courts.

"It's the courageous thing to do," said Mr. Smith.

One well-placed FCC official, who asked not to be identified, said the agency had for two years been "going out of its way to be deferential to Congress" on the issue.

The official also said it had been eight months since the court directed the agency to rule on the doctrine's constitutionality, and that the subject was now ripe for action under normal FCC procedures.

"Given that the court has told us we must deal with these issues, and that these issues involve important First Amendment rights, it would be inappropriate to hold the decision any longer," this official said.

Also on the FCC's Tuesday agenda is a congressionally mandated study on alternatives to the fairness doctrine. Agency officials had indicated that they would not move against the doctrine before that study was completed. #

'Twilight Zone' to be revived

(Continued from Page 2)

was airing on CBS to use them for the new syndication package.

"We're going to take a look to see if we can use any of those scripts," Mr. Wear said.

The new "Twilight Zone" was canceled last December by CBS, which had first aired the show on Saturdays at 10 p.m. (ET) as an hour-long anthology, where it per-

formed poorly. Later, the show was cut in half and pitted against "The Cosby Show," which proved fatal.

On Dec. 18, with a year-to-date average of a 9.7 rating (percentage of TV households) and a 17 share (percentage of sets in use), the show was canceled.

At that time, CBS Entertainment President Bud Grant said: "The show had a very loyal cult following, but it wasn't enough to sustain a network time period." #

New buyer for Price

(Continued from Page 8)

"So many different players—financial backers and partners—made it very complicated," Mr. Bussell speculated about the Price/Fairfield/Osborn deal.

Mr. Whitman was unavailable for comment last week.

Price Communications President Robert Price did not return telephone calls.

Fairfield Broadcasting was a new company set up by James Hilliard, the former president of the John Blair & Co. radio stations.

"It didn't blow up because of money," Mr. Hilliard said of the aborted deal last week. "Let's just say there were some other problems involved."

Mr. Hilliard said he's still interested in putting together a station group.

"I'm going to look around and do it again," he said.

The failure of the Fairfield deal has had no effect on Price's \$60 million purchase of four TV stations owned by Clay Communications, Wilmington, N.C. That deal, which was also announced last May, closed July 16.

Price, which now owns eight TV stations, owns 11 radio stations in addition to the seven properties involved in the Osborn deal. #



RALPH BARUCH
Has several offers

Viacom International prepares for Biondi era

(Continued from Page 3)

Mr. Elkes and Kenneth Gorman, executive vice president and chairman of the Viacom Networks Group, discussed their plans for a joint venture.

Meanwhile, Mr. Biondi's arrival at Viacom has suggested to some industry observers the company is no longer considering an outright divestiture of Showtime/The Movie Channel.

Viacom had planned the initial step in a \$400 million sale of as-yet-undefined company interests sometime next year.

Mr. Redstone has reiterated his intention to keep Viacom's assets intact, but has not ruled out selling an interest in some lines of the company's business.

Mr. Redstone could not be reached for

comment last week.

Messrs. Redstone and Biondi are expected to soon usher in at least one new top executive—a president for Showtime. Mr. Biondi has said he's interested in discussing that position with Winston Cox, vice president of corporate planning for Time Inc.

Terrence McGuirk, vice president of special projects at Turner Broadcasting System, has also been mentioned as a candidate for the post.

Neither Mr. Cox nor Mr. McGuirk was available for comment last week.

Meanwhile, other Viacom executives who participated in Mr. Elkes' failed buyout are expected to leave soon, according to sources close to the company. #

AT PRESS TIME CONTINUED

sion, movies and other segments of the entertainment industry.

● NEW YORK—Veteran ABC sports commentator Jim Lampley was expected to reach a "handshake" agreement on a three-year deal with KCBS-TV in Los Angeles to be sports director and do play-by-play on several National Football League broadcasts. The pact with the CBS-owned station is said to carry a \$700,000 annual salary.

● NEW YORK—ESPN reached terms for off-air carriage of its National Football League telecasts with five TV stations. Games will be carried in home markets of teams in ESPN contests by WABC-TV in New York; WCVB-TV, ABC's Boston affiliate; KCPQ-TV, a Seattle independent; KTVU-TV, a San Francisco independent; and WUSA-TV, CBS's Washington affiliate.

