

Electronic Media

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AT PRESS TIME

Taft buys WRIF-FM

CINCINNATI—Taft Broadcasting Co. here has signed a definitive agreement to purchase Detroit album rock station WRIF-FM from Silver Star Communications. The purchase price was not disclosed. "This is the second acquisition in nine months for our radio group and demonstrates our clear intent to expand significantly in all facets of our operations," said Charles S. Mechem Jr., Taft's chairman and chief executive officer. The acquisition is subject to FCC approval.

'Cosby' sold in Houston

HOUSTON—KHTV-TV, the Gaylord Broadcasting Co. independent here, was the winner among multiple bidders for Viacom Enterprises "The Cosby Show," which goes into syndication in the fall of 1988. Bidding opened at \$50,000 a week. 'Cosby' sales have already surpassed the \$300 million. (Continued on Page 71)

License reform bid hits FCC

By DOUG HALONEN
Staff reporter

WASHINGTON—A failing effort to reform the station licensing process is finding new life at the Federal Communications Commission.

With hopes for action in Congress dimming, the National Association of Broadcasters has invited the FCC to get into the act.

And FCC Chairman Dennis Patrick and other officials have signalled that they will do what they can to correct problems in the much-criticized comparative license-renewal process.

Last week, the NAB asked the FCC to take steps to prevent license challengers from filing competing applications "solely to extort money from a renewal applicant."

But a well-placed FCC official said the filing is broad enough to encompass any relief the agency can muster.

NAB's action comes at a time when the effort to win relief from comparative renewals appears to be foundering on Capitol Hill. Broadcasters have complained that Congress is asking for too much in re-

turn for reforms.

Last week, FCC Commissioner James Quello joined the ranks of those sounding the death knell for the legislative initiative.

"There is little likelihood of any action on license renewal expectancy this year," Mr. Quello was slated to say in a Friday speech to the West Virginia Broadcasters Association.

NAB officials, however, were quick to insist that they aren't bailing out on the legislative effort.

"This does not signal an abandonment of our effort to eliminate comparative renewal in Congress, but rather our strong support of anything the FCC can do now to curb abuses," said Jeff Baumann, NAB senior vice president and general counsel.

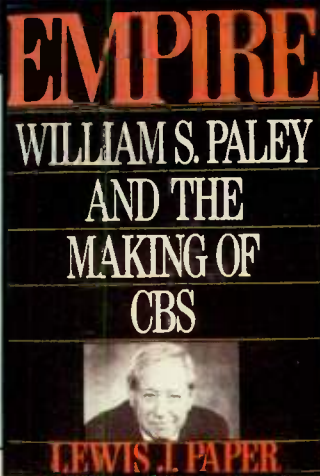
Diane Killory, FCC general counsel, says the agency has no intention of pre-empting Congress while the legislators are "actively" considering comparative renewal legislation.

Ms. Killory also says it is unclear how the agency would determine when Congress has actually dropped the ball on the issue.

"That's not always an easy line to (Continued on Page 71)

Paley vs. Wyman

An exclusive excerpt from a new biography of CBS Chairman William Paley (above) offers readers an inside look at the strategies and personalities of last fall's struggle for control of CBS. Beginning on Page 38.



AGB signs first studio to meters

By MARIANNE PASKOWSKI
New York bureau chief

NEW YORK—AGB Television Research has landed the Paramount Television Group as the first studio subscriber for its national people-meter service.

Barry Kaplan, AGB's vice president of sales and marketing, says AGB is also close to signing up three more TV syndication companies for its service, which launches Sept. 1.

Traditionally, most of the major studios had subscribed to A.C. Nielsen Co.'s diary service.

But effective Aug. 31, all of Nielsen's contracts with the networks, ad agencies, syndicators and studios will expire. Nielsen launches its people-meter service in September.

At press time, Nielsen had signed up none of the major studios and only NBC and Fox Broadcasting Co. among TV networks.

But sources said Nielsen was "very close" to renewing with a number of syndicators, including LBS Communications and NFL Films.

Industry sources said Para-

mount's decision to sign a five-year contract with AGB was the studio's way of sending a signal to Nielsen that it would encourage competition in the ratings marketplace.

Sources also said that Paramount was applying this pressure so that Nielsen would, in turn, drop its rates, which will increase dramatically when it launches its new people-meter service.

In a prepared statement, Tom Mazza, vice president of research for domestic syndication for Paramount, said: "We have signed with (Continued on Page 71)

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Wright speaks to CTAM

NBC's boss tells convention-goers he wants to get into cable TV. Page 3.

Video dealers want help

Retailers at VSDA ask the studios to help fight pay-per-view. Page 3.

Radio host for the Senate?

Bob Grant, a controversial New York radio personality, is weighing a run for the Senate. Page 6.

NEWS SUMMARY

The NAB has invited the FCC to do what it can to prevent "abuses" of the comparative license renewal process, which permits outsiders to compete for a broadcaster's license at renewal time. (Page 1)

AGB Television Research has landed the Paramount Television Group as the first studio subscriber for its national people-meter service. (Page 1)

NBC would still like to get involved in cable TV, NBC boss Robert Wright told 1,400 cable executives gathered at the Cable Television Administration and Marketing Society convention. (Page 3)

Reporter Charles Glass' escape to freedom after being held hostage in Beirut, Lebanon, created a tug of war between ABC News and NBC News. NBC accused ABC of blocking access to the satellite that would have made a live interview with Mr. Glass possible. (Page 3)

Hollywood's chief spokesman, Jack Valenti, tried to soothe video store owners' concerns in a speech at the Video Software Dealers Association convention. (Page 3)

The NFL's debut on ESPN between the Chicago Bears and Miami Dolphins brought the all-sports network the highest rating for a sports telecast in the history of cable TV. (Page 3)

Van Gordon Sauter, a former CBS News president, will no longer be a commentator for KTTV-TV in Los Angeles. Mr. Sauter was apparently cut from the staff as part of a news overhaul at the Fox-owned independent. (Page 2)

KNBC-TV viewers were shocked last week when the 4 p.m. live newscast was interrupted by a man who held consumer reporter David Horowitz at gunpoint. The "gun" turned out to be a plastic replica of a .45-caliber automatic. (Page 2)

The Walt Disney Co.'s \$320 million proposed acquisition of RKO General's KHJ-TV in Los Angeles has hit yet another stumbling block. (Page 2)

Geraldo Rivera's third of four planned syndicated TV specials, "Sons of Scarface: The New Mafia," averaged an 11.7 rating and a 20 share in national overnight ratings. (Page 4)

Comedian Martha Raye has sued David Letterman for \$10 million for calling her a "condom user" on his show. (Page 4)

New York radio personality Bob Grant is mulling a run for the U.S. Senate, while he considers three offers to host syndicated TV talk shows. (Page 6)

Ad dollars spent for national spot and network radio have dropped, but dollars spent on local radio are up, according to the latest available figures. (Page 6)

Network evening newscasts focus on an elite group of congressmen, according to a study from the radio-TV department at Southern Illinois University. (Page 12)

CBS has expanded its marketing operation, promoting research chief David Poltrack to the newly created post of vice president of marketing. (Page 12)

While the number of female news directors has been increasing, the number of black males in the newsroom has gone down, according to a recent study done by a University of Missouri journalism professor. (Page 12)

The Home Shopping Network and MCA TV are moving ahead with a new overnight shopping service, despite the recent cancellation of their 2-month-old "Home Shopping Game." (Page 16)

Cable network advertising rates are grossly undervalued, according to a new study commissioned by 11 cable networks. The study says cable ad rates are about 50 percent below their actual value, when compared to the broadcast networks' rates. (Page 20)

HBO plans a series of cablecast fights featuring heavyweight champion Mike Tyson, including bouts in Rome, Tokyo and London. (Page 20)

A federal appellate court's refusal to rule on guidelines for hostile takeovers in broadcasting won't derail most takeover attempts, attorneys familiar with the issue say. (Page 20)

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Station tightens security after gunman intrusion

By WILLIAM MAHONEY
Staff reporter

BURBANK, CALIF.—KNBC-TV here moved quickly to tighten security last week after its 4 p.m. live newscast was interrupted by a man who held consumer reporter David Horowitz at gunpoint.

After the Aug. 19 incident, the station stopped issuing visitor passes to the set, as did Los Angeles' KCBS-TV, which also beefed up security. KABC wouldn't comment.

Mr. Horowitz had just begun a segment on the NBC-owned station's 4 p.m. newscast when 34-year-old Gary Stollman stepped behind him, held a pistol to his back and handed him a message.

"Pardon me. What is this?" Mr. Horowitz asked, before he began reading the rambling message, which referred to the CIA, clones, space aliens and overthrowing the U.S. government.

"I sat there really frozen with fear," Mr. Horowitz told ELECTRONIC MEDIA.

"I was waiting for Superman to come and rescue me. I thought that guy was going to blow me away."

About 30 seconds after the ordeal began, KNBC News Director Tom Capra took the station to black.



DAVID HOROWITZ
Reporter was "frozen with fear"

A few seconds later, a stand-by slide came up with a voice-over informing viewers of technical difficulties.

Meanwhile, Mr. Horowitz continued to read the message. When he had finished, Mr. Stollman set the gun down on a desk.

At that point, police officers, in-

cluding a sharpshooter poised to fire at the intruder, wrestled him to the ground and took him into custody.

The gun turned out to be a plastic replica of a .45-caliber automatic.

Frantic viewers flooded the Los Angeles Police Department with calls to its 911 lines before the newscast resumed about five minutes later with an explanation of what had occurred.

At press time, Mr. Stollman, of Tallahassee, Fla., was being held without bond in police custody, facing charges of false imprisonment and burglary.

Mr. Stollman is the son of former KNBC medical reporter Max Stollman, who had done reports as part of Mr. Horowitz's segment but whose contract had been terminated.

Mr. Stollman had gained access to the KNBC studio after obtaining a visitor's pass by explaining that he was from the East and had never had a chance to watch the show while his father worked at KNBC.

On last Thursday's 4 p.m. newscast, Mr. Horowitz, who also hosts the first-run weekly syndicated show, "Fight Back! With David Horowitz," did a commentary asking for stronger penalties for criminals who brandish toy guns. #

RKO-Disney deal hits another snag

By DOUG HALONEN
Staff reporter

WASHINGTON—The Walt Disney Co.'s \$320 million proposed acquisition of RKO General's KHJ-TV in Los Angeles has hit another stumbling block.

The same Federal Communications Commission administrative law judge who ruled that RKO is unfit to be a licensee now says he's going to consider an allegation that Fidelity Television, the longtime competitor for KHJ, may also be unqualified.

By placing Fidelity's character under such a cloud, Federal Communications Commission Judge Edward Kuhlmann has further complicated a complex transaction that will require special consideration from the FCC commissioners themselves.

Under the transaction, RKO General would get \$217 million, and Fidelity would get \$103 million for dropping its case against the group broadcaster.

Then the station would be passed to Disney.

As a rule, the commission does not approve sales when the character of the parties to a transaction is at issue, but it has shown a willingness to do that with RKO to help resolve what has been a 22-year legal mess.

Attorneys for RKO and Fidelity said they didn't think the judge's ruling should affect consideration of the settlement.

The attorneys are maintaining, among other things, that Fidelity's qualifications are irrelevant.

They have asked the Federal Communication Commission to derail Judge Kuhlmann's proceeding until after the commissioners have an opportunity to consider the proposed KHJ deal.

The specific allegation Judge Kuhlmann has agreed to consider is whether the head of Fidelity, Los Angeles attorney Bill Simon, had been involved in misrepresentations to the agency in another case.

Attorneys close to the case said they believe Judge Kuhlmann is attempting to "kill" the transaction. #

Sauter dropped at KTTV

By RICHARD MAHLER
Los Angeles bureau chief

LOS ANGELES—Former CBS News President Van Gordon Sauter has been dropped as a commentator by KTTV-TV here, an apparent victim of a news overhaul at the Fox-owned independent station.

Mr. Sauter, who was traveling last week and unavailable for comment, went off the air July 30 after a three-month stint as a contributor to the station's 8 p.m. newscast.

The hour-long program, along with a midnight newscast, is being eliminated next month in favor of a single one-hour offering at 10 p.m.

News Director Steve Blue declined to discuss Mr. Sauter's departure, which follows the exodus of Erik Sorenson, who returned to the news director's job at KCBS-TV here after serving as KTTV's top news executive.

Several top news anchors at KTTV, including Marcia Brandwynne and Tony Cox, have already been replaced.

Sources speculated the parting between the station and Mr. Sauter may have been mutual, since he intensified his profile as a print journalist this summer and told friends he wants to devote more time to non-broadcast work.

Shelby Coffey, deputy associate editor of The Los Angeles Times, said Mr. Sauter is writing "with some frequency" for the daily newspaper.

Mr. Coffey hinted that Times editors would like to use him even more regularly.

The newsman is receiving about \$300,000 a year under terms of a no-cut, three-year contract he signed with CBS prior to his exit last September. He has told reporters he's writing a novel that is unrelated to his long career at the network. #

CORRECTIONS

An item on Page 20 of the Aug. 17 issue improperly characterized Hal Roach Studios as "financially troubled." In fact, we know of no evidence to support such a contention and we apologize for the error.

Contrary to information in a story on Page 32 of the Aug. 3

issue, WMTV-TV in Madison, Wis., has renewed its contract with "PM Magazine."

A headline on the ratings chart on Page 46 of the Aug. 17 issue incorrectly identified the morning news race as the daytime race. The correct morning news chart appears on Page 68 of this issue. #

NFL debut on ESPN makes cable history

By RICHARD TEDESCO

Staff reporter

NEW YORK—The National Football League's debut on ESPN last week garnered the highest rating for a sports telecast in the history of cable TV.

The Aug. 16 pre-season game between the Chicago Bears and Miami Dolphins achieved an 8.9 rating (percentage of TV households) on cable.

That eclipsed the previous record high, held by WTBS for a Boston Celtics-Detroit Pistons basketball playoff game earlier this year.

Off-air carriage on WLS-TV in Chicago and

WPLG-TV in Miami buoyed the game's combined cable and broadcast rating to 11, based on overnight results from A.C. Nielsen Co. The overall rating translates to an audience reach of about 5 million households—3.8 million over cable.

With the results, ESPN is confident it will meet or exceed its projected average rating of 10 for its regular-season NFL cablecasts, according to Dana Redman, ESPN vice president of research.

"It certainly makes me more confident about our '10' projection," he said.

Mr. Redman had estimated a 5 or 6 rating for the first of ESPN's 13 NFL games. But the

national stature of the Bears and Dolphins appeared to add to the popularity of the Sunday prime-time contest, which Chicago won 10-3.

The 8.9 rating also boosted ESPN's weekly rating to 2.5, more than a 1-point increase over its average at this time of year, Mr. Redman said.

The cablecast also broke ESPN's previous high rating of 8.0 for a 1985 college basketball showdown between St. John's University and Georgetown University.

Meanwhile, at the Cable Television Administration and Marketing Society convention in San Francisco, ESPN said it will lower its

charge for cable affiliates who signed up early to carry the NFL package.

The new charge is 9.25 cents per subscriber per month.

ESPN had planned to charge 10 cents per subscriber to recoup the license fee it paid for the games.

But it was able to lower its fee because 98 percent of its affiliates have signed up for the games, according to Roger Williams, vice president of affiliate marketing for ESPN.

Affiliates that signed agreements before July 1 will pay the 9.25-cent rate, but affiliates that signed up after that date will pay 14 cents per subscriber. #

Video dealers seek support from studios

By RICHARD MAHLER

Los Angeles bureau chief

LAS VEGAS—The nation's home-video stores want Hollywood's help in trying to breathe new life into their industry and in fighting the threat of pay-per-view on cable.

Jack Valenti, Hollywood's chief spokesman, tried to soothe store owners' concerns in a keynote address at last week's Video Software Dealers Association convention.

"The movie companies are laboring to create new marketing opportunities for you," Mr. Valenti, president of the Motion Picture Association of America, told the retailers.

The studios "are anxious to join with you in our common goal, to enlarge your market and increase your fund of consumer options," he said.

But, while acknowledging threats posed by aggressive competitors, Mr. Valenti didn't mention PPV by name, though it was by far the most discussed topic among the 11,000 registrants here.

Also, the MPAA apparently is content to let its member studios make up their own minds about whether to release blockbuster movies on PPV ahead of their home-video release.

Home-video dealers are concerned that the early release of movies to PPV is undermining their rental-movie business.

Those concerns grew with the release of a VSDA-commissioned report that warned: "If pay-per-view comes to your market, you'll have a fight on your hands."

The report, conducted by the Con-

(Continued on Page 70)

TV stars turning up in videos

By RICHARD MAHLER

Los Angeles bureau chief

LAS VEGAS—Vanna White was spinning a big wheel at the Video Software Dealers Association convention here last week, but it had nothing to do with her role on "Wheel of Fortune."

Instead, Ms. White, along with dozens of other well-known TV personalities, was promoting her appearance in a made-for-video health program, which has joined the fastest-growing segment of the special-interest video business.

Health and lifestyle videos, which usually sell for about \$19.95, account for an estimated 10 percent of the more

(Continued on Page 70)



NBC President Robert Wright speaks to reporters at last week's CTAM convention.

Wright says NBC desires involvement in cable TV

By WILLIAM MAHONEY

Staff reporter

SAN FRANCISCO—NBC still wants to get involved in cable, Robert Wright, the network's president and chief executive officer, told nearly 1,400 cable executives gathered here last week.

Speaking Aug. 17 at the 11th annual Cable Television Administration and Marketing Society convention, Mr. Wright indicated that NBC might try again to get into cable news or system ownership if allowed.

But he stressed that cable would have to do its part to cut a deal that would be beneficial for both mediums. He cited differences between the cable and broadcast mediums on must-carry, syndicated exclusivity and copyright.

He cautioned cable against having "a defensive or

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uncompromising mentality" that might keep the two businesses from working together on such issues.

"For cable to attract the money and the ideas of GE/NBC, I think there are some basic matters you have to consider," he continued.

Mr. Wright, a former president of Cox Cable Communications, called the current prohibition on networks owning cable systems a "disincentive for NBC to move closer to the cable industry."

He met later that day in a closed session with 70 cable executives reportedly to discuss the chances of abolishing that restriction.