● LOS ANGELES—Vince Edwards, the star of ABC's 1960s series "Ben Casey," will reprise his TV role in a new two-hour syndicated film called "The Return of Ben Casey." Alliance Entertainment is producing the film, and Coca-Cola Telecommunications will syndicate it.

● WASHINGTON—Jack Smith, CBS News' Washington bureau chief since 1981, will become senior producer of political coverage for CBS's special events unit, headed by David Buxbaum, effective Friday. Mr. Smith will be replaced by Joe Peyronnin, deputy bureau chief. CBS News officials said the changes were made to strengthen the network's 1988 election coverage.

● NEW YORK—A strike against NBC by 2,800 members of the National Association of Broadcast Employees and Technicians enters its sixth week today, with no end in sight. No further negotiations have been scheduled.

● NEW BRUNSWICK, N.J.—Johnson & Johnson, based here, confirmed last week that it has discontinued its boycott of TV advertising in Florida. The boycott began July 1 as a protest against Florida's 5 percent tax on advertising. A J&J spokesman emphasized that the company is still opposed to the ad tax.

● NEW YORK—Dr. Carlton Fredericks, who hosted a daily radio program focusing on health and nutrition on WOR-AM here for 30 years, died last week after a heart attack. He was 76 years old. Dr. Fredericks' "Design for Living" program was heard on WOR weekdays and Saturdays from 1957 until his death.

● WASHINGTON—The Corporation for Public Broadcasting has launched a counterattack against an article in this week's TV Guide that's highly critical of public television. In a press release, CPB President Donald Ledwig alleged that the piece is "misleading, dated and erroneous."

WBBM moving newscast

(Continued from Page 3)

CBS News officials last week declined comment on WBBM's latest move. "There was no pleading or arguing or begging on this matter," said a well-placed source. "WBBM made a good case for what it has to do, and it's going to make the move."

Mr. Rodgers said moving the network newscast to a later time slot has advantages that the proposed New York move didn't have.

"The CBS Evening News' will have no other network competition running against it at 6 p.m.—only local newscasts," Mr. Rodgers said.

"We will premiere a new hour-long hard newscast as a lead-in to Rather's 'Evening News,' which will be running in a time slot in which viewing levels are substantially higher. Also, the kinds of viewers who generally are more interested in the network news who commute to and from work usually are home by that time," he said.

It will be the first time in recent years that the three commercial networks' evening newscasts don't run head-to-head at 5:30 p.m. in Chicago. However, Mr. Rodgers pointed out that years ago, WBBM and the other network-owned stations in Chicago broadcast their networks' evening newscasts at various times.

In Los Angeles, KCBS-TV broadcasts its network's evening news opposite only NBC's, and in New York only the CBS and NBC evening newscasts run head-to-head.

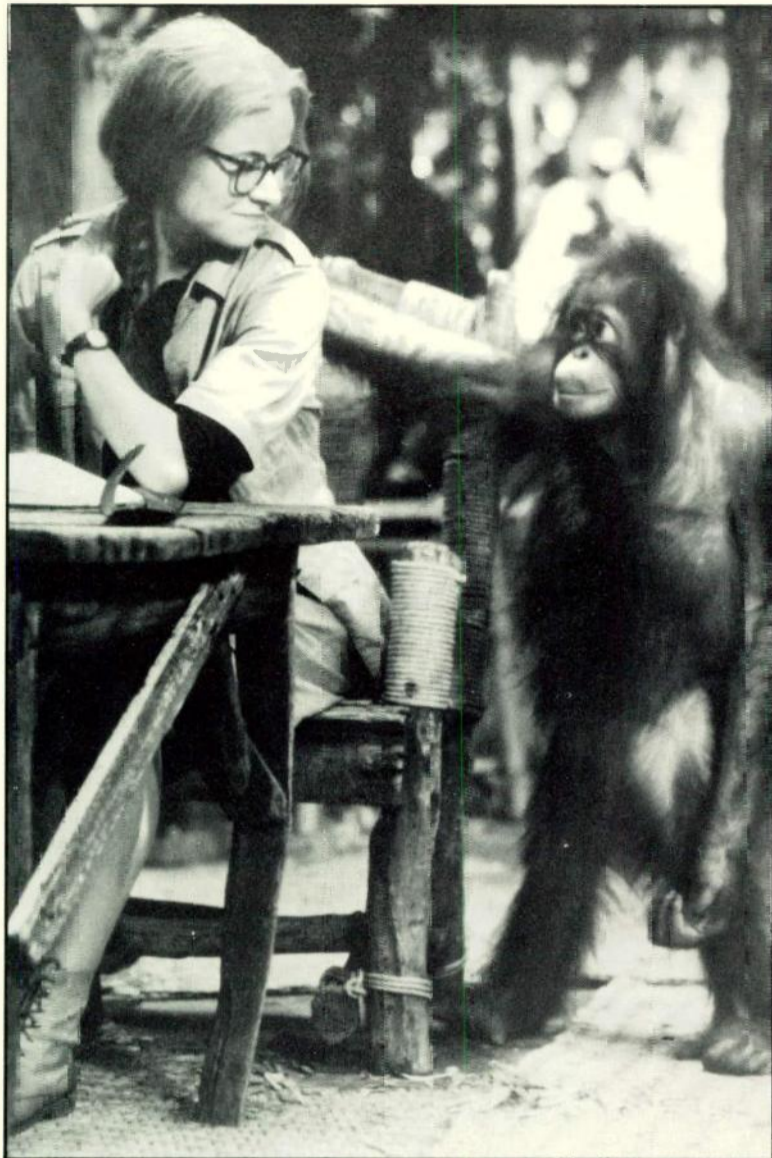
The move in Chicago is part of a revamping of WBBM's late afternoon-early evening schedule, effective Sept. 14. WBBM has snared "People's Court" away from NBC-owned competitor WMAQ-TV, which it will begin airing this fall at 4 p.m.

"People's Court" will be preceded by "The Love Connection" and "Superior Court."

WBBM's afternoon newscast, "First Edition," will be condensed from its current 90 minutes to 30 minutes beginning at 4:30 p.m., followed by an hour of hard news anchored by the station's principal anchors, Bill Kurtis and Walter Jacobson.

WBBM will air a new syndicated version of "Truth or Consequences" following "The CBS Evening News" at 6:30 p.m. opposite the syndicated "Wheel of Fortune," carried by ABC-owned WLS-TV, which generally dominates the ratings in early fringe and prime-time access.

Local sources speculate that if WBBM is successful at improving its late afternoon ratings next season, the station eventually would move "People's Court" up as a lead-in to an expanded local news block that would begin at 4 p.m. #



"The Tracey Ullman Show" (l.) was nominated for four Emmys while "The Golden Girls" was nominated for 14 awards.

140 Emmy nominations for NBC

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—NBC earned nearly twice as many Emmy Award nominations as ABC and CBS combined.

NBC led the pack with 140 nominations, while ABC and CBS garnered 75 each, the Academy of Television Arts & Sciences announced Thursday.

PBS shows were nominated for 25 awards, while syndicated programs earned seven nominations and Fox Broadcasting Co. shows earned five nominations.

A total of 327 nominations were made by academy members.

NBC's "L.A. Law" received the most nominations for a single program with 20.

NBC's strength in the Emmy nominations is especially apparent in the outstanding comedy series category, which is dominated by the network's sitcoms. "Cheers," "The Cosby Show," "Family Ties," "The Golden Girls" and "Night Court" each received a nomination in that category.

"Cosby's" nomination in that category was one of four it received, the same amount received by Fox's fledgling "The Tracey Ullman Show."

Following "L.A. Law," "Golden Girls" and ABC's "Moonlighting" tied for second place with 14 nominations each. NBC's "St. Elsewhere" received 11 nominations.

"Cheers" was nominated 10 times, followed by

two other NBC programs, "Nutmegger: Money, Madness and Murder" with nine nominations, and "The Two Mrs. Grenvilles" with eight nominations.

NBC's new sitcom, "The Days and Nights of Molly Dodd" received three nominations. The program, which has been well-received by the critics and the audience, has been on the air a little more than two months.

"Molly Dodd" will go off the air soon and hasn't been slotted for fall, but it will likely return at midseason. NBC recently announced it will pick up 13 additional episodes.

ABC's costly miniseries "Amerika" received three nominations, but the program didn't get the nod in the outstanding miniseries category.

In addition to Fox's four nominations for "Tracey Ullman," another one of its Sunday prime-time shows, "Married... With Children," received one nomination.