(Continued on Page 69)

Newsman's escape creates ABC, NBC tug of war

By ADAM BUCKMAN

Staff reporter

When Charles Glass crept to freedom while his Palestinian captors slept last Tuesday, he walked into a tug of war between ABC News and NBC News.

NBC, which had hoped to lead last Tuesday's "Nightly News" broadcast with a live interview conducted by anchorman Garrick Utley, accused ABC of blocking access to the satellite that would have made the interview possible.

As a result of the snafu, the only comments from Mr. Glass aired on NBC were those obtained by a news producer in Damascus, Tom Apsell, who was able to fire off a few ques-

tions at Mr. Glass as he was engulfed by reporters.

Later, NBC said ABC intentionally blocked NBC's access to the satellite to prevent the interview with Mr. Glass, who until last March was a full-time correspondent for ABC News.

When he was siezed by gunmen in West Beirut June 17, Mr. Glass was working for ABC News on an exclusive free-lance basis while working on a book about the Arab world.

NBC was miffed because Mr. Glass's first sit-down interview after his escape took place later that evening on ABC-TV's "Nightline."

According to overnight ratings from A.C. Nielsen Co., the "Nightline" broadcast had an

8.1 rating (percentage of TV homes) and a 21 share (percentage of sets in use) in New York, an 11.4/21 in Chicago and a 6.3/19 in Los Angeles.

NBC was annoyed about the technical foul-up because blocking access to a satellite violates traditional notions of courtesy between networks.

In addition, NBC said Mr. Glass had agreed in advance to an interview with Mr. Utley.

An ABC News spokeswoman denied that ABC intentionally blocked NBC. She said ABC had technical difficulties with its Middle-east satellite feeds several times during the day.

ABC's spokeswoman emphasized that the network didn't expect an exclusive interview

with Mr. Glass, despite the fact that he's under a free-lance contract to report "exclusively" for ABC. She said Mr. Glass was free to decide what news organizations he would talk to.

CBS, which covered the Glass story with the usual sound bites, video segments and reportage, didn't seek an interview with Mr. Glass, a CBS News spokesman said.

Arriving at the U.S. Embassy in Damascus early last Tuesday, Mr. Glass said he'd slipped out of captivity while his captors were asleep.

After meeting with U.S. and Syrian officials in Damascus, Mr. Glass returned to his home in London. It was uncertain at week's end whether Mr. Glass would return to the Middle East. #



Rivera's 'New Mafia' makes a hit with stations

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—The third of Geraldo Rivera's four planned live syndicated specials averaged an 11.7 rating and a 20 share in national overnight ratings last week.

"Sons of Scarface: The New Mafia," which ran mostly on independent stations from 8 p.m. to 10 p.m. (ET) on Aug. 17, examined the history of organized crime through a series of live and taped interviews.

Tribune Entertainment Co. syndicated the show on a barter basis.

Some apparent backlash to the program had already surfaced before the show was even over.

Vandals slashed the tires and smashed the windows of Mr. Rivera's car while the program was airing, a Tribune spokeswoman said.

But, overall, even the general managers at the sta-

tions that got the lowest ratings from last week's special said they were happy with the show's performance and impressed with its content.

Comments ranged from "the show had the right mix" to "it was more journalistically sound than the first couple."

In the overnight ratings, the show fell short of Mr. Rivera's December special, "American Vice: The Doping of a Nation," but fared better than the second special in April, "Innocence Lost: The Erosion of the American Childhood."

National ratings for last week's program, which was available to stations for a repeat airing, will not be released until Friday.

The fourth and last in the series will air this winter.

The idea to produce a series of live specials starring Mr. Rivera was launched after he hosted Tribune's "The Mystery of Al Capone's Vaults" in April 1986. That program scored as the highest-rated, one-time-only syndicated TV special in history.

Last week's "New Mafia" aired on 188 stations covering 94 percent of the country, the best penetration (Continued on Page 69)

"Sons of Scarface: The New Mafia" (left) pulled in an average 11.7 rating last week.

Viacom, Coke talking

By RICHARD TEDESCO
Staff reporter

NEW YORK—Viacom International last week confirmed that it is talking with Coca-Cola Co. and other parties interested in buying minority shares in segments of the company.

The confirmation about the talks with Coke came several weeks after Frank Biondi, head of Coke's TV division, was named Viacom's new chief executive.

Among the Viacom segments likely to be offered for minority

shares are the networks group.

Viacom Chairman Sumner Redstone has acknowledged receiving inquiries about the group from movie studios and cable TV companies.

Mr. Redstone and Mr. Biondi have been visiting studios to get better acquainted.

Meanwhile, Viacom said it has sold a minority interest in Viacom Japan to Tokyo-based Sumitomo Corp. Viacom and Sumitomo are jointly involved in cable and other activities in Japan.

Also last week, Viacom issued a

financial report stating it lost \$4.7 million in the quarter ended June 30, due mainly to costs related to the recent acquisition of the company by National Amusements, which is headed by Mr. Redstone.

In the same quarter a year earlier, Viacom lost \$18.1 million.

Revenues for the quarter were up 12 percent to \$254.3 million, from \$226.9 million a year earlier.

The speculation about Coke as a possible suitor for Viacom centers largely on Mr. Biondi, who, while head of Coke's TV branch, indicated the company thought Viacom's operations were impressive.

In the proxy statement filed at the time of the recent takeover by National Amusements, Viacom projected \$401 million would be raised from the sale of a 25 percent minority interest in one of the company's divisions during the next two years.

Proceeds of \$190 million from asset sales were also projected.

For the first six months of the year, the company lost \$50.4 million on revenues of \$488.5 million. In the first half of 1986, Viacom lost \$13.9 million on revenues of \$439.5 million.

Viacom's revenue growth for the quarter came on strong gains in the cable TV and broadcast business sectors.

The cable systems benefited from higher monthly subscriber rates and increases in subscribers due to recent acquisitions.

Cable TV earnings grew to \$14.6 million on revenues of \$70.7 million in the quarter, compared to \$10.2 million in earnings on \$55.8 million in revenues for the same period in 1986.

In its broadcasting business, Viacom recorded earnings of \$13.7 million on \$36 million in revenues, compared to \$10.2 million in earnings on revenues of \$27.8 million last year.

Higher local and national sales and improved operating margins were the principal factors behind the strong showing of the broadcast group.

The acquisition of KMOV-TV in St. Louis was another growth factor cited by Viacom.

Entertainment division earnings were \$6.8 million on revenues of \$19.6 million, compared to \$6.5 million (Continued on Page 69)

NBC, union agree to mediated session

By ADAM BUCKMAN
Staff reporter

Negotiators for NBC and the National Association of Broadcast Employees and Technicians will meet Tuesday afternoon in Washington with a federal mediator.

Both sides in NABET's eight-week old strike against NBC agreed to the meeting after NBC President Robert Wright and AFL-CIO Secretary-Treasurer Thomas Donahue met last Thursday with John Cardinal O'Connor, Catholic archbishop of New York.

NABET is one of 89 unions affiliated with the AFL-CIO.

The nearly two-hour meeting with Cardinal O'Connor, who volunteered to intervene in the deadlocked labor dispute, took place after the cardinal invited NBC and AFL-CIO leaders for a chat at his Manhattan residence.

"At the conclusion of our amicable discussion, it was my understanding that both parties proposed to resume discussions in Washington under the auspices of the Federal Mediation and Conciliation Service at the earliest possible time," Cardinal O'Connor said.

At NABET headquarters in Washington, spokesman John Krieger called Tuesday's scheduled meeting "a hopeful sign."

Last week, NBC had rejected a telegraphed request by NABET that a special mediator other than one from the Federal Mediation and Conciliation Service be named to referee negotiations.

During the strike, several meetings with federal mediator Timothy Germany in New York ended quickly with no progress in resolving the dispute.

Mr. Krieger said a meeting previously scheduled for today in New York between the union and NBC, without a mediator, would be canceled.

That meeting was slated to discuss the impending sale of the

NBC Radio Networks at a meeting scheduled for today.

The session had been requested last week by NABET, which is concerned that its 150 members employed by the radio networks won't be protected by a contract when a deal to sell the networks to Westwood One is completed.

The completion of the sale, which was agreed to in July, is "imminent," according to a West-

**NABET
spokesman John
Krieger called
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hopeful sign."**

wood One spokesman.

Because the deal hasn't closed yet, the spokesman wouldn't say whether Westwood would join in any future negotiations with the striking union.

NABET wants NBC to ensure that, as part of its final deal with Westwood, the union's 150 members employed by the NBC Radio Networks will be protected under new ownership, explained Carrie Biggs-Adams, president of one of the striking NABET units, Local 53 in Burbank, Calif.

Ms. Biggs-Adams said NABET's original contract with NBC provided a "successor clause" that protected union members in case of an ownership change. But because that contract expired March 31, NABET is uncertain whether its members will be protected now that Westwood's purchase of the NBC Radio Networks is nearing completion. #

Martha Raye suing Letterman over joke

By RICHARD TEDESCO
Staff reporter

NEW YORK—Glib talk show host David Letterman was sued for \$10 million last week by veteran comedian Martha Raye over a joke he made suggesting she used condoms.

The case of the multimillion condom quip goes back to a March 5 telecast of "Late Night With David Letterman" on NBC, when Mr. Letterman said he "saw the most terrifying commercial on television last night featuring Martha Raye, actress, condom user . . ."

The joke was an allusion to a testimonial commercial that Ms. Raye appears in for a brand of denture powder.

"NBC has not received the lawsuit and will have no comment until we have received it and our attorneys have examined it," a spokesman for the Letterman show said.

The Superior Court action filed on Ms. Raye's behalf in Los Angeles said Mr. Letterman's remark implied that the 71-year-old Ms. Raye was sexually promiscuous, had loose morals and had frequent sexual intercourse with people she believed to be infected with or exposed to the AIDS virus.

In the suit, Ms. Raye claimed that a retraction issued on the Letterman show April 1 was carried late in the show and was done in a sarcastic and arrogant manner.



DAVID LETTERMAN
Being sued for \$10 million

Mr. Letterman has a reputation for being a wry, quick-witted comedian.

Terry Forster, the former Atlanta Braves relief pitcher, threatened to sue the talk show host after Mr. Letterman made fun of his weight. But the baseball pitcher never filed a suit.

Mr. Letterman called the pitcher "a fat tub of goo." #

**TWO WORDS
DESCRIBE OUR
FIRST-RUN
COMEDIES...**

Geraldo snagged by own security

Security was tight at Times Square Studios in Manhattan last week where Geraldo Rivera shot live, before a studio audience, his two-hour special, "Sons of Scarface: The New Mafia." In fact, a metal detector, like those used for airport security, was set up at the studio entrance to frisk guests for weapons. In fact, two hours before air time, the alarm sounded—triggered by Geraldo himself. It seems that the metal hanger from the change of clothes Geraldo was carrying set the gizmo off.

Insiders say Ray Combs will earn \$800,000 a year as host of "The New Family Feud," which is being brought back into first-run syndication by Mark Goodson Productions and LBS Communications. That's quite a hike from the \$200 or so per episode he's reportedly been making as a warm-up comic for various syndicated and network game shows.

Roger King, chairman of King World Productions, won a second postponement in his case pending before a Florida court on charges involving auto theft, robbery and possession of cocaine. Mr. King was arrested Feb. 21 after he allegedly got into a dispute with a cab driver, pushed him to the ground and drove away in the cab. Police also said they found Mr. King in the cab with three packets of cocaine in his pocket. Mr. King's new court date is set for Oct. 19. His attorney, John Sale, said that pretrial depositions were continuing and that there was nothing unusual about the postponements. Mr. Sale said that Mr. King's defense "deals with intoxication."

Turner Broadcasting System has already drawn up a mock-up schedule for its new entertainment channel now under consideration. Insiders say the TBS sales team has also been busy conducting its own research into the potential draw in advertising dollars for what would be Ted Turner's fourth network. Though the new TBS board hasn't given the idea a firm go yet, Robert Wussler, TBS executive vice president, asserts, "We are now doing the extensive background work and research that will make it happen."

The merger mania that has swept the television syndication business apparently has not yet run its course. Insiders

THE INSIDER



REP. JOHN DINGELL
Recuperating from hip surgery



MICHAEL NESMITH
Places video project on shelf

say that All-American Television, a New York-based syndicator, will soon announce a merger with Atlantic/Kushner-Locke, the Los Angeles based producer of "Divorce Court." The merger would help All-American get more product into the pipeline.

ESPN may have won a clear ratings victory in its premiere NFL outing, but the picture itself wasn't always so clear. Some affiliates inadvertently tuned in to the alternate feed ESPN was running for cable carriers who weren't carrying the Bears-Dolphins pre-season game, and their subscribers got bowling instead of football. And in Chicago, the off-air carriage was interrupted through the last 10 minutes, apparently because of a storm in the area.

The indoor alternative to the NFL, Arena Football, was actually headed for broadcast TV before ESPN ran with it this summer. NBC Sports purchased an option to carry the sport when it was in development. But according to insiders,

NBC lost confidence in the promoter. NBC now sees Arena Football as an eventual possibility for its lineup, but wants to see it prove itself as a viable sport.

The striking National Association of Broadcast Employees and Technicians' union has been going all out to get its anti-NBC message across. During an Aug. 15 NBC Major League Baseball game of the week between the Chicago Cubs and the New York Mets, an airplane circled Wrigley Field bearing a banner that urged viewers to boycott WMAQ-TV, NBC's Chicago station.

Meanwhile, broadcasters in Wisconsin are breathing easier now that the state budget, which runs through June 30, 1989, has been approved. The budget does not include a much-feared tax on advertising. Bob Bodden, executive director of the Wisconsin Broadcasters Association, said that while a governor's task force is exploring a proposal to raise state revenues, its recommendations will come too late to affect the current budget. Besides, "most broadcasters," according to Mr. Bodden, don't expect a committee's report to include proposals to tax advertising.

Attempts to recodify the fairness doctrine in the House have been placed on hold while a key congressman in those efforts, Rep. John Dingell, D-Mich., is recuperating from surgery to replace his left hip. But Mr. Dingell, chairman of the House Energy and Commerce Committee, is expected to resume the effort when Congress reconvenes Sept. 9.

Video update: Michael Nesmith, the ex-Monkee who's since made a name for himself as a home video entrepreneur, has placed his monthly "Overview" video magazine on the shelf pending a restructuring of the project's marketing plan. The 90-minute video magazine was received coolly by retailers during test marketing last spring, in part because "Overview" gave negative reviews to some of the product they stocked. Mr. Nesmith says: "We're going to jog in place for a while, while we work on building up our distribution system."#

—By Marianne Paskowski from bureau reports

N.Y. radio host considers run for Senate, TV offers

By ADAM BUCKMAN
Staff reporter

NEW YORK—Local radio personality Bob Grant, an outspoken conservative, has a problem that most radio hosts would envy.

Not only is Mr. Grant considering three offers to host syndicated TV talk shows, he's also being wooed by the National Republican Committee to run for the U.S. Senate.

"(The committee) definitely feels that it would have a better chance of gaining a Senate seat with me as a candidate," said Mr. Grant, who confessed that he was nicknamed "senator" by his high school classmates.

In recent weeks, Mr. Grant has held discussions with GOP Chairman Frank Fahrenkopf and George Clark, a consultant to the Republican National Committee, about his possible candidacy.

Mr. Grant said the GOP leaders told him, according to their surveys, he would stand a strong chance of unseating Sen. Daniel P. Moynihan, a Democrat, in the fall 1988 elections.

Mr. Grant said the surveys show he would capture 35 percent of the vote in predominantly Democratic New York City. He said the Republican leaders say that means he'd do even better in the state's other regions.

New York's other senator is Alfonse D'Amato, a Republican.

Mr. Grant, 57, has been heard on



BOB GRANT
Weighing three TV offers

New York radio for 16 years—first on WMCA-AM beginning in 1970 and then on WABC-AM starting in November 1984.

His afternoon call-in program on WABC attracts an average of more than 1.3 million listeners per week, according to the most recent report from Arbitron Ratings Co.

Mr. Grant is known for expressing strong views on the air in debates with in-studio guests and listeners who phone the station.

Among other things, Mr. Grant is an avowed supporter of the death penalty and believes the United States should aid the struggle of contra rebels in Nicaragua.

"There's some P.T. Barnum in him," said Mr. Grant's agent, Lonnie Hanover. "He knows when to yell."

"I've always liked politics," said Mr. Grant, who emphasized that he is taking the idea of running for the Senate "seriously."

Mr. Grant said he's been concerned for years about the direction he sees the country heading.

"I believe that by the year 2000, we will hardly recognize this country, and that it will be a less desirable place to live," he says.

But if he runs for the Senate, a job which pays about \$80,000 a year, Mr. Grant will have to give up a radio job that earns him \$250,000 annually.

In addition, Mr. Grant's career is poised to take a new direction on TV. If he doesn't enter politics, Mr. Hanover said, Mr. Grant could accept one of three offers to host a syndicated talk show.

Overtures are being made by MTM Enterprises, which would produce and syndicate a weekly, half-hour talk show that would pit Mr. Grant against a prominent liberal commentator in a discussion on issues of the day, Mr. Hanover says.

Dick Clark Productions is envisioning a one-hour weekly talk program featuring Mr. Grant as host with a variety of guests, Mr. Hanover adds.

A New York producer, whom Mr. Hanover wouldn't identify, is also

(Continued on Page 69)

Local radio sales up, national sales down

By ADAM BUCKMAN
Staff reporter

NEW YORK—Advertising dollars spent on local radio are up, but spending for national spot and network radio has dropped, according to the latest available figures.

For local radio stations, which collectively capture the lion's share of all dollars spent in radio, ad expenditures rose 6.1 percent in the first five months of the year, compared to the same period in 1986, according to the Radio Advertising Bureau.

The 6.1 percent increase, however, "is a little lower than we had projected," said Danny Flamberg, the RAB's senior vice president of communications.

Local radio spending was up 7 percent for both March and April, compared to the same months last year, but it tapered off to a 1.2 percent increase in May.

For 1986, total spending by advertisers in local radio amounted to \$5.3 billion, an 8.1 percent increase over 1985, when expenditures totaled \$4.9 billion, according to the RAB.

But prospects aren't as bright for national spot and network radio spending.

For the first six months of the year, national spot spending was down 2.4 percent compared to

the first half of 1986, according to Radio Expenditure Reports, which provides national spot data to the Station Representatives Association.