The six syndicated TV shows that earned a total of seven nominations are "Entertainment Tonight," "Siskel & Ebert & the Movies," "Mama's Family," "Scared Straight: 10 Years Later," "Solid Gold—Countdown '86" and two episodes of "Fame."

The winners of this year's Emmys will be announced during the "The 39th Annual Prime-time Emmy Awards," which will be telecast live by Fox's 111 affiliates on Sunday, Sept. 20.

In addition, awards in the creative arts categories will be announced on Sept. 12. That cere-

mony is not televised.

The Emmy nominations in several other major categories follow:

- Outstanding drama series: "Cagney & Lacey," (CBS), "L.A. Law" "Moonlighting," "Murder, She Wrote" (CBS) and "St. Elsewhere."

- Outstanding lead actor in a comedy series: Harry Anderson, "Night Court," Ted Danson, "Cheers," Michael J. Fox, "Family Ties," Bob Newhart, "Newhart" (CBS) and Bronson Pinchot, "Perfect Strangers" (ABC).

- Outstanding lead actress in a comedy series: Bea Arthur, Rue McClanahan and Betty White, "Golden Girls," Blair Brown, "Molly Dodd" and Jane Curtin, "Kate & Allie" (CBS).

- Outstanding lead actor in a drama series: Corbin Bernsen, "L.A. Law," William Daniels and Ed Flanders, "St. Elsewhere," Bruce Willis, "Moonlighting" and Edward Woodward, "The Equalizer" (CBS).

- Outstanding actress in a drama series: Tyne Daly and Sharon Gless, "Cagney & Lacey," Susan Dey and Jill Eikenberry, "L.A. Law" and Angela Lansbury, "Murder, She Wrote."

- Outstanding miniseries: "Anastasia: The Mystery of Anna," "Nutmegger: Money, Madness and Murder," "The Two Mrs. Grenvilles" and "A Year in the Life" (NBC) and "Out on a Limb" (ABC).

- Outstanding animated program: "Cathy" and "Garfield Goes to Hollywood" (CBS). #

Critics applaud second syndicator meeting

(Continued from Page 3)

(the critics) didn't get anything out of it as far as coverage. It was just a big party."

By contrast, last week's Synditel press conference allowed each syndicator about 30 minutes to talk about its program, show clips and let the stars answer questions. Press kits were also available.

The event, held at the Redondo Beach Sheraton Hotel, lasted only six hours.

But in that time 10 syndicators were able to give the TV critics glimpses of 18 first-run

syndicated programs, most of which were new programs.

Lorimar, King World Productions, Group W Productions, Gaylord Production Co., Blair Entertainment, MCA TV Enterprises, Barris Industries, Paramount Domestic Television, Orion Television Syndication and Worldvision Enterprises were all represented.

They were there to familiarize the critics with such programs as "She's the Sheriff" with Suzanne Somers, "The Wil Shriner

Show," "Bustin' Loose" with Jimmie Walker and "Throb" with Diana Canova.

While some critics said they weren't sure when some of the syndicated shows would come to their markets, most critics interviewed by ELECTRONIC MEDIA agreed they learned about the programming and made good contacts.

Some said they walked away from Synditel with good ideas for columns.

"I thought it was terrific," said Ann Hodges, TV critic for the Houston Chronicle.

"It was amazingly well-organized. For our purposes, it really worked well to get all of those entities under one roof."

The San Diego Tribune's Mr. Stevens pointed out that since each syndicator was only allocated 25 to 30 minutes, "they didn't waste one minute. Somebody really did their homework."

As one of the organizers said: "We wanted to win back the ones we may have lost in January. The approach we took this time was really geared to getting out news." #

Ad spending could trigger station sales

(Continued from Page 1)

And following the major players are a parade of medium- to small-market buyers, from H&C Communications to Meredith Broadcasting.

"The problem's been there's little on the market to sell," Mr. Stark said. "Sellers generally are holding out for stronger cash flows and, therefore, bigger multiples in 1988 unless some business strategy or opportunity forces them to sell this year."

This year's station sales are lagging behind last year's abnormally brisk number of transactions.

The 1986 sales were primarily boosted by deregulation, changes in the tax laws and an unusual number of major media takeovers.

"Changes in the tax law that became effective this year especially prompted station acquisitions that would have occurred now to happen instead in 1986," said Charles Kadlec, president of Frazier, Gross & Kadlec, a Washington-based consulting firm.

Among other things, changes in federal taxes effective this year excluded many tax advantages that have existed in selling and acquiring broadcast properties.

So far this year, about \$1.5 billion in individual TV station sales have been announced, according to Frazier, Gross estimates. That doesn't include station sales announced before 1987 but completed this year, such as TVX Broadcasting's \$240 million purchase of five independent stations from Taft Broadcasting.

Last year saw more than \$6 billion in station sales completed, according to such industry experts as Paul Kagan and Associates. Only two major station group sales have been announced so far this year.

Earlier this summer, Price Communications agreed to purchase four medium-sized network affiliates from Clay Communications for about \$60 million.

And in April, Gillett Holdings agreed to acquire a half interest in Storer Communications' six network affiliates for \$650 million.

The joint venture will make Nashville-based Gillett one of the country's largest single owners of CBS-affiliated stations and one of the nation's top 10 broadcasting groups.

The only group of stations currently on the block is Forward Communications' five smaller-market network affiliates. That group is expected to sell for slightly more than \$110 million.

Several dozen companies and individuals initially entered the bidding for the stations, which has narrowed to two or three contenders. A decision by Wesray Capital, which purchased Forward in 1984 and also owns Outlet Communications, is not expected until September.

Because the Forward stations are among the few network affiliates available, industry sources say a lot more companies than usual entered the bidding, although most made conservative offers.

Only 39 individual TV station sales have been announced this year, according to statistics compiled by Frazier, Gross & Kadlec. Of those sales, 16 were individual stations, mostly independents, selling for \$10 million or less. Twenty-three of this year's announced sales were network affiliates, while the remaining 16 were independents, the firm says.

Perhaps three of the most notable single-station deals announced so far this year reflect the inflated multiples of the last several years that most buyers say they are no longer willing to pay.

Gillett announced it was buying WTVT-TV,



'Changes in the tax law that became effective this year especially prompted station acquisitions that would have occurred now to happen instead in 1986.'

—Charles Kadlec
president
Frazier, Gross & Kadlec



'We'll wait for the right opportunity to come along. We refuse to make an investment just to spend money. We aren't going to overpay for a station just to get in the ballgame.'

—Lewis Erlicht
president
New World Broadcasting

the CBS affiliate in Tampa, Fla., from Gaylord Broadcasting for \$365 million.

Earlier this year, General Electric announced it would acquire CBS's Miami affiliate, WTVJ-TV, for \$270 million from Wometco Broadcasting, owned by Kohlberg, Kravis, Roberts.

In a bid to foray into station ownership, Walt Disney Co. announced earlier this year it would pay \$320 million to buy KHJ-TV in Los Angeles from RKO General—an extraordinarily high price for an independent during what has been perceived as a depressed time for such stations.

Some brokers estimate that when sales pick up again, independents likely will be priced at between 10 and 12 times their cash flows, while affiliates generally will be priced at between 10 and 14 times their cash flows. So far this year, many stations have been selling

at the lower range of those estimates.

High among the other announced deals is Dudley Taft's aggressive \$70 million offer for Philadelphia's third independent, WPHL-TV, owned by the Providence Journal Co.

WPHL and KHJ are startling exceptions to what generally has been the slow, discounted movement of independent TV stations this year.

Frazier, Gross estimates that announced independent station sales so far this year have totaled only \$510 million, about 60 percent of which represents the KHJ deal.

The 40 or so independents up for sale are generally being offered for one-half to one-third their normal selling price. Most of them are second- and third-ranked among the independents in their markets.

A number of the middle- to small-sized market network affiliates, for which there is

high demand and short supply, have sold for between \$30 million and \$70 million.

Industry experts estimate that network-affiliated outlets generally have been selling for 12 or 13 times their current cash flow—an indication that, for the most part, station prices are stabilizing.

Burnham Broadcasting purchased ABC affiliate WVUE-TV in New Orleans from Gaylord Broadcasting for an estimated \$60 million this summer.

Just last month, John Rivers quietly sold WSCS-TV, his top-ranked CBS affiliate in Charleston, S.C., to veteran broadcaster Harold Krump for an estimated \$60 million. The station was never offered publicly.