National spot, which totaled \$1.3 billion last year but grew only 1.1 percent, could be even flatter this year.

By the end of June, RER said, national spot spending totaled \$422.8 million. Percent decreases have occurred monthly from March through June, RER said, with increases reported in January and February.

In May, national spot spending decreased 10.1 percent from May 1986.

"Advertising in general is down, and when a lot of companies aren't spending as much money on a national basis it sometimes hurts radio more than other media," said Erica Farber, executive vice president of New York-based Interep.

A flat national spot market, Ms. Farber said, means radio rep firms have to make a greater effort to attract new categories of advertisers into national spot.

Among the advertising categories that seem to be absent from national spot this year are automobile manufacturers and airlines, said Jacqui Rossinsky, executive vice president and Eastern division manager for

(Continued on Page 69)

Minority hiring lags in newsrooms - study

By ROBERT HOMAN

Staff reporter

WASHINGTON—Women have made some progress in gaining positions as news directors at TV and radio stations, but black men have lost ground in the newsroom, according to a recent study.

The survey, conducted by Vernon Stone, a journalism professor at the University of Missouri, found that women were employed as news directors at 27 percent of the commercial radio stations sampled in 1987, compared to 21 percent in 1985.

Also, the survey showed that women were employed as news directors at 14 percent of the television stations surveyed last year, compared to 10 percent in 1985.

Most of the gains for women were at independent TV stations, as opposed to network affiliates, according to the report.

But the number of minorities working in the news departments of radio stations declined to 9 percent last year, from 10 percent in 1979.

And at television stations, minority employment in news departments fell to 13 percent in 1986, from a level of 15 percent in 1979 and 14 percent in 1985.

Black men accounted for the decrease in minority employment, the study showed. Mr. Stone estimated that there were 1,425 black men working in radio and TV news in 1986, compared to 1,725 in 1985.

Marlene Belles, president of American Women in Radio and Television, said the study suggests that women are entering

middle management but not necessarily reaching the top positions.

"News directors are not the top decision makers," Ms. Belles said.

"The number of women gaining positions at the very top is still moving at a snail's pace," she said.

A recent survey conducted by Ms. Belles' association showed that women occupy 6.1 percent of top management at TV stations and 8.4 percent at radio stations.

Phuria Marshall, chairman of the National Black Media Coalition, said the study's results were an indication of "rampant racism" in newsrooms.

"The news directors need to come to grips with the fact they've kept 25 percent of the population out of the newsroom decision-making process," Mr. Marshall said.

Mr. Marshall said the industry and journalism schools need to do more to attract minorities to the broadcast news profession.

"The schools have failed miserably (by not) encouraging blacks to go into news management," Mr. Marshall said. "The best and the brightest are going into other areas."

But Ernie Schultz, president of the Radio-Television News Directors Association, which commissioned the study, said the results were probably an indication of broadcasters' complacency more than any other factor.

"It doesn't mean that all news directors are prejudiced," Mr. Schultz said. "That would be too easy an answer." #

Report says network news ignores many in Congress

By ROBERT HOMAN

Staff reporter

WASHINGTON—Network evening newscasts focus on an elite group of congressmen and senators, creating a "round-up-the-usual-suspects" mentality, according to a recent report.

"Most congressmen are frozen out of network television in favor of the establishment," says Joe Foote, the report's author and chairman of the radio-TV department at Southern Illinois University in Carbondale.

The report found that 43 percent of House members were never mentioned on the major network evening news last year.

Five percent of House members got half of the network exposure, the report said.

"There are some substantive and articulate people out there who aren't getting any coverage," Mr. Foote said. "It's much easier to go to the same old sources."

Leading the pack were former House Speaker Thomas "Tip" O'Neill, D-Mass., who was seen or mentioned 78 times on the evening news in 1986, and House Minority Leader Robert Michel, R-Ill., with 35 mentions or appearances.

During the 99th Congress, in session in 1985 and 1986,

senators averaged six times more exposure than representatives.

Only three senators failed to get network evening news exposure in those years: Jeff Bingaman, D-N.M.; Quentin Burdick, D-N.D.; and Thad Cochran, R-Miss.

Sen. Daniel Inouye, D-Hawaii, who's face became familiar to millions of Americans during the Iran-contra hearings, appeared only once on the evening news in 1985 and 1986.

The most televised senator in 1986 was then-Majority Leader Robert Dole, R-Kan., who was seen or mentioned on the evening network news 152 times in 1986.

Then-Foreign Relations Committee Chairman Richard Lugar, R-Ind., had 100 mentions or appearances.

CRS Washington Bureau Chief Joe Peyronnin, who had not seen the study, said: "I'm not surprised that the key players on major issues facing the nation appear more often. They are the leadership."

Mr. Peyronnin added there are other programs on which legislators appear besides the evening news.

Robert McFarland, bureau chief for NBC News in Washington, said it is the responsibility of the lesser-known congressmen to make their positions known.

"It is harder for the younger members," he said. "But if they make news, they'll get on the air." #

High-definition TV battles for spectrum

By ROBERT HOMAN
Staff reporter

WASHINGTON—Proponents of high-definition television fear that a proposal to reallocate a portion of the spectrum for mobile radio use could hamper the new TV technology.

The current generation of HDTV technology, which offers clearer imagery and sound than conventional broadcast TV, also requires more spectrum.

While conventional television uses 525 lines on the screen, HDTV uses as many as 1,125.

Some broadcasters fear they could lose ground to cable if a pending proposal by the Federal Communications Commission to reallocate TV spectrum for use by mobile radio operators, such as cab drivers, is enacted.

Cable television does not have to use spectrum to transmit HDTV signals.

"Broadcasters' interest in high-definition television comes partly out of fear of the possibility of getting left behind," said Ben Crutchfield, director of special engineering projects at the National Association of Broadcasters.

But Wendell Bailey, vice president of science and technology for the National Cable Television Association, said cable operators would still rely on broadcasters to provide most of their programming.

Renville McMann, chairman of the Advanced Television Systems Committee, an industry group aiming to set a voluntary standard for enhanced television technology, made a similar point.

"High-definition television can't be successful without some form of terrestrial broadcasting," Mr. McMann said.

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The Federal Communications Commission got into the act last month. That's when the commission launched an inquiry into advanced television technology.

At the same time, it announced it would form a task force to look into the matter.

The commission placed a freeze on new TV channel allotments within at least 150 miles of the top 30 TV markets until the study is complete.

Bill Hassinger, an engineer with the commission's Mass Media Bureau, said the task force will be focusing on what spectrum may be needed.

But it will also, according to Mr. Hassinger, consider other possible ways to introduce the new technologies, including satellites, videocassette recorders, cable TV and microwave.

Some are arguing that the 90 days the FCC has provided for public comment in its inquiry is not enough.

But Mr. Hassinger said the entire inquiry could take as long as three or four years.

On the spectrum issue, broadcasters have asked the FCC to hold off on the proposed reallocation of television spectrum for mobile radio use until the commission's study on enhanced television is complete.

The FCC has offered no response to the request.

The mobile radio users say they need more spectrum to keep up with the exploding growth in that mode of communication.

And although land mobile was granted additional spectrum by the commission last year, some users say it wasn't enough.

"For all practical purposes, in some markets such as New York and Los Angeles, there's no unused spectrum available," said Charles Meehan, who is the chairman of the Land Mobile Communications Council.

"There's a real question as to how much we should be willing to pay for an insignificant improvement in the quality of television picture," Mr. Meehan said.

But Greg DePriest, vice president of the Association of Maximum Service Telecasters, said the new technology is an "overwhelming leap in quality" of television that "looks beautiful."

"It's like having a theater in your home," he said.

Mr. DePriest also says that in three years, the Japanese are planning to broadcast an HDTV system by satellite, and will offer the receivers necessary to pick up the signal for about \$3,500.

"Japan has the rest of the world scrambling to catch up," says Mr. DePriest.

As a practical matter, it's also argued, however, that there is a need for a technology that would be compatible with the current generation of TV sets.

But North American Philips claims to have a prototype of an HDTV system that would be compatible with today's television receiver and is transmitted on two channels.

According to Mr. Crutchfield of the NAB, such compatibility is important.

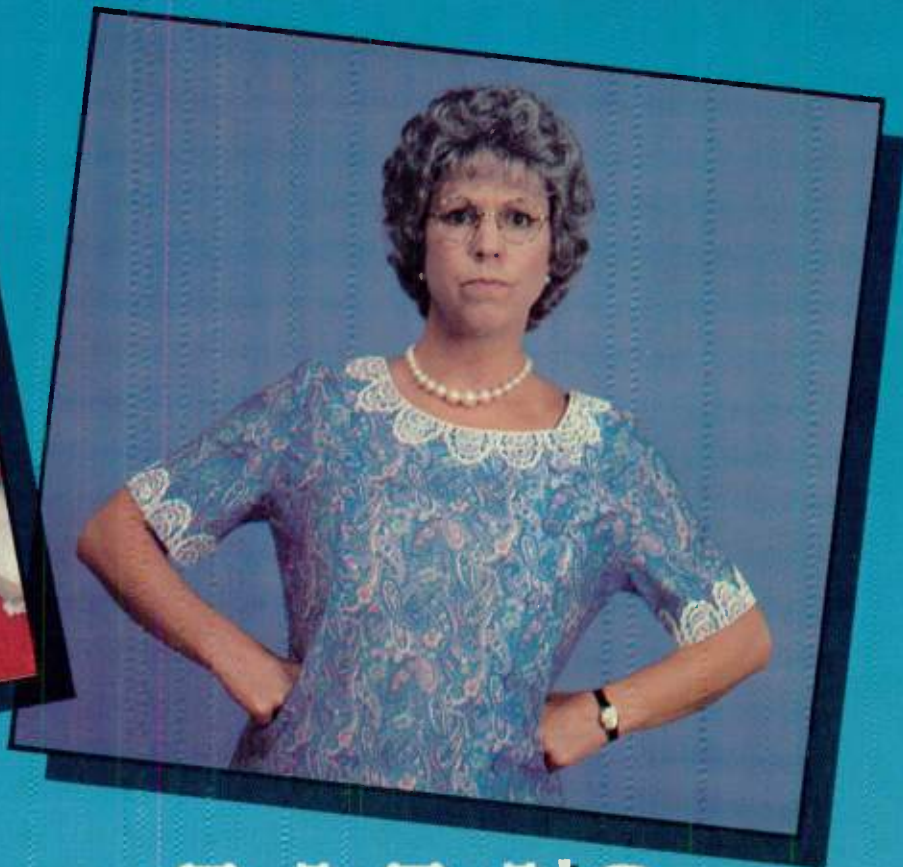
"We're looking for a system that would allow you to use your existing receiver until you're ready to buy a new one," he said. #

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MAMA'S FAMILY	5.5	WHAT'S HAPPENING NOW!	3.2
CHARLES IN CHARGE	4.1	THROB	3.1
ONE BIG FAMILY	3.8	TRACEY ULLMAN SHOW-(TUE)	2.6
NEW GIDGET	3.8	TRACEY ULLMAN SHOW-(SUN)	2.5*
SMALL WONDER	3.4	MR. PRESIDENT	2.4*

SOURCE: NSS/Current Weekly SON Ranking & *NTI National Ratings for W/E July 12, 1987. Gross Average Audiences (GAA) used where applicable.

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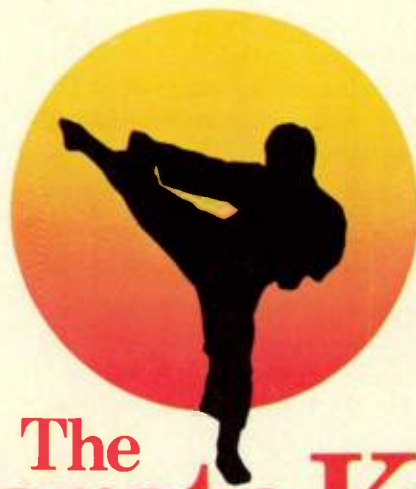
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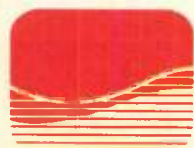
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VIEWPOINT

The pay-per-view blues

Two big industry gatherings this week both focused attention on pay-per-view, the latest bogeyman to terrorize the home entertainment business.

At the Video Software Dealers Association meeting in Las Vegas, video retailers warned of the dire consequences to their business if the studios release their movies to PPV outlets at the same time they send the films into video distribution.

Similarly, up in San Francisco, those attending the Cable Television Administration and Marketing convention heard rumblings of the cannibalistic effect PPV could have on the pay-cable networks.

In both cases, the fear is that viewers with access to PPV will tape new films off their TV sets for a fee, rather than rent the movies at their local retail shop, or wait to watch them on HBO some months later.

Yet it seems to us that there's an undue air of panic in the air.

We've seen this kind of reaction before. For decades the established media companies warned that "pay TV" would kill off free TV. Then there were the horror stories about how HBO would take over Hollywood. Then it was cable fighting home video, a battle that still continues, though it now seems apparent that both can survive and thrive.

We think the same will happen with pay-per-view. At the moment, PPV is still only a \$50-million-a-year business, compared with home video's \$3-billion-a-year income, and PPV still has to prove itself in the marketplace.

Even if it does, we're betting the wiliest executives who run cable and home video will simply adapt and keep growing, without missing a beat.

If the recent history of the electronic media shows anything, it's that the smart ones survive, regardless of technology. #

A summertime fairy tale

Once upon a time, the networks routinely ordered 39 weeks of original episodes and offered 13 weeks of summer reruns. It was an American tradition, and everyone was more or less happy with it.

Sure, there was always some ratings dropoff in the summer, but that was OK because people did need time to play outside, and the dropoff wasn't much, and anyway, the viewers had to come back sooner or later. There was nowhere else to go.

Then a funny thing happened.

The three networks lost their monolithic grip on TV viewing habits, slowly making room for cable, independents and home video. Yet they still refused to give up their fairy-tale existence every summer. Instead, they simply pretended the competition didn't exist.

Ah, those hazy, lazy, crazy days of reruns. All that programing, already paid for; it was such a sweet deal that the networks actually moved backward and starting adding *more* reruns to the schedule. They cut back the number of original episodes to 22, and started showing reruns in early spring.

The result was inevitable. The networks fell to record low ratings this summer, with ABC and CBS not even mustering 20 shares during one week this month.

A number of solutions have been suggested by producers and network programers, of which perhaps the most innovative is the plan being tested by Columbia/Embassy Television with "Who's the Boss?" Essentially, in return for getting more episodes in the can for syndication, the studio has agreed to produce additional original episodes at a reduced license fee.

By extending that plan to other shows and studios, both networks and syndicators would benefit. Who knows? One day it may even seem revolutionary to produce 39 original episodes of a television series each season.

The bottom line, though, is simple: The networks have to spend more money on summer programing or their audience will melt away completely.

That's the moral of this fairy tale: Shortchange the customers long enough, and you won't have any customers left. #

LETTER TO THE EDITOR

Thanks for story on 'Kidsongs TV Show'

Thank you for your coverage of the differing points of view of "The Kidsongs TV Show" and "CBS Sunday Morning" (The Insider, Aug. 3).

In this day and age, when we all fear for the future of quality children's television, we're proud that "The Kidsongs TV Show" won't end up in the "garbage pail."

And we're proud to be associated with over 100 stations that have already committed to air "The Kidsongs TV Show" this fall.

John Ranck
executive vice president
Orbis Communications
New York

Share your view

EM 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. #

QUICK TAKES

In what time slot will you run the first-run syndicated "Star Trek: The Next Generation?"



Tom Shannon
program director
KWGN-TV
(Ind.)
Denver

"The original off-network hours of 'Star Trek' have performed very well for us Saturdays at 5 p.m., so we considered 'The Next Generation' for that slot. We feel the new 'Star Trek' has such potential, though, that we will premiere it in the more-important 6 p.m. Saturday time period."



Kathleen Cooper
program coordinator
KENS-TV
(CBS)
San Antonio,
Texas

"We plan to run it in early access, on Saturdays from 6 to 7 p.m. We have the old 'Star Trek,' which runs in late fringe on Saturdays, and we thought that would be a good Saturday night package—kind of like bookends."



Jim Coppersmith
vice president and general manager
WCVB-TV
(ABC)
Boston

"Saturdays at 8 p.m., because that time period offers the demographics 'The Next Generation' will appeal to. We also think the show deserves to be in prime time. We regret pre-empting the network, but it's a decision we felt was in the best interest of the station."

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Minority hiring lags in newsrooms - study

By ROBERT HOMAN
Staff reporter

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middle management but not necessarily reaching the top positions.

"News directors are not the top decision makers," Ms. Belles said.

"The number of women gaining positions at the very top is still moving at a snail's pace," she said.

A recent survey conducted by Ms. Belles' association showed that women occupy 6.1 percent of top management at TV stations and 8.4 percent at radio stations.

Pluria Marshall, chairman of the National Black Media Coalition, said the study's results were an indication of "rampant racism" in newsrooms.

"The news directors need to come to grips with the fact they've kept 25 percent of the population out of the newsroom decision-making process," Mr. Marshall said.

Mr. Marshall said the industry and journalism schools need to do more to attract minorities to the broadcast news profession.

"The schools have failed miserably (by not) encouraging blacks to go into news management," Mr. Marshall said. "The best and the brightest are going into other areas."

But Ernie Schultz, president of the Radio-Television News Directors Association, which commissioned the study, said the results were probably an indication of broadcasters' complacency more than any other factor.

"It doesn't mean that all news directors are prejudiced," Mr. Schultz said. "That would be too easy an answer." #

Report says network news ignores many in Congress

By ROBERT HOMAN
Staff reporter

WASHINGTON—Network evening newscasts focus on an elite group of congressmen and senators, creating a "round-up-the-usual-suspects" mentality, according to a recent report.

"Most congressmen are frozen out of network television in favor of the establishment," says Joe Foote, the report's author and chairman of the radio-TV department at Southern Illinois University in Carbondale.

The report found that 43 percent of House members were never mentioned on the major network evening news last year.

Five percent of House members got half of the network exposure, the report said.

"There are some substantive and articulate people out there who aren't getting any coverage," Mr. Foote said. "It's much easier to go to the same old sources."

Leading the pack were former House Speaker Thomas "Tip" O'Neill, D-Mass., who was seen or mentioned 78 times on the evening news in 1986, and House Minority Leader Robert Michel, R-Ill., with 35 mentions or appearances.

During the 99th Congress, in session in 1985 and 1986,

senators averaged six times more exposure than representatives.

Only three senators failed to get network evening news exposure in those years: Jeff Bingaman, D-N.M.; Quentin Burdick, D-N.D.; and Thad Cochran, R-Miss.

Sen. Daniel Inouye, D-Hawaii, who's face became familiar to millions of Americans during the Iran-contra hearings, appeared only once on the evening news in 1985 and 1986.

The most televised senator in 1986 was then-Majority Leader Robert Dole, R-Kan., who was seen or mentioned on the evening network news 152 times in 1986.

Then-Foreign Relations Committee Chairman Richard Lugar, R-Ind., had 100 mentions or appearances.

CBS Washington Bureau Chief Joe Peyronnin, who had not seen the study, said: "I'm not surprised that the key players on major issues facing the nation appear more often. They are the leadership."

Mr. Peyronnin added there are other programs on which legislators appear besides the evening news.

Robert McFarland, bureau chief for NBC News in Washington, said it is the responsibility of the lesser-known congressmen to make their positions known.

"It is harder for the younger members," he said. "But if they make news, they'll get on the air." #

CBS overhauls marketing arm

By JANET STILSON
Staff reporter

NEW YORK—Responding to increasing competition for advertising dollars, CBS has expanded its marketing operation.

Key to the changes is the promotion of David Poltrack to the newly created post of vice president of marketing. The change effectively moves marketing from under the sales department wing and couples it with research.

Mr. Poltrack, who had been vice president of research, will oversee research and marketing.

He said he will make the marketing operation "more ambitious and

larger than any network has ever had."

Several new positions will be added to both the marketing development and marketing services sectors of the division.

However, John Brooks, vice president of marketing services, and Jim Joyella, vice president of marketing development, will remain in their current positions. Both executives had reported to Jerome Dominus, vice president of sales, but will now report to Mr. Poltrack under the reorganization.

Mr. Poltrack said the reorganization resulted from the increased competition for ad dollars among the broadcast networks, barter syn-

dicators, cable networks, independent stations and Fox Television's national program efforts.

By removing the marketing operations from the sales department, CBS will be able "to deal with marketers directly and bring innovative ways to use network advertising that aren't within the traditional framework," Mr. Poltrack said.

In other changes, two CBS executives have departed. Lauren Sand, CBS Entertainment director of dramatic specials, has joined an independent production company, and Mary Zimmer, director of business affairs, east coast, is now vice president of business and legal affairs at Arts & Entertainment network. #

CTAM hears lively debate on status of cable

By WILLIAM MAHONEY
Staff reporter

SAN FRANCISCO—The 11th annual meeting of the Cable Television Administration and Marketing Society opened here last week with dazzling lasers, thundering music and verbal fireworks.

An opening presentation was designed to highlight the convention's theme, "We've Got the Edge," while also dramatically illustrating the threat of cable's competing technologies to the record 1,400 attendees gathered at the Fairmont Hotel.

The CTAM presentation was followed by a

CONVENTION NOTEBOOK

sprited debate between Nicholas Johnson, a former FCC commissioner, and Dick Wiley, a former FCC chairman, who took opposing sides on the state of cable.

Mr. Johnson, now a visiting College of Law professor at the University of Iowa, took an anti-cable stance and blasted the industry for being too complacent.

"Sometimes I even scared myself," Mr. Johnson confided later, regarding his zeal in calling cable's technology outmoded and its marketing schemes outdated.

Mr. Wiley, now a senior partner with the Washington communications law firm of Wiley, Rein and Fielding, maintained that cable is healthy because it has continually grown over the years.

But Mr. Johnson wasn't persuaded by the pro-cable speaker and, as the two exchanged barbs, Mr. Johnson took to referring to Mr. Wiley as "Dr. Feelgood" because of his optimistic views.

During the course of the debate, they met on common ground only once concerning a major issue: pay-per-view.

Both Mr. Johnson and Mr. Wiley agreed that the cable industry could benefit from getting more involved in PPV and helping it flourish.

Here are several other notable items from the Aug. 16-19 event:

* * *

At a later session on the relationship between the production studios and cable, Edward Bleier, president of pay TV and network features for Warner Bros. Television, called PPV "the next big opportunity for cable operators."

Mr. Bleier said that cable systems that include PPV channels would boost basic penetration by 10 percent and increase revenue by \$10 to \$12 a subscriber.

In an example, he suggested systems devote five channels strictly to PPV. Three of those channels should show only first-run movies, while the others showed other films. The first-run PPV channels should show only one movie every two hours, around the clock, seven days a week, he said.

* * *

Rod Thole, the organizer of CTAM '87, said the three biggest threats to cable are home video, multichannel multipoint distribution systems and direct broadcast satellite services.

Mr. Thole, executive vice president of the telecommunications group of Heritage Communications, called upon cable executives to meet those forces head-on with better marketing strategies.

* * *

The CTAM board encouraged the cable industry to use 20 percent of its local ad availabilities for cross-channel promotion.

"If we devote one-fifth of our avails to cross-promotion, we will be on par with what the broadcast networks and affiliates devote to promoting their own product," said Terry Rich, chairman of CTAM's program promotion committee and vice president of sales and promotion of Heritage Communications, in a statement released during the convention.

Mr. Rich's committee made the recommendation to the CTAM board, which endorsed the notion. CTAM will produce a handbook on

the subject for its members this fall.

* * *

CTAM's most prestigious award, **The Grand Tam**, was presented to J. William Grimes, president and chief executive of ESPN. His company was repeatedly applauded at the convention for snagging a 13-game package of NFL games.

Mr. Grimes was recognized for his ability to bring exclusive programming packages to cable, most specifically the package of Sunday prime-time NFL contests and coverage of the America's Cup race.

The Grand Tam is given to the individual
(Continued on Page 20)



RICHARD WILEY
Cable TV is healthy, growing



NICHOLAS JOHNSON
Cable technology, marketing outmoded

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Westwood makes brokers listen to radio

When Wall Street talks about broadcasting, it usually doesn't really mean broadcasting. It means television.

Radio? A pleasant enough little medium, useful for allocating a few advertising bucks that can't be spent effectively on television.

But as an investment vehicle, radio has pretty much been tuned out on Wall Street.

But those who have listened to the financial reports of Westwood One have managed to outperform the market, even during this period of sensational growth for media stocks.



Focus on Finance

By M. Howard Gelfand

share on the national over-the-counter market.

Of course, a lot's happened since Westwood's initial public offering. The company began as a programming source for stations that had been long-ignored by traditional programming networks. And Westwood One quickly grew by producing a series of concerts and interviews with rock stars.

But Westwood One grew into a national power in late 1985 when it purchased the Mutual Broadcasting System. With the acquisition of Mutual's news and sports programming—and such talk programs as "The Larry King Show"—Westwood moved into the mainstream in a big way.

And now, with the recent announcement that Westwood will acquire the NBC Radio Networks for \$50 million, Westwood One figures to finally get some respect on Wall Street.

The acquisition makes Westwood radio's second-largest network, not far behind ABC. In fact, with the merger, ABC and Westwood pretty much are network radio.

The acquisition strengthens Westwood's regard on Wall Street, because the company had already been regarded as a crafty generator of profits. The problem had been, quite simply, that Westwood wasn't big enough to earn much attention.

With revenues of \$59.3 million for fiscal 1986, which ended on Nov. 30, Westwood was dwarfed by its billion-dollar television neighbors.

All that changes now.

Dennis McAlpine, who follows Westwood One for Oppenheimer & Co., estimates that the company will generate revenues of about \$145 million in fiscal 1988.

And, says Mr. McAlpine, "The NBC acquisition guarantees that Westwood's earnings will grow for the next two to three years."

Andrew Marcus, who covers Westwood One for Kidder Peabody, began recommending the stock after the NBC announcement.

"The acquisition provides Westwood One with a critical mass, which will attract advertisers even more," says Mr. Marcus.

While ABC remains the No. 1 radio network, Westwood is now within striking distance.

Mr. Marcus estimates that ABC attracts about 35 percent of the advertising money spent on national radio advertising. With the acquisition, Westwood One will have between 25 percent and 30 percent, Mr. Marcus says.

Put another way, NBC will add about 58,000 spots to Westwood's ad inventory, which is now at about 80,000 spots.

While the acquisition gives Westwood One instant growth, the profits may come along a bit more slowly. One reason that NBC decided to sell the radio networks is that they have been money losers.

Mr. McAlpine estimates the NBC Radio Networks will lose between \$5 million and \$10 million in calendar 1987. The problem, he says, hasn't been inability to sell ad time; rather, the time has been sold for less than competitors have been getting.

According to Mr. Marcus, NBC has been getting about \$800 for a 30-second spot, while Westwood One has been commanding closer to \$900 and ABC gets well over \$1,000.

Mr. Marcus believes the acquisition will help not just Westwood, but the entire radio industry.

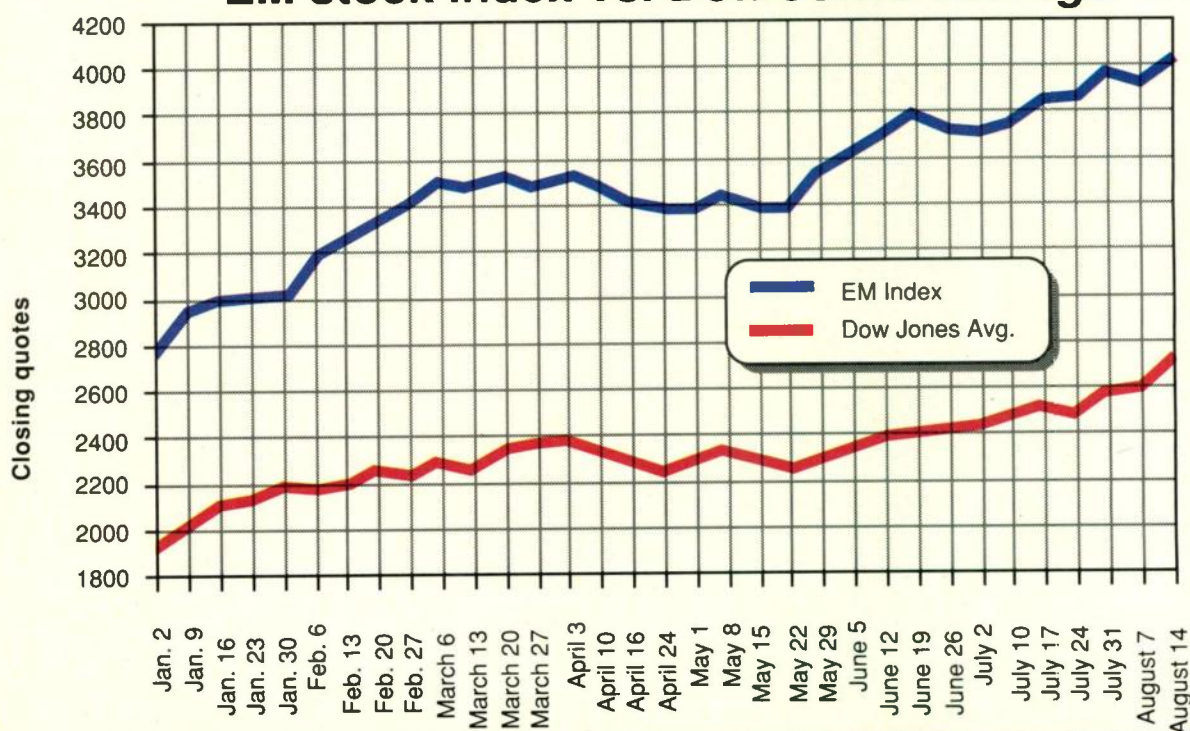
"Historically, network radio has been one of the last buys for national advertisers, because it hasn't had the critical mass to sustain advertiser demands," Mr. Marcus says. "But with the growth of networks and now this acquisition, advertisers will be able to have a greater comfort factor when buying radio.

"They'll have confidence these companies are reliable in getting the spots on the air, and there's enough inventory to reach a large part of the audience."

(Continued on Page 20)

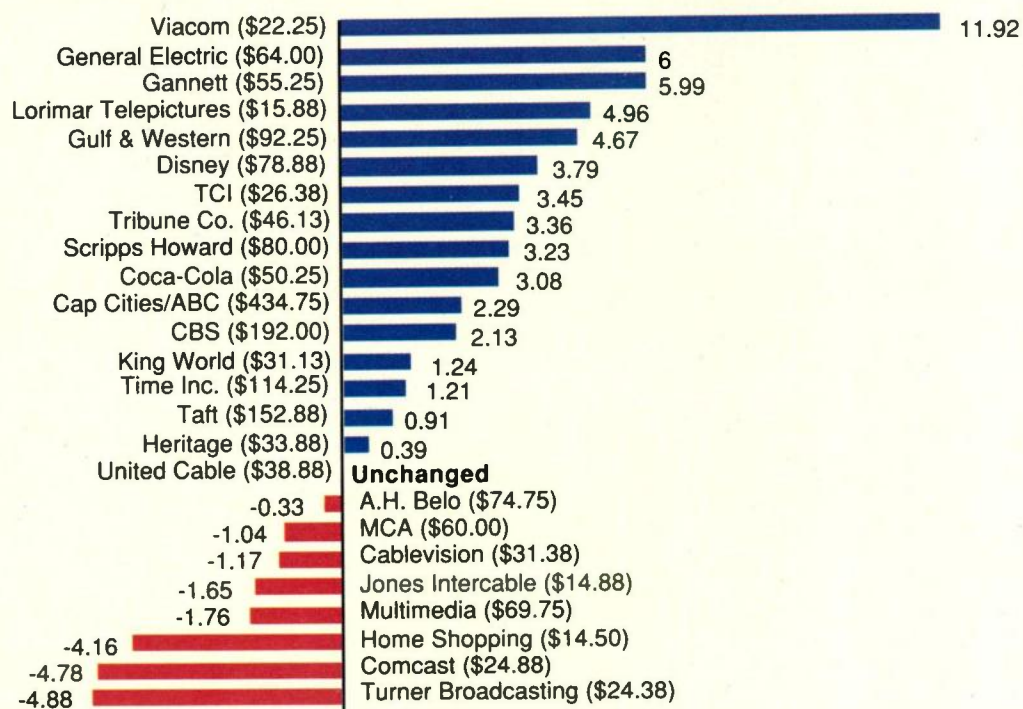
The stock picture at a glance

EM stock index vs. Dow Jones average



Winners and losers for the week ended August 14

Percent changes for Aug. 10 to 14 (Aug. 14 close in parentheses)



Source: Nordby International

MCA slates night shopping service

By JANET STILSON
Staff reporter

NEW YORK—Though MCA TV and the Home Shopping Network have pulled the plug on their 2-month-old "Home Shopping Game," they're still moving ahead with a new overnight shopping service.

Shelly Schwab, executive vice president of MCA TV, believes that the Home Shopping Overnight Service, slated to debut next month, will succeed where the game show failed.

The service, he said, won't "try to blend entertainment with home shopping," a concept that took time to catch on with viewers of the syndicated game show.

"There's a whole different criteria," he said. "We'll be turning dead time for the stations into profit."

At present, the overnight service, which has a more traditional home-shopping format, has a 50 percent clear-

ance rate. About half of the stations on board are network affiliates.

MCA isn't waiting for the usual 70 percent clearance level threshold before giving the green light to the service because it's not selling national time, Mr. Schwab says.

The real death knell for "Home Shopping Game" came when three of CBS's four owned-and-operated TV stations decided not to renew the show for a second run. Those stations were WCBS-TV in New York, KCBS-TV in Los Angeles and WCAU-TV in Philadelphia.

Also adding to the show's demise were pre-emptions due to the Iran-contra hearings.

During the week ended Aug. 14, when the decision was made to cancel the show, merchandise sales totaled \$400,000. The producers had set a \$1 million-a-week goal.

The program, which began airing June 15, will air for the last time Sept. 11.



MCA's SHELLY SCHWAB
Optimistic about overnight shopping

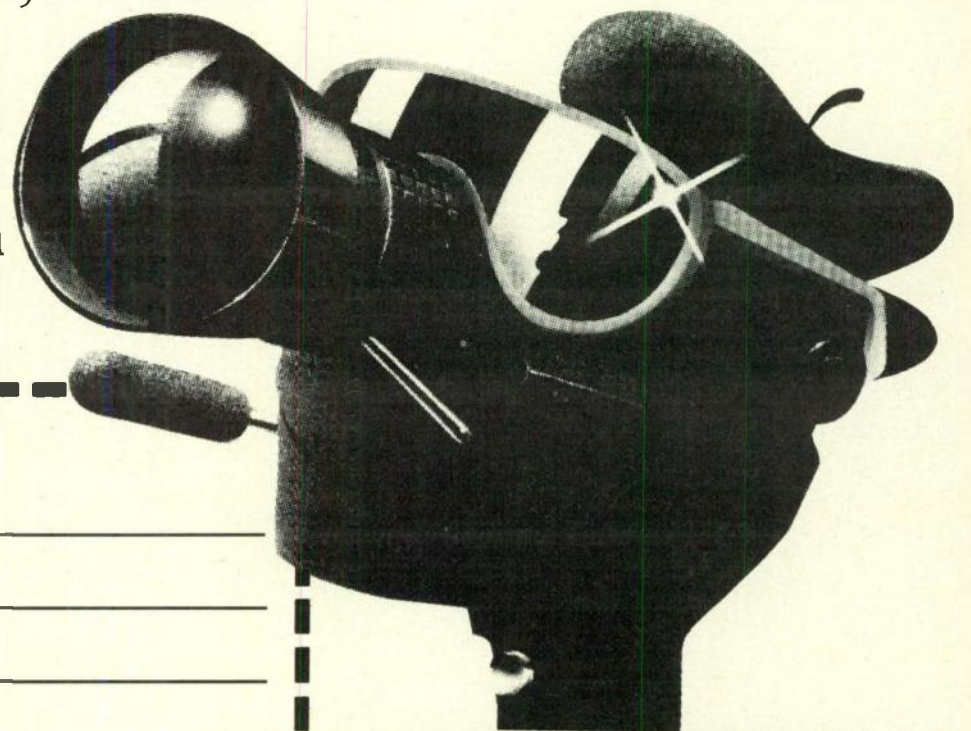
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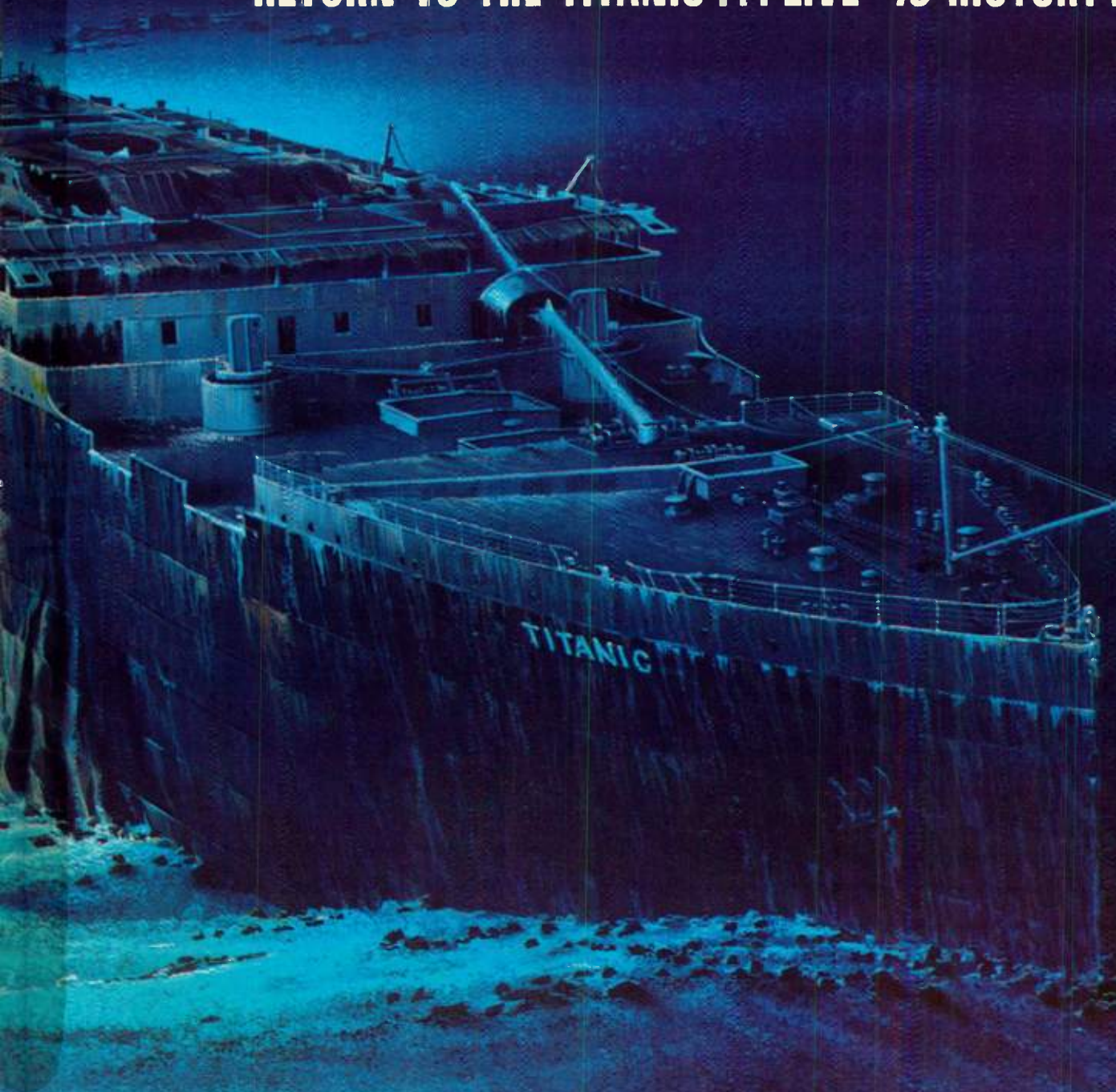
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Source: NTI GAA, 4/86

World Radio History

Study reports cable TV ad rates are too low

Paley vs. Wyman

New book reveals inside story of battle for CBS

In "EMPIRE: William S. Paley and the Making of CBS," author Lewis J. Paper traces the rise of both CBS and its chairman from the 1880s, when the Paley family emigrated from Russia to the United States, to the tumultuous days of September 1986, when Mr. Paley and financier Laurence Tisch won the showdown for control of the

company.

The following excerpt, taken from the book's final chapter, "Retirement," offers readers the first in-depth look behind the scenes at the bitter board room struggle that took place last fall between Mr. Paley and then-CBS Chairman Thomas Wyman.

Mr. Paper is a communications lawyer in

Washington and former associate general counsel at the Federal Communications Commission. His previous books include biographies of President John F. Kennedy and Supreme Court Justice Louis D. Brandeis.

This biography of Mr. Paley, just published, is expected to reach bookstores by the end of this month.

The excerpt below begins not long after Mr. Paley's decision, long postponed, to retire in April 1983.

Restless with his inability to affect events at CBS, the company's founder makes it clear to friends that he wants to get involved again. And as the company hits tough times, he begins looking for a way back in:

In the first days of his retirement, the possibility of Paley's return to power did not appear that unrealistic.

To begin with, he remained CBS's single largest stockholder, with 1,930,767 shares, or 6.51 percent of the total issued, representing a market value of approximately \$135 million.

Moreover, the board had not completely pushed him out the door. He still had his two-thousand-square-foot office on the thirty-fifth floor, and although Arthur Judson was the one who had founded the company in 1927, the board had conferred upon him the title of Founder Chairman.

The title did not give him any additional prerogatives, but it was at least a recognition of his special status.

The board also gave him a long-term consulting contract with an annual fee of \$200,000 (half his base salary as chairman) and named him chairman of its executive committee. While that committee never met, Paley did remain active in board deliberations. He attended the meetings and hosted a lunch in his private dining room when the board gathered on the second Wednesday of every month.

From all appearances, then, it seemed that Bill Paley's voice would still command respect in the decision-making process.

Other developments, however, soon conveyed a different message.

Wyman did not consult Paley as frequently, and some of the new chairman's decisions were disturbing to his predecessor. The company's jets, long a symbol of Paley's status, were sold; the company no longer distributed garment bags, cuff links and other gifts to those who attended affiliate meetings; and there was even talk that Wyman was prepared to eliminate some of the executive dining rooms and reduce the size of the kitchen staff—proposals that Paley found incomprehensible.

But nothing was more crushing to the former chairman than Wyman's decision to exclude him from some of the programming meetings.

From any practical perspective, there was ample justification for the decision. However broad his experience, and however sure his touch, Paley did not have the energy to keep up with the process.

He rarely took time to review the marketing and financial studies that were distributed more to the next month.

Showtime also hopes to schedule as many as 50 concerts and other special events in the next year, Mr. Schneier said.

"We want to maintain a franchise on hot and important events on all fronts," he says.

Madison Square Garden and its regional sports



William S. Paley, left, meets with Laurence Tisch after the board meeting during which Mr. Tisch was named interim chief executive officer, replacing Thomas Wyman, who was forced out by the board.

however glorious his past, had become little more than an observer.

Paley could complain about these developments to national cable associates, but the CBS board was now loyal to chairman. Some of the board members were close viewers through sports service.

"These are only MSG boxing," said the president of the MSG executive in charge of the performance to justify them.

CBS earned a record \$212 million on \$4.6 billion—figures that undercut any hope Paley may be restored to a position of power within the company. But fate was not kind to Tom Wyman in all that began with Senator Jesse Helms.

The conservative legislator (from North Carolina) announced his support of a campaign by Media, a conservative media watchdog, urging conservatives to buy CBS stock so that they could take over the network and become "Dan Rather's boss."

Studies showing otherwise, Helms and his associates maintained that "The CBS Evening News" had been sold to the ownership. Although Wall Street gave little credence to the group's likelihood of success, the campaign attracted considerable media attention and did require a lawsuit against the group to ensure that its efforts were not successful.

And when attention intensified when it was disclosed in the lobby, some gathered at arbitrageur Ivan Boesky and a group of investors had acquired 8.7 percent of CBS's stock, thus making them the company's largest stockholders and questioning whether they could succeed in a takeover.

At the Mark Hotel across the street from the convention, some gathered at arbitrageur Ivan Boesky and a group of investors had acquired 8.7 percent of CBS's stock, thus making them the company's largest stockholders and questioning whether they could succeed in a takeover.

But some attendees weren't enjoying the price of CBS stock was hovering around \$90 per share. "I can't believe Orkin attendee w..."

stockholder notes and bonds worth approximately \$175 per share.

Most Wall Street analysts scoffed at Turner's proposal, observing that his offer included no cash and relied instead on what had become known as "junk bonds," securities that were based more on hope than on assets.

At first, CBS management gave little credence to Turner's offer. As board member and former FCC Chairman Newton Minow later commented, he considered Turner's offer "dead on arrival."

But Turner's much-publicized pursuit raised questions whether CBS stock was grossly undervalued and whether some of the company's thousands of stockholders might be tempted to take a chance with Turner.

Wyman and his senior staff could not risk that possibility. They convened a "war council" to explore the measures that should be taken in court, at the FCC, on Wall Street, and with the Securities and Exchange Commission to prevent Turner from even being allowed to tender his offer to stockholders.

Paley was extremely disturbed by the prospect of someone taking over CBS against his will.

"He was very upset," said Price. "He didn't want to have his child kidnapped."

He was particularly unsettled by the prospect that the kidnapper might be Ted Turner, a flamboyant figure who proposed to finance his public offer by selling off all of CBS's assets (except its television operations) if and when he should ever gain control. To Paley, the proposal was unthinkable. He had spent almost twenty years in pursuit of diversification, and Turner's plan would undo all he had accomplished.

As always, Paley was full of ideas and proposals. He even suggested that perhaps the company should be taken private so that the public would be unable to decide CBS's fate.

In the meantime, he felt compelled to make a statement to the public. In his mind he was the company's founder, the person who had groomed the corporate infant into a giant \$5 billion conglomerate. The public, especially those

(Continued on Page 42)

CTAM: Comparing not

(Continued from Page 12)

who has made an outstanding contribution to the cable industry in the past year.

* * *

CTAM board officers for 1988 were elected: president, Rod Thole, executive vice president, telecommunications group, Heritage Communications; vice president, David Van Valkenburg, president, Paragon Communications; secretary, John Reardon, executive vice president and general manager, affiliate sales and marketing, MTV Networks; and treasurer, Ajit Dalvi, senior vice president, marketing and programming, Cox Cable Communications.

CTAM's immediate past president in 1988 will be Barry Lemieux, president and chief operating officer of American Cablesystems Corp.

* * *

CTAM announced at the convention that it has formed a Mid-Atlantic Chapter, marking its second regional chapter in addition to its Rocky Mountain Chapter.

The new arm will provide a cable forum for professionals in the industry from Delaware, Washington, Maryland, New Jersey, New York and Pennsylvania.

Robert Townsend, vice president of New York Times Cable Television, will serve as the chapter's president.

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*Western Region: 800-241-7695
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VIDEOTAPE

Book Excerpt: EMPIRE

Wyman saves Paley's life in meeting

(Continued from Page 38)

people who were shareholders, would want to know what he thought.

The New York Times was contacted and asked to send a reporter to Paley's office on the thirty-fifth floor so that he could communicate his views through the "paper of record."

On April 30, 1985, Times reporter Sally Bedell Smith was ushered into the chairman's office. Amid priceless art and memorabilia of CBS history, Paley read his statement.

"CBS is strong; CBS is healthy," he stated. "But that strength and health are the products of more than a half a century of careful, concerned nurturing by a great many very dedicated people. To throw this away," he continued, "would be a tragedy. To risk its loss would be to trifle recklessly with the company's future and with the public interest."

Paley expressed his support for Wyman's management and the need to maintain a diversified company. CBS is "soundly structured," he said, "not just for the present but for the long-term future."

Paley did not mention Turner by name, and when Smith asked what he thought of the Atlanta-based broadcaster, Paley would say only, "If you read between the lines you can tell what I think."

Despite Paley's public opposition and management's low opinion of Turner, the offer moved forward at the SEC and the FCC (where prior commission approval was required). Wyman and his war council decided that dramatic action had to be taken to end the threat of a takeover.

On July 3, 1985, CBS announced that it was borrowing \$954 million to buy back one-fifth of the company's stock at \$140 a share, or \$32 more than the current stock price. Since it was based on cash and standard bonds, the CBS offer was immediately deemed to be better than Turner's.

Stockholders flooded CBS with commitments, and by the end of July, CBS and its supporters held enough stock to prevent Turner from ever reaching the magic figure of 67 percent.

Turner's threat, for all practical purposes, was eliminated.

Although the company's independence had been preserved, the cost was high. In fighting Turner and other takeover threats, CBS had been forced to increase its debt from \$370 million to \$1 billion, while the equity in the company dwindled from \$1.5 billion to \$519 million.

To recover from this dramatic financial shift, Wyman was forced to announce cost reductions in operations and the sale of certain assets, including the network's St. Louis television station. The prosperity of the previous year had become a distant dream.

The dream became a nightmare as other transactions turned sour. And they marked the beginning of Paley's assault to recapture control of CBS—the company that, in his mind, had always been his.

In the spring of 1985, CBS had paid \$362.5 million to buy twelve consumer magazines owned by Ziff-Davis Publishing Company.

Within weeks it was learned that the CBS offer was many millions more than the bid of the nearest competitor, and then CBS claimed that Ziff-Davis had made misrepresentations concerning the magazines' profits, a claim that was followed by CBS's lawsuit against the seller. However justified, CBS's complaints did little to enhance Tom Wyman's image on Wall Street.

"To make an acquisition of that magnitude without doing your homework enough to know the proper price is inexcusable," one financial analyst told The New York Times, "and then to lay the blame on Ziff is very sloppy."

Criticism in a newspaper, even a national newspaper like the Times, was the least of Wyman's problems. Paley was resurfacing.

He had lunch with media baron Rupert Murdoch, who had purchased some of Ziff-Davis's other magazines. Murdoch bluntly told Paley that Wyman had handled the Ziff-Davis deal badly, that he had overpaid by millions, and that he had poorly served CBS interests.

"Murdoch kept rubbing it in," said one of Paley's close associates, "and it gave Paley something to talk about. He desperately wanted back into the company, and now he had an angle."

Unfortunately for Wyman, the Ziff-Davis transaction appeared to be only the tip of the iceberg. Contrary to Paley's statement to The New York Times, the company's structure did not appear sound.

CBS's non-broadcast ventures had turned sour—the Theatrical Film Division had lost \$40 million, the company's \$57 million purchase of the Ideal Toy Company had turned into a losing proposition, and TriStar Pictures, the joint movie venture with Home Box Office and Columbia Pictures, had to be sold because of conflicting commitments among the participants.

Although many of these activities had been initiated under Paley's regime, and although the retired chairman had enthusiastically endorsed some of them when they had been initiated, the failures were now Wyman's.

By the end of October 1985, The New York Times reported that Wyman was receiving mixed reviews on Wall



CBS had, with Paley's support, always emphasized hard news. Now the focus started to change. "In meeting after meeting, . . . 'Entertainment Tonight' was touted as the model—breezy, entertaining, undemanding . . . Pretty soon, tax policy had to compete with stories about three-legged sheep," said (CBS correspondent Bill) Moyers, "and the three-legged sheep won."

Street, that "the company seems in disarray," and that "a number of Wall Street analysts are skeptical that Mr. Wyman's demonstrated skills can solve those problems."

Paley had similar concerns. He had read the reports which Wall Street analysts had issued on CBS, and their critical comments filled him with anger and frustration. ("How do those guys get in the building?" he demanded of one CBS executive after reviewing a particularly scathing report.)

But for Paley it was not simply a question of money and finances and corporate structure. In his eyes, programing remained the key, and on that score he was especially troubled by the plight of the news division.

The need to reduce costs had led to the firing or forced retirement of approximately one hundred staff members, almost ten percent of the entire division work force. And of those who remained, many complained that Executive Vice President Van Gordon Sauter, who had supervisory responsibility over the news division, did not appreciate the CBS tradition which, it was said, placed public responsibility above corporate profits.

To rectify the situation, "60 Minutes" producer Don Hewitt devised a scheme to have the corporation sell CBS News to a group composed of himself, Dan Rather, Mike Wallace, Morley Safer and Diane Sawyer. Paley later told his friend that the proposal was a fool's errand, and, to no one's surprise, Broadcast Group President Gene Jankowski rejected the offer when Hewitt made it over lunch one day.

Still, morale within the news division remained extremely low. "The CBS Morning News" was consistently scoring behind ABC's "Good Morning America" and NBC's "Today" show, Rather's ratings started to dip, and the number of documentaries had been drastically reduced.

CBS had, with Paley's support, always emphasized hard news. Now the focus started to change.

"The line between entertainment and news was steadily blurred," CBS correspondent Bill Moyers later observed. "Our center of gravity shifted from the standards and practices of the news business to show business."

"In meeting after meeting, . . . 'Entertainment Tonight' was touted as the model—breezy, entertaining, undemanding . . . Pretty soon, tax policy had to compete with stories about three-legged sheep," said Moyers, "and the three-legged sheep won."

It was all very distressing to Paley, who started to complain more frequently to friends and associates and even to board members that Wyman did not understand the CBS News tradition, that his financial management had proven to be unwise, and that he did not have the personality or skills to be the chairman of a business that ultimately depended on creativity.

Paley's complaints gained credibility when CBS lost its number one position in entertainment programing to NBC—a development which also, in Paley's eyes at least, cast doubt on the wisdom of his exclusion from the program selection process.

The overwhelming majority of the board nonetheless remained committed to Wyman. Unlike Paley, they did not see better programing as the cure to the company's complicated problems.

"Paley thought better programing was the answer to everything," said one CBS executive who was close to the board. "It's like a baseball pitcher with a good fast ball who always wants to throw his fastball, regardless of the situation."

And unlike Paley, most board members believed that Wyman had performed admirably under trying circumstances.

"He had to keep the troops' spirits up, he had to keep the wolves at bay, he had a board to deal with, he had a founder to keep happy, and he had to deal with wild swings in the stock market," said board member and Ford Foundation President Franklin A. Thomas. "I think Tom has done an extraordinarily good job."

Thomas's sentiments were echoed by the full board when it voted in April 1986 to give Wyman the biggest bonus (\$293,859) he had ever received in his six years with the company.

Paley found the board's position incomprehensible. He kept telling board members that Wyman was ruining the company, that something had to be done, but the board seemed deaf to his pleas. Even one member who was sympathetic to Paley was not prepared to take his complaints at face value.

"I thought it was only natural," said this board member. "After all, I knew that he wanted to be where Wyman was."

Paley was plagued by frustration. He repeatedly asked his personal attorney, Arthur L. Liman, why won't they believe me? And Liman repeatedly replied, because you fired all those other presidents. Roswell Gilpatric, who had been on the board since 1970, supported Liman's explanation.

"There have been five presidents of CBS since I've been on the board," said Gilpatric. "It keeps you on the alert because it's always Paley versus the president."

Despite his many complaints, Paley remained on cordial terms with Wyman. The two men still spoke with each other frequently and still had lunch at least once every few weeks. Indeed, in an ironic twist of fate, Wyman saved Paley's life at one of their lunches and thus preserved the octogenarian's ability to carry on his fight for control.

The two men were dining on pork chops in Paley's dining room one May afternoon when Wyman suddenly noticed that Paley's face was redder than usual. In an instant Wyman knew that a piece of food had lodged in Paley's throat and that emergency measures would have to be taken immediately.

Paley remained calm, however. He stood up and waved Wyman over to a corner of the dining room. Wyman then stood behind Paley and put his arms around the former chairman's considerable girth in an attempt to apply the Heimlich Maneuver.

He gave Paley two considerable blows to the chest, and on the second effort a huge piece of pork chop came sailing out of Paley's mouth in a perfect arch. The two men then resumed their lunch as though nothing had happened.

However grateful he might be to Wyman, Paley was not about to abandon his pursuit of a change in leadership. And by then there was one new board member who was growing increasingly sympathetic to that pursuit: Laurence A. Tisch.

A balding man who stood five feet eight inches, with the slight paunch of middle age, Tisch was, at sixty-three, twenty-one years younger than Paley. His rise to fame and fortune was truly spectacular.

After graduation from New York University and one semester at Harvard Law School, Tisch made an investment that would, in time, make him one of the wealthiest men in the country. He saw an ad announcing the sale of a resort hotel on the New Jersey shore and persuaded his family to sell the summer camp it owned and take the \$20,000 to buy the hotel.

Thus began the development of a hotel chain that would give Tisch and his brother Bob the resources to buy a string of rundown movie theatres owned by the Loews Corporation (the company name they retained for their
(Continued on Page 46)

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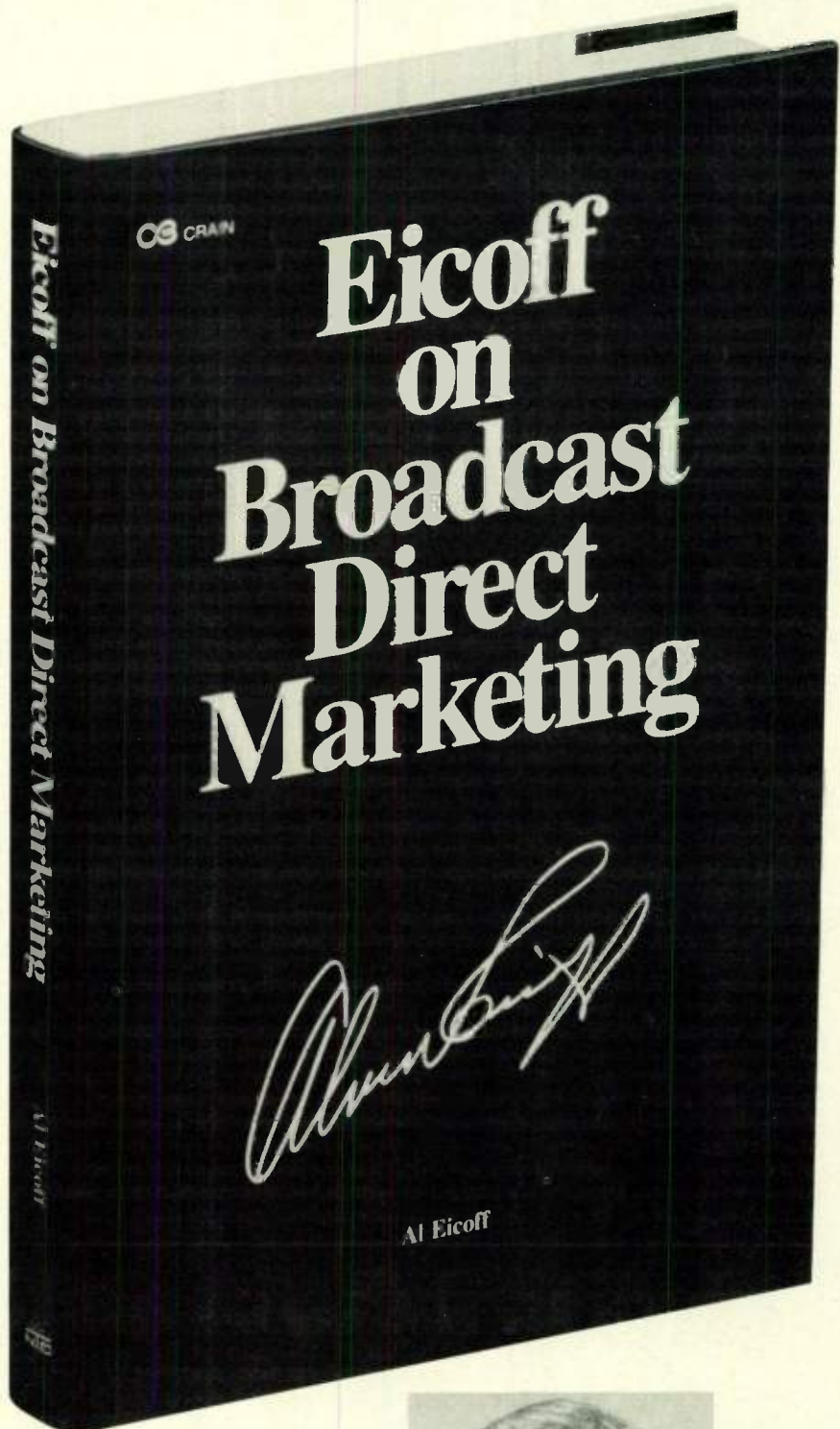
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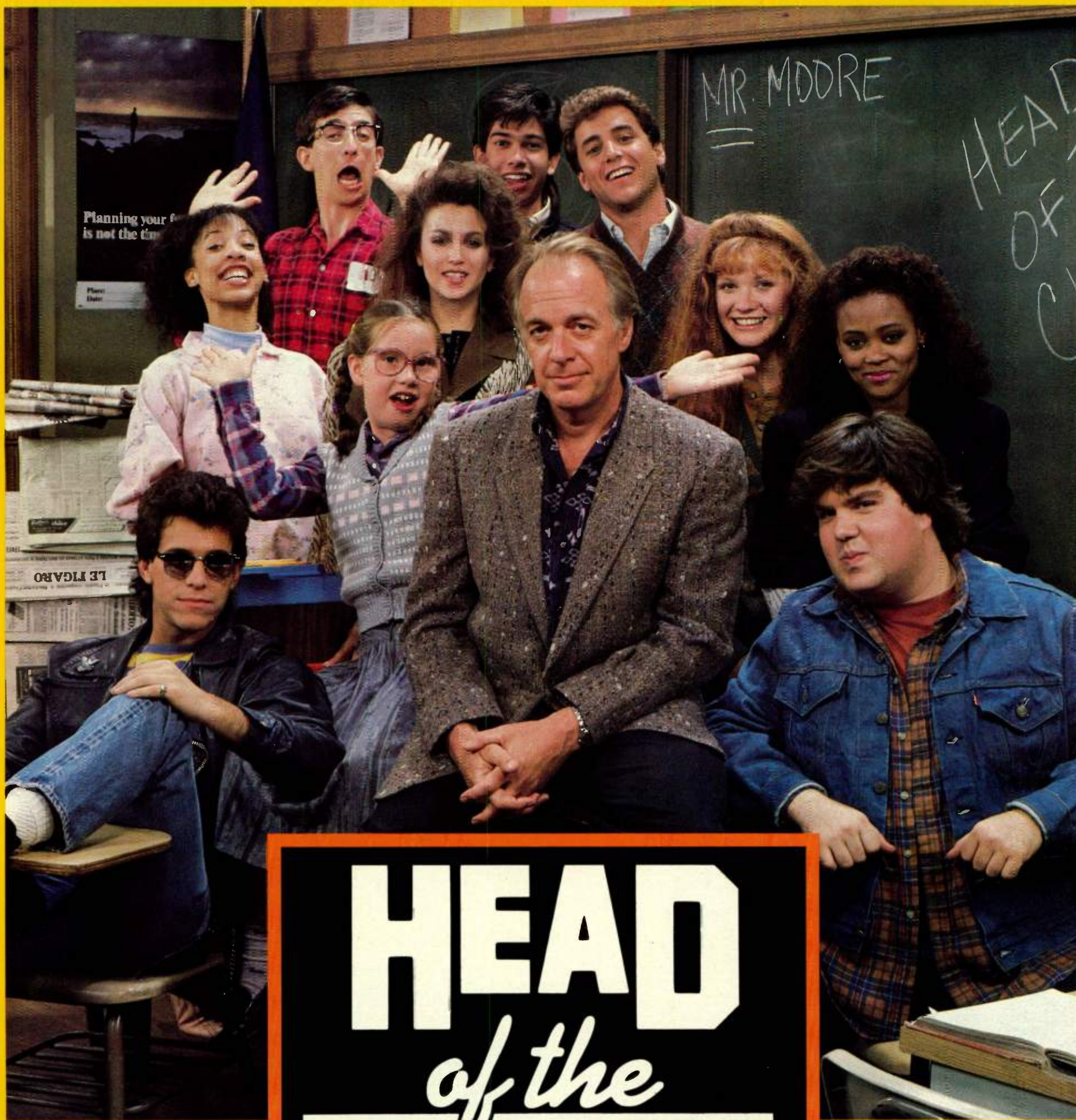
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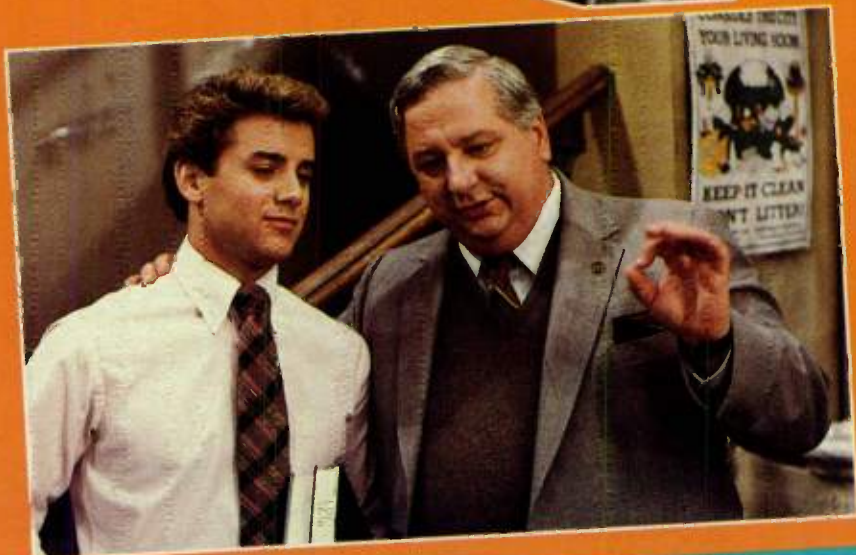
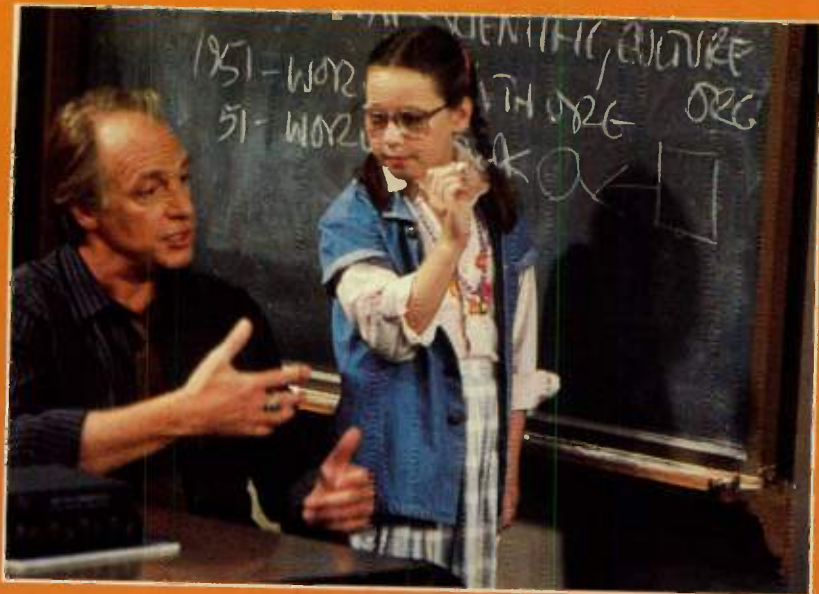
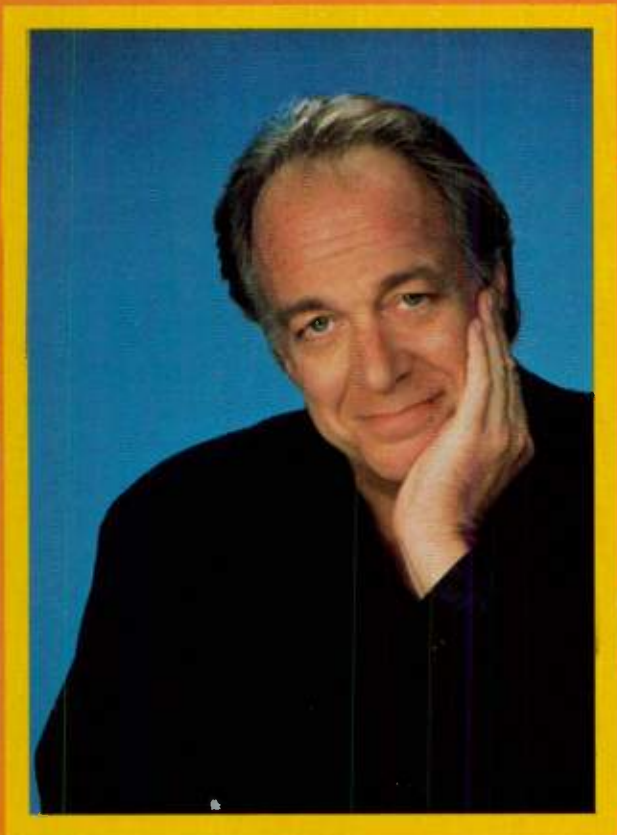
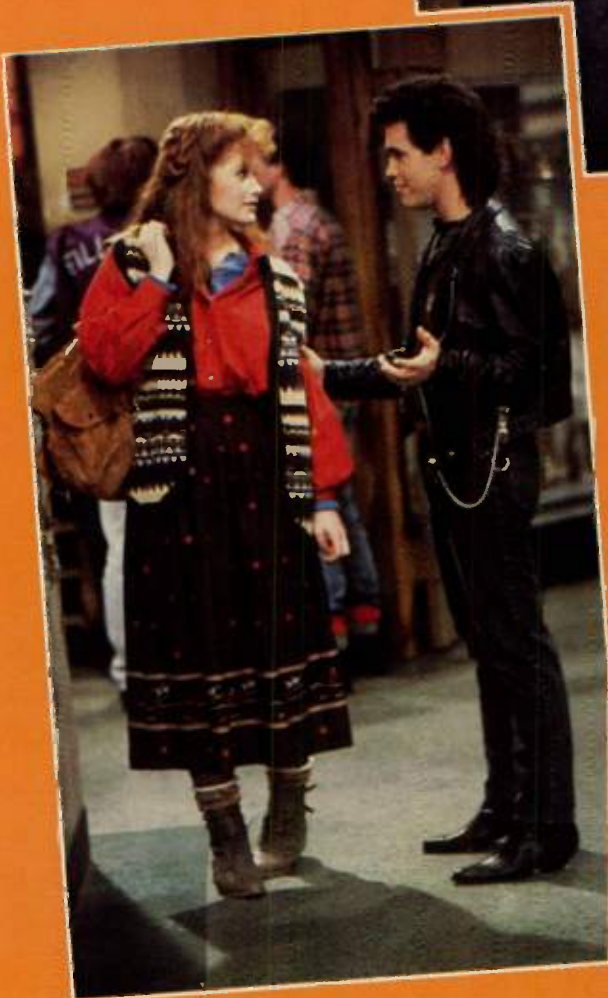
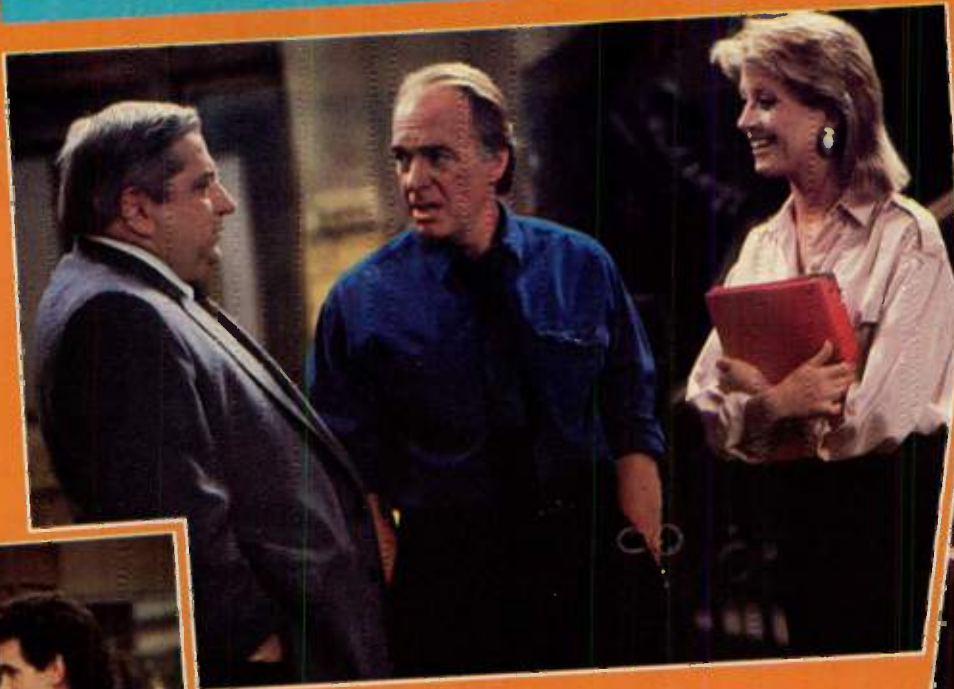
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Book Excerpt: EMPIRE

Paley meets Tisch over tea and cake

(Continued from Page 42)

operation), the Lorillard tobacco company, and the CNA insurance company.

By 1985 the Tisch brothers' Loews Corporation had \$16.1 billion in assets and \$589 million in profits, and the brothers themselves could claim a personal worth reported to be \$1.7 billion.

A fortune of that size required investment, and Tisch was known as one the country's smartest investors. He himself managed the company's \$13.5 billion portfolio, aided by one of his four sons who is an investment banker (the other three being employees of Loews).

He prided himself on being a cautious investor who is always prepared for the worst and unwilling to take risks that could mean exorbitant losses. As one son told reporter Ken Auletta in the spring of 1986, "We're bargain hunters and bottom pickers."

At times this strategy had backfired. In 1982, for instance, Tisch decided to stay away from the stock market because of inherent volatility, thus missing the bull market that brought the Dow Jones average to the brink of the 2000 mark. But those were the exceptions. Larry Tisch rarely missed a good investment opportunity.

Investment was not the only consideration, however, when Tisch responded to CBS's offer in July 1985 to buy back its stock at \$150 a share. To be sure, Tisch believed that a purchase of CBS stock at that price could mean greater profits for Loews.

But Tisch also had a sense of public responsibility, and he was disturbed by CBS's constant battles to preserve its independence against extremists like Jesse Helms and corporate raiders like Ted Turner.

CBS was not just any company. It was one of three major television networks, institutions that informed the nation and shaped the political landscape. Such power was not to be treated lightly.

Tisch had used his money and influence to benefit other causes—especially New York University and Israel—and he was prepared to do likewise for one of the country's premier news organizations. As NYU President John Brademas explained, the Tischs "have a deep sense—certainly a moral one and maybe a religious one as well—that, if one has wealth, one has an obligation to give."

If Tisch used his wealth to buy enough CBS stock, he could prevent Jesse Helms or anyone else from taking over the company.

As he walked off the tennis court at the exclusive Century Club in Westchester County in early 1985, Tisch raised the issue with his friend Jim Wolfensohn, an investment banker who also happened to be a CBS director.

"Larry passed on to me," said Wolfensohn, "that if we ever needed help on his public policy issue, he would offer it."

Tisch repeated the offer of help after Turner's takeover bid escalated the tension and the costs for CBS. "What I said," Tisch recalled saying, "was, 'Look, fellas, if you're

looking for a white knight, consider us a potential.'"

The invitation remained unanswered for months. Wyman's first meeting with Tisch occurred in the spring of 1985 and involved a short discussion concerning Jewish groups who could be asked to oppose Turner's bid at the FCC.

There was no further conversation until Tisch telephoned in July to say that he had just purchased five percent of CBS's stock and to reiterate that he had no intention of making a bid for the company.

Paley was advised of the purchase and had to wonder what it signified. He did not know Larry Tisch. Indeed, when he first learned of the Loews' stock purchase, Paley confused Tisch with real estate developer Robert Tishman.

But after learning Tisch's true identity, Paley did not extend any overtures to the new CBS stockholder—at least not initially. But Tisch kept buying CBS stock, until by the fall he had acquired almost twelve percent of the company, a level that enabled him to surpass Paley (who had raised his percentage to about eight) as the largest single stockholder.

At that point the CBS board invited Tisch to become a member, and Paley decided to invite the Loews executive to his Fifth Avenue apartment one afternoon for tea and sponge cake. The retired CBS chairman was obviously interested in probing Tisch's views on corporate management in general and Tom Wyman in particular.

But he would be discreet about it. He would not even ask good friends for assistance. One who could have been helpful was Walter Thayer, who already knew Tisch. But Paley was not one to involve social friends in business situations.

"He never discussed it with me," said Thayer, "even though he knows that I know Tisch very well."

From that first meeting Tisch and Paley no doubt recognized that, in some respects, their goals and personalities were very compatible. Like Paley, Tisch does not like open confrontations.

"He doesn't get passionate," said one former Loews board member. "He does things gently."

Tisch also seemed to share Paley's interest in preserving CBS as an independent company that would not be beholden to any political faction or a larger corporation. And like Paley, Tisch had begun to believe that CBS could benefit from changes.

One obvious example was the CBS organization chart. Tisch was startled to see that the company had forty-two presidents and vice presidents, and he pointedly asked at a board meeting whether all those executives didn't bump into each other and create bottlenecks. Tisch operated Loews with a very lean staff and plainly saw the elaborate CBS structure as inefficient.

Of course, most of the CBS organization had been established while Paley was still chairman and could not be a basis for criticizing Wyman. But other aspects of the operations were tying the noose around Wyman's corporate neck.

Walter Cronkite was becoming more and more vigorous

at board meetings, in attacking Wyman's leadership of the news division, and the company's financial performance continued to move in the wrong direction. In 1985 CBS earned only \$27 million, which represented almost a 90 percent decline from the previous year.

Much of the problem was beyond the control of Wyman or any other corporate officer. The growth of competition in the video marketplace—primarily through cable television—had reduced the television networks' share of the audience from 87 percent in the 1980-81 season to 76 percent in the 1985-86 season.

The economy had also proved soft and, instead of the expected annual increase in revenues, advertising on network television decreased from \$8.5 billion to \$8.3 billion in 1985.

Still, many complained that CBS could weather the economic doldrums better through more efficient management.

"It is still fat everywhere," said one Wall Street media analyst.

Tisch was certainly becoming more and more inclined to that view, and his opinions were becoming more and more important. He had continued to buy CBS stock, and by the summer of 1986 he represented almost 25 percent of the company's ownership.

The board was concerned. Tisch had said that he had no intention of taking control, but could he be trusted? Wyman raised the issue with Tisch and inquired whether the Loews executive would sign a "standstill agreement" committing himself to that position.

Tisch refused, saying that he was a man of his word. The response left Wyman's future in doubt. Although Tisch had not openly challenged his leadership, Wyman knew that Tisch's stock ownership, as well as his stature, would make his voice a powerful one at any board meeting to decide the company's fate.

Unfortunately for Wyman, Tisch was becoming more and more disenchanted with the performance of CBS, in general, and its chairman, in particular.

Like Paley, he was appalled at the way Wyman had handled the Ziff-Davis negotiations. He was even more concerned about the deterioration in CBS's financial health, and, like Paley, had become convinced that Wyman was ruining the company.

New York financier Felix Rohatyn, a good friend of Tisch's, told one board member in the late summer that "Larry is very, very angry." Trouble was in the air.

For those who were skeptical of Tisch's motives, there was evidence that he was laying the groundwork for a change in leadership. He was readily available to the press and to financial analysts to talk about CBS's problems. And in August he candidly told Wyman that he did not think the former food executive was the man for the job.

Tisch's refusal to sign the standstill agreement was acquiring more and more significance, and many board members were plainly worried that Tisch would take control and make CBS a subsidiary of Loews.

(Continued on Page 48)

'Mr. Chairman, this is Meat Loaf'

David Sonenberg was sitting in his Upper East Side office one afternoon in February 1978 when his secretary told him that Walter Yetnikoff, president of the CBS Records Group, was on the phone.

Sonenberg, a 30-year-old Harvard Law School graduate, had forsaken a traditional law practice to manage singers and other members of the creative community.

Some of his clients had contracts with CBS Records, and of those, none was more successful than Meat Loaf—the three-hundred-pound rock singer with long stringy hair and a Texas drawl.

Meat Loaf's album, "Bat Out of Hell," had skyrocketed up the charts, and Yetnikoff was now calling Sonenberg to say that "the chairman" would like to meet Meat Loaf, and could he be available at 2:30 the following afternoon?

From years of contact with CBS, Sonenberg did not have to ask who "the chairman" was.

Although rarely seen, Paley was a constant topic of conversation at Black Rock.

So Sonenberg was full of excitement when he passed the word to Meat Loaf. They were going to

meet the man who had assumed almost mythic proportions in company gossip.

Meat Loaf had only one question for his manager: Do you think it's for lunch? Sonenberg said he was not sure, but Meat Loaf was not one to take chances on such an important matter.

When he showed up at Yetnikoff's office the following day, Meat Loaf was dressed in his concert attire—black tuxedo, ruffled shirt with an open collar, and a large gold medallion hanging conspicuously around his neck.

None of that was unusual.

There was, however, something distinctive about the brown shopping bag that he held in his right hand.

Despite repeated inquiries from Yetnikoff and Sonenberg, Meat Loaf refused to identify its contents, saying only that he was ready to meet Mr. Paley.

So the three men proceeded to the thirty-fifth floor, through several outer offices, and finally into the richly paneled, warmly decorated office of the CBS chairman.

Paley, dressed in the usual dark suit, white shirt, and wide tie, got up from behind his gaming-table desk

and walked over to greet his three visitors.

Yetnikoff dutifully introduced Sonenberg, who shook Paley's hand, and then Yetnikoff said, "Mr. Chairman, this is Meat Loaf."

Since his right arm was draped around the brown paper bag, Meat Loaf did what only seemed natural—he grabbed Paley's outstretched hand with his left hand and cheerfully said, "Yo, Bill!"

Paley smiled broadly and directed his guests to a comfortable couch. As they all sat down, Meat Loaf pulled out a six-pack of beer from the bag and asked "Bill" if he wanted one.

Paley gamely said yes, and as they started sipping their beers, Meat Loaf pulled out a package of Jarlsberg cheese from the bag, asking "Bill" if he wanted to try some.

"I had some of this Jarlsberg cheese the other day," said Meat Loaf, pronouncing the J, "and it was great."

Paley again said "Sure," and from there the conversation never dragged. Paley was obviously amused by Meat Loaf's lack of inhibition, and the singer was mesmerized by Paley's story of how he had built CBS into a sprawling empire. #



AP/Wide World Photo

MEAT LOAF

Lack of inhibition amused William Paley

**There's only
one "Boss"
in
San Francisco...**

Book Excerpt: EMPIRE

Wyman out, Tisch in as network chief

(Continued from Page 48)

speak after Wyman had finished his presentation to the board. "I won't sell my shares," he said in a voice that left no room for debate. Paley quickly echoed that sentiment, and the Coke deal was dead.

Wyman then left the room so that the board could discuss the future of the company without the inhibition of his presence.

Frank Thomas and Harold Brown began the discussion by asking for assurances from Paley and Tisch that CBS would remain an independent company—one that would not become a subsidiary of Loews or be subject to the direction of Larry Tisch.

Not surprisingly, Paley immediately gave his commitment to the principle of CBS remaining independent.

Tisch endorsed that principle also, saying that Loews had never intended to assume control, that he had never initiated any effort to replace Wyman, and that he had expressed views on Wyman's performance only when asked to do so by a committee of the board. At that point, Paley joined in repeating the arguments he had made the previous night.

"I expressed the view," he later explained, "that Mr. Wyman should resign because he no longer enjoyed the confidence of employees, shareholders, and the public, and could not lead the company in the difficult period ahead."

Tisch now openly agreed with the retired chairman, saying that CBS needed new leadership.

Marietta Tree and Walter Cronkite added their voices to the chorus of criticism, observing that, after long deliberation, they too had reached the conclusion that Wyman should resign "for the good of the corporation."

Paley then made the proposal that reflected the culmination of months of thinking and planning and waiting: Wyman's responsibilities as chief executive officer should be temporarily turned over to a committee of the board that would include Tisch as chairman, as well as Paley and several outside directors. Paley added that he should be named acting board chairman and that a committee should be established to search for Wyman's successor.

The board asked Paley and Tisch to withdraw from the meeting so that they could discuss Paley's proposal freely. Left to themselves, the remaining directors again reiterated their commitment to keeping CBS an independently owned company.

If they could not pursue attractive deals with companies like Coca-Cola, they certainly did not want to become a step-child of Loews.

The board also agreed that Wyman would have to resign. It was no longer a question of whether his performance had been adequate in the past. He could not be effective in the future with the company's two largest shareholders openly opposed to his retention.

And besides, if Wyman were asked to resign now, the board could probably give him a better deal than if he were forced to leave after months of turmoil (an observation that proved to be prophetic—Wyman received a settlement package valued at \$4.3 million).

The next issue was Wyman's replacement. The board members were opposed to Paley's proposal to vest the chief executive's powers and responsibilities in a committee. That route would create risks of confusion and delay at a time when the company needed a sure hand at the tiller.

Much better, they believed, would be to have a single chief executive officer who could be accountable for CBS's management.

And while there was no one who had been screened and accepted as a successor to Tom Wyman, the board knew one person who could ably fill that role on a temporary basis: Larry Tisch.

And to help revive CBS's image as a quality company that could regain the glories of the past, the board decided to accept Paley's offer to become acting chairman of the board.

The board's deliberations by now had occupied many hours. Dinner had been brought in, and the directors were emotionally drained. But they were satisfied that they had now settled on a course that would be good for the company, well received by most of the staff, and endorsed by Wall Street.

They asked Tisch to rejoin the meeting, and he quickly agreed to accept the temporary assignment as acting chief executive. It was the kind of challenge that he loved.

Henry Schacht and Frank Thomas were soon dispatched by the board to ask Wyman for his resignation and to discuss the settlement of his contract. Tisch and two other board members walked down to Paley's office to advise the retired chairman of the board's conclusions.

He could not have been more pleased. His gamble had succeeded.

True, the board did not accept his proposal to create a committee (with him on it) to exercise the powers of chief executive. But the basic goals had been achieved. Tom Wyman was out. And Paley himself had been resurrected to a position of power that he had never wanted to leave. He returned to the board room and, with great emotion,



The board also agreed that (Tom) Wyman would have to resign. It was no longer a question of whether his performance had been adequate in the past. He could not be effective in the future with the company's two largest shareholders openly opposed to his retention.

acknowledged the decision that had brought him back into the company.

Late in the evening, Paley and Tisch, both wearing broad smiles, walked out to meet the assembled press and talk to them about the change in leadership. In his statement, Paley said that he was "delighted" by the board's selection of Tisch as acting chief executive.

"Larry has not only proven his extraordinary ability as a businessman and leader in the success of his own company, Loews," said Paley, "but most important he shares the values and principles that have guided the company throughout the period of its growth."

Paley did not have to add that he also subscribed to those principles and values.

The news of the dramatic shakeup was well received at CBS and Wall Street.

Tisch had made his reputation as an executive who could transform financially troubled companies into money-making machines. Despite his lack of experience with media companies, most seemed to assume that those talents could be applied to CBS as well.

And while Paley would not be exercising the kind of power that he had in earlier years, his presence generated the reactions that the board could have anticipated, especially in the news division.

"To have the man who built the thing in the first place back in charge," said CBS correspondent Mike Wallace, "everyone will welcome that."

Morley Safer, another correspondent on "60 Minutes," agreed. "Even if it's only symbolic," he said, "it's a very important symbol."

There was one potential problem in all this euphoria: the FCC. Fairness in Media, the conservative group aligned with Senator Helms, immediately filed a complaint with the commission, saying that there had been a change in control at CBS that, under the Communications Act, required the approval of FCC.

CBS lawyers were prepared to fight the complaint. They did not want the FCC reviewing the board's decision and determining whether it was acceptable.

But the issue was a controversial one, and a reporter raised the question with Tisch and Paley at a press conference a few days after Wyman's ouster. What did the two men think of the complaint by Fairness in Media—and how could they dispute the fact that there had been a change in control?

Tisch and Paley were in very relaxed moods, sitting on the edge of the desk in Tisch's new office, their feet dangling over the top. Tisch responded first, saying that CBS shortly would be filing an appropriate application with the FCC over the change in control.

At that point, the eighty-four-year-old Paley, obviously better versed in these regulatory matters, interrupted to say, no Larry, we won't be filing any applications with the FCC.

There had been no change in the board (except for Wyman's departure) and no change in the stockholders; there has been a change only in the officers who manage the company and who serve at the board's pleasure.

Paley reiterated these points in a letter he sent to the FCC a few days later.

Although drafted by CBS attorneys, the letter reflected Paley's true sentiments.

"For my whole career," the letter said, "I have fought to maintain CBS's independence, and the events of the last few weeks have reaffirmed, rather than undermined, this principle."

In theory, it sounded entirely accurate and reasonable. As a practical matter, however, the board was not about to disregard the firm decision of the two stockholders owning one-third of the company. The board members could express their views, they could review the record, but the alternatives were shaped by the knowledge of what Tisch and Paley would accept.

"It was simple arithmetic," said one board member. "We were not going to go against Paley and Tisch."

Nonetheless, the FCC issued a decision on October 20, 1986, concluding that there had been no change in control that warranted its review. The agency explained that it had placed particular reliance on the company's "active and independent Board of Directors that has been and remains openly antagonistic to CBS coming under the domination of an outside party."

Whatever the legalities, there was no doubt who was now controlling the day-to-day decisions.

For Tisch, the appointment as CBS's chief executive meant more than the protection of a \$750 million investment.

"This is no longer a financial investment for him," said one friend. "He believes that this is an investment for history, for his children, for financial reasons, and out of a desire to become a corporate statesman."

And, as Bill Paley had discovered decades earlier, it was fun as well. "It's been a fascinating experience," Tisch told Broadcasting magazine, "in a very interesting business."

And like Paley, Tisch said he was committed to spending whatever was necessary to secure the kind of programing that would return CBS to the number one position.

"We will spend any amount of money for programing," he explained. "We will spend any amount of money for programing, for news, anything that reaches the American public. That is our obligation."

Paley would not have said it any differently.

The appointments for Tisch and Paley were supposed to have been only temporary, and a search committee was established to recruit successors to both men. But the committee remained inactive, no candidates were interviewed, and it was only a matter of time before the appointments became permanent.

On the evening of January 13, 1987, all the board members (except for Cronkite, who was in Australia covering the America's Cup) gathered in the board room at Black Rock to consider the issue.

The board wanted assurances that Tisch would not dismantle the entire empire, that however great the need to cut costs, certain components of the company—including Columbia Records—would be retained. One participant said the meeting became "boisterous" at times, but the result was unaffected.

The board's decisions were ratified at its formal meeting on the following morning, and on January 14, 1987, it was announced that Tisch would be chief executive and that the eighty-five-year-old Paley would be the board chairman.

"We've taken a good hold of things," the new chairman told the press, but he added that there was still a need to recruit successors for him and Tisch. "I don't think," he explained, "that either of us is prepared to last in these jobs for too long."

In the meantime, he would do what he could to restore CBS to its position of pre-eminence in network programing.

He spent much of the fall and winter analyzing program proposals, talking with producers, and had changed many things, but not for Bill Paley. He was back where he had always wanted to be, where he felt he always belonged.

"He's very happy," said his good friend Walter Thayer. "Very happy indeed." #

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

CALENDAR

August

Aug. 25, **How Producers Turn Out Award-Winning Pieces**, a seminar sponsored by the Chicago Women in Film, Columbia College, Chicago. Information: Debbie Cottle, 312-421-4111.

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. 3, **Cabletelevision Advertising Bureau local advertising sales workshop**, Stamford Marriott, Stamford, Conn. Information: Detta Patterson, 212-751-7770.

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. 9-10, **The Search . . . for Media Planning Excellence**, sponsored by the advertising division of Medill School of Journalism, Northwestern University, Chicago. Information: Jack Sissors, 1-800-323-5998 (outside Illinois) or 1-800-942-2569 (in Illinois).

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

Sept. 10, **Cabletelevision Advertising Bureau local advertising sales workshop**, Westin Crown Center, Kansas City, Mo. Information: Detta Patterson, 212-751-7770.

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, **New York Women in Cable**, HBO Media Center, New York. Information: Beth Araton, 212-661-6040.

Sept. 15, **Cabletelevision Advertising Bureau local advertising sales workshop**, Columbus Marriott East, Columbus, Ohio. Information: Detta Patterson, 212-751-7770.

Sept. 15-18, **Community Broadcasters Association** first annual convention, Las Vegas Hilton, Las Vegas. Information: Bob Bernstein, 212-684-1255.

Sept. 16-18, **South Dakota Community Television Association annual convention**, Sylvan Lake Lodge, Custer, S.D. Information: Jerry Steever, 605-224-4034.

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

Sept. 17, **Cabletelevision Advertising Bureau local advertising sales workshop**, Stouffer Concourse Hotel, Denver. Information: Detta Patterson, 212-751-7770.

Sept. 17-18, **Satellite Technology**, a seminar for the non-technical manager and executive, Westin St. Francis, San Francisco. Information: Ann Marcellino, 1-800-722-9000.

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. 20-24, **1987 National Association of Telecommunications Officers and Advisers annual conference**, Pfeister Hotel, Milwaukee. Information: Donna Mason, 206-696-8233.

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. 22, **Cabletelevision Advertising Bureau local advertising sales workshop**, Ramada Hotel O'Hare, Chicago. Information: Detta Patterson, 212-751-7770.

Sept. 23-25, **Overcoming the Barriers to Profitable Station Operation**, the National Association of Black Owned Broadcasters 11th annual fall broadcast management conference, Ramada Renaissance Hotel, Washington. Information: James Winston, 202-463-8970.

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

Sept. 25, **Cabletelevision Advertising Bureau local advertising sales workshop**, Hyatt Regency DFW Airport, Dallas. Information: Detta Patterson, 212-751-7770.

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

Sept. 28-Oct. 2, **Video Expo New York**, Jacob K. Javits Conven-

tion Center, New York. Information: Barbara Dales, 914-328-9157.

Sept. 29, **Cabletelevision Advertising Bureau local advertising sales workshop**, Omni Hotel/CNN Center, Atlanta. Information: Detta Patterson, 212-751-7770.

Sept. 30, **Hispanic Media: Influence and Opportunity**, a seminar sponsored by the Media Institute, Westin Bonaventure Hotel, Los Angeles. Information: Cindy Bisset or Edith Torres, 202-298-7512.

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

Sept. 30, **Hispanic Media: Influence and Opportunity**, a se-

Major events

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.

NAB

Las Vegas April 9 to 12
Information: Hilda Jannesson, 202-429-5353.

minar sponsored by the Media Institute, Westin Bonaventure Hotel, Chicago. Information: Cindy Bisset or Edith Torres, 202-298-7512.

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

October

Oct. 1, **Cabletelevision Advertising Bureau local advertising sales workshop**, Radisson Hotel, Orlando, Fla. Information: Detta Patterson, 212-751-7770.

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, **Cabletelevision Advertising Bureau local advertising sales workshop**, LAX Hilton, Los Angeles. Information: Detta Patterson, 212-751-7770.

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. 8, **Cabletelevision Advertising Bureau local advertising sales workshop**, Airport Sheraton Inn, Portland, Ore. Information: Detta Patterson, 212-751-7770.

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. 13, **Cabletelevision Advertising Bureau local advertising sales workshop**, Sheraton Needham Hotel, Boston. Information: Detta Patterson, 212-751-7770.

Oct. 13, **Sales seminar for TV-radio reps**, sponsored by The Marketing Communications Group, Seatac Hyatt, Seattle. Information: Ronald E. Steiner, 505-293-4323.

Oct. 13-14, **Satellite Technology**, a seminar for the non-technical manager and executive, Willard Inter-Continental, Washington. Information: Ann Marcellino, 1-800-722-9000.

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, **Sales seminar for TV-radio reps**, sponsored by The Marketing Communications Group, Airport Holiday Inn, Portland, Ore. Information: Ronald E. Steiner, 505-293-4323.

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 satellite

communications industry, Mayflower Hotel, Washington. Information: Brian Bigalke, 800-722-9000.

Oct. 15, **Cabletelevision Advertising Bureau local advertising sales workshop**, Sheraton Valley Forge, Philadelphia. Information: Detta Patterson, 212-751-7770.

Oct. 15, **Sales seminar for TV-radio reps**, sponsored by The Marketing Communications Group, Sacramento Inn, Sacramento, Calif. Information: Ronald E. Steiner, 505-293-4323.

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

Oct. 16-19, **Audio Engineering Society 83rd annual convention**, New York Hilton Hotel and New York Sheraton Centre. Information: Ronald L. Bennett, 818-986-4643.

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

Oct. 16-17, **10th annual Detroit Producers Association**, Hyatt Regency, Dearborn, Mich. Information: Marguerite Parise, 313-542-7403.

Oct. 16-20, **MIPCOM**, Palais des Festival, Cannes, France. Information: Barney Bernhard, 212-967-7600.

Oct. 20-23, **Telocator Network of America 39th annual convention**, Moscone Center, San Francisco. Information: Cliff Cottman, 202-467-4781.

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. Information: Lynn Levine, 202-872-9200.

Oct. 31-Nov. 4, **Imaging in Sound—Today and Tomorrow**, the annual fall conference of the Society of Motion Picture and Television Engineers, Los Angeles Convention Center, Los Angeles. Information: John Varrasi, 914-761-1100.

November

Nov. 5-6, **Satellite Technology**, a seminar for the non-technical manager and executive, Four Seasons Hotel, Los Angeles. Information: Ann Marcellino, 1-800-722-9000.

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, Houstonian 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. 1-2, **Satellite Technology**, a seminar for the non-technical manager and executive, Ritz-Carlton, Atlanta. Information: Ann Marcellino, 1-800-722-9000.

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

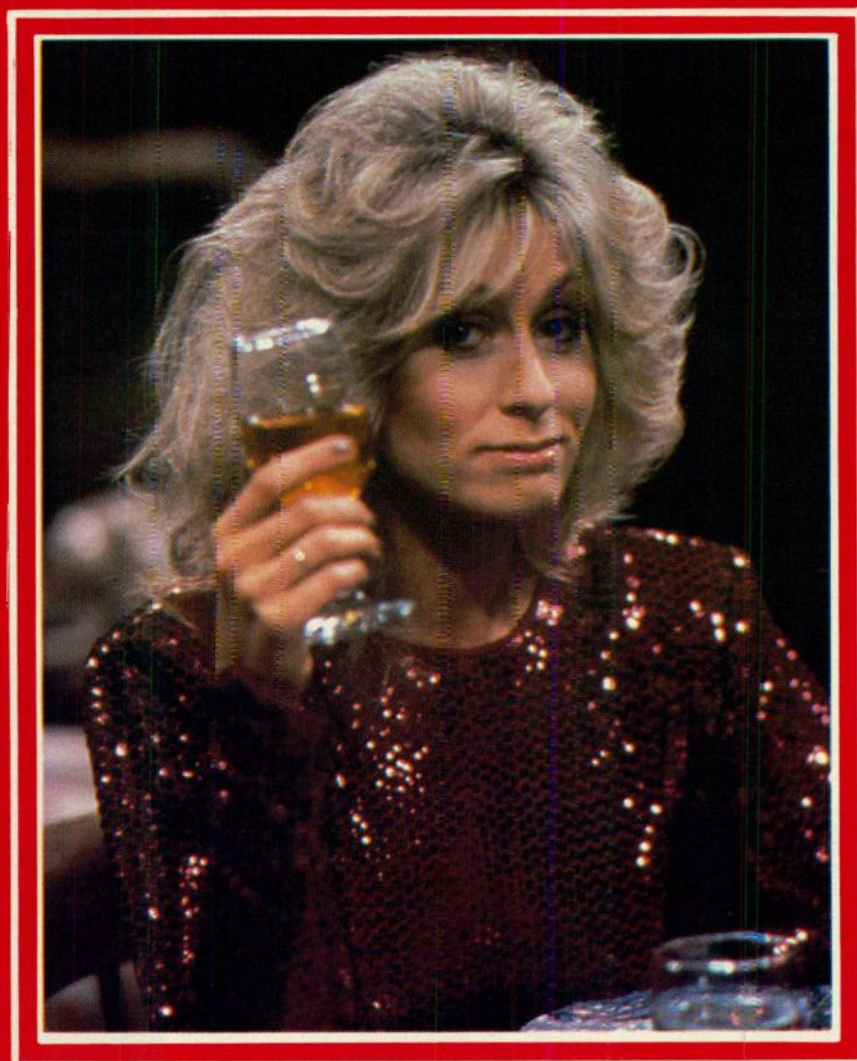
Jan. 29-30, **Technology in Transition**, the 22nd annual television conference of the Society of Motion Picture and Television Engineers, Opryland Hotel, Nashville. Information: John Varrasi, 914-761-1100.

February

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

WTAE

The Hearst Corporation



NBC targets funny bone in ads for dramas

NBC is finding success by using glib humor to promote its dramatic series.

Over the summer, the network has aired off-beat commercials to promote "Miami Vice" and "L.A. Law," and this week the campaign continues with humorous spots for "Highway to Heaven."

The "L.A. Law" spot, featuring a down-and-out executive, has helped the show in its ratings tug-of-war with CBS's "Knots Landing," says John Miller, vice president of promotions and advertising for NBC.

In the spot, the once high-powered executive says he used to have it all: an office with a secretary, a condo in Hawaii, tailored socks . . . but then "they wanted me



Marketing
By Susan
Spillman

to work late Thursday nights," the man tells another bum. "Thursday nights is 'L.A. Law,'" he groans.

The other bum makes a point: "You could have taped it." Silence.

Mr. Miller says that, aside from a humorous spot for "Night Court," the humor strategy has been saved for dramatic series.

"Dramas are a lot more difficult

to promote than comedies, which are much tighter and lend themselves better to being promoted with a clip from an upcoming episode," he explains.

But promoting drama with comedy must be carefully orchestrated. "You can't use the characters in the show or people will think you're making fun of them, which doesn't go over well," he says.

For example, if the "L.A. Law" spot featured Harry Hamlin, who plays the show's do-gooder attorney Michael Kuzak, chewing the fat with a low-life in a dingy alley, that would not be funny. It would offend viewers, Mr. Miller believes.

This week, NBC will begin using spots for "Highway to Heaven," featuring a nerd and a playboy trying to get to heaven.

As they rise above the clouds, an omnipotent voice growls, "Well?"

The nerd boasts that he's always told the truth. So has the playboy, except for that one time on his tax return. The playboy is struck by lightning and sinks into the clouds.

Then the nerd says he always bought Girl Scout cookies. The playboy offers that he once dated a troop leader. He's struck again.

For one hour every Wednesday night, the nerd thought nice thoughts. The playboy says he watched "Highway to Heaven." A beam of light shines down on him and the Pearly Gates open widely. The nerd is left out in the cold.

Adding to the humor strategy were this summer's spots for "Miami Vice," showing a Yuppie couple speeding down the highway,

only to be pulled over by a cop.

"Officer, we were just trying to get home to watch 'Miami Vice,'" gets the woman. "Get out of here," smirks the cop, "That's the best excuse I've heard all day." He lets them off.

Earlier, for a "Night Court" promo, NBC taped attorneys F. Lee Bailey and Vincent Fuglioni arguing whether viewers watched because they love the people or because the show is funny. "People!" "Funny!" "People!" "Funny!" They banter back and forth.

Are there any shows for which humor doesn't work?

"Not if it's funny," says Mr. Miller, who pauses then adds, "Well, maybe not the network news."

* * *

"Watch 1,000 hours of TV and get paid for it," intones the sleekly dressed executive on the tube. "Move to New York and begin your exciting career in TV."

Sounds like a spoof sketch off of "Saturday Night Live," right?

Wrong. It's the latest promotion from "Nick at Nite," the cable network that features TV shows from the 1960s and 1970s.

And the job is real. Nick is in search of a bona-fide couch potato, the kind of person who can sing "The Jetsons" theme song, dance the Batusi and understand Cousin It.

The winning applicant will become the network's new manager of acquisitions, who will screen old shows to see how they hold up today. Those that do may be bought for airing on the service.

"It's the kind of job you once probably dreamed up in a beanbag chair while watching 'The Brady Bunch' reruns," said Betty Cohen, director of on-air promotion for the channel.

So what better place to advertise than to its own 28 million subscribers? That was the feeling of Linda Kahn, Nick's vice president of acquisitions.

Three different spots promoting the position ran on the network between July 14 and Aug. 2. They drew 1,600 resumes from across the country and a cross-section of applicants.

If the job search seemed a bit bizarre, consider some of the eye-catching items some job applicants sent in:

- A resume to the tune of the theme song "Mr. Ed."
- A plastic gourmet TV dinner.
- A broken TV set with a Band-Aid stretched across, implying that the candidate could fix Nick's schedule.
- A Pez dispenser (remember those little candies?)

"It showed us that the TV generation is alive and well and thinking," says Ms. Kahn.

Thirty hopefuls have already been interviewed in person. A winner will be selected in the next few weeks and introduced on the air.

But don't despair. If you missed out on the job, you could still have a shot at having your life immortalized on the small screen with a TV series on Nick.

Now the channel is soliciting its viewers to "create the perfect sitcom."

From the initial entries, five regional finalists will be selected. Nick's film crew and scriptwriter will then go on location to transform the finalists' real lives into real shows. This fall, the original productions will air in a special and viewers will vote on the best one.

* * *

Held a creative movie theme week this summer? If so, let us know. Please send movie theme and title to: Marketing Column, ELECTRONIC MEDIA, 6404 Wilshire Blvd., Los Angeles, Calif. 90048.#

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ISSUE DATE	CLOSING DATE	ADVERTISING OPPORTUNITY	CONVENTION BONUS DISTRIBUTION
February 23	February 10	Financial Section	
March 30	March 17	Technology Section	NAB
April 20	April 7	Global TV Section	MIP-TV
May 18	May 5	Cable Section	NCTA
June 8	May 26	Marketing Section	BPME
July 20	July 7	The New Season Section	
August 31	August 18	Journalism Section	RTNDA
September 7	August 25	Radio Section	NAB-Radio
September 21	September 8	Sports Section	

These are early closing dates so mark them in your calendar now!

For additional information, contact our sales offices:

220 East 42nd Street New York, NY 10017 212-210-0217
6404 Wilshire Blvd. Los Angeles, CA 90048 213-651-3710

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Media**

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

WHO'S NEWS

Broadcast TV

Ellen Glick to vice president of development, Taft Entertainment Television, Los Angeles, from literary agent, ICM, Los Angeles.

Jill Gross to director of network program operations, Telemundo Group, New York, from marketing coordinator, Campus Network, New York.

Stephen Brain to executive director, Stephen J. Cannell Productions, Los Angeles, from director of studio operations.

David Himelfarb to director of comedy development, Warner Bros. Television, Los Angeles, from director of movies and miniseries. Also, **Susan Horowitz** to director of drama development from director of current programming.

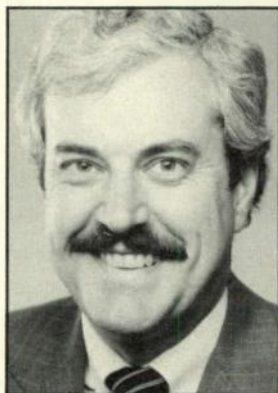
Howard Trickey to general manager, WVFT-TV, Roanoke, Va., from general manager, WLAX-TV, LaCrosse, Wis.

Deborah Abbott to vice president of corporate programming, Family Group Broadcasting, from program and promotion director, WFTX-TV, Fort Myers, Fla.

Sandy Molhoek to public rela-



CHRIS SOPHINOS
Midwest-CATV



MICHAEL MASON
The Disney Channel



ANGELA ASTORE
KSTP-TV



EILEEN COLLINS
WNEV-TV

tions director, WIFR-TV, Rockford, Ill., from commercial production assistant, Rockford Park Cablevision.

Cable TV

Chris Sophinos to chief operating officer, Midwest CATV, Charleston, W.Va., from distributor sales director, Jerrold Division, General Instruments, Hatboro, Pa.

John Reardon to executive vice president and general manager of affiliate sales and marketing, MTV Networks, New York, from senior vice president and general manager of affiliate sales and marketing.

Also, **Rich Cronin** to vice president of marketing, Nickelodeon and Nick at Nite, from regional director of affiliate sales and marketing for the central region, Chicago.

John Popkowski