One of the only other \$50 million-plus TV acquisitions announced this year was Anchor Media's proposed purchase of WLOS-TV, the ABC affiliate in Greenville, S.C., from KKR for about \$50 million.

"Buyers of all kinds are being very cautious after seeing what paying exorbitant multiples has done to some people who now are saddled with huge debt," said Ronald Ninowski, president of Gammon & Ninowski Media Investments, Washington.

The bankruptcy filings of independent broadcasters such as Milt Grant and Media Central have further served to scare away potential buyers.

Lackluster advertising sales in many local markets, and even nationally for the first half of 1987, have also dampened interest in station acquisitions, brokers say.

Talk in Washington of resurrecting the three-year station holding rule has only mildly dampened the interest of non-broadcast related investors, they say.

Still, many media corporations and venture capital groups headed by veteran broadcast executives are gearing up for what they believe will be a resurgence in independent as well as network-affiliated station deals.

"I think a lot of people will be bargain hunting between now and the end of the year before prices start moving up again. There are plenty of hungry people out there," said I. Martin Pompadur, whose RP Media Management Inc. counts eight TV stations among its assets.

The company currently is working on a venture with Merrill Lynch & Co. The two firms operate ML Media Partners, a new limited partnership for acquiring radio and TV properties.

Despite the reluctance of many institutions to finance independent acquisitions, other newly formed ventures such as New World Broadcasting and Alloco Corp. say they have the funds to make judicious independent and network-affiliate buys.

Some, like Norman Lear's ACT III Communications, are selectively acquiring medium- and small-sized independents.

Less gutsy venture capital groups have concentrated on acquiring radio and cable TV properties instead, while waiting to see how quickly independent station fortunes can improve.

"We think this is temporary scarcity of solid stations at a time when there is an unprecedented number of buyers" said Lewis Erlicht, president of New World Broadcasting, which is hunting for outlets in the top 75 markets.

"We'll wait for the right opportunity to come along," Mr. Erlicht said. "We refuse to make an investment just to spend money. We aren't going to overpay for a station just to get in the ball game."#

Ad prices soar for most popular network shows

(Continued from Page 3)

percent.

Strong sales in late night were largely propelled by the continuing popularity of NBC's "Late Night With David Letterman."

The network is said to have received 40 percent more requests for late-night and early-morning spots than it did during last season's upfront.

Dollar totals on the late-night marketplace weren't available at press time.

Both Jerome Dominus, CBS's vice president of network sales, and Larry Fried, ABC's vice president of news and early morning sales, say their networks benefited to some extent from a spillover of "Letterman" demand.

Bob Blackmore, NBC's senior vice president of sales, con-

firms reports of cost-per-thousand increases for late night in the 10 percent range, with a unit price rise in the 25 percent ballpark.

Network executives put ABC and CBS's late fringe and news cost-per-thousand increases in the 15 percent range.

ABC's "20/20" drew somewhat higher cost-per-thousand increases, because it's sold by ABC as part of prime-time upfront.

By late last week, fourth-quarter scatter deals were already under way in both prime time and daytime.

On that front, CBS's Mr. Dominus says of the advertisers: "I wish they'd give us a break," alluding to what has been unofficially voted the craziest upfront selling season ever, largely due to uncertainty of the people-meter methodology to be unveiled this fall.

Despite the early predictions that the scatter market would be soft, buyers now in that marketplace reported that cost-per-thousand increases were about 15 percent over upfront prices.

"Scatter is going to be a really interesting question," said Dennis McAlpine, a vice president and analyst at Oppenheimer & Co.

Mr. McAlpine says he believes the networks sold out much more of their primetime inventories upfront than has been reported, which could put a crimp in the amount of business written up later.

NBC's Mr. Blackmore has reported that his network sold no more than 60 percent of its prime-time inventory in the upfront market, while Mr. Dominus has indicated his prime-time upfront sales took up roughly 70 percent of his prime-time inventory.#

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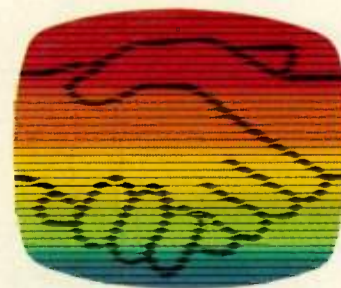
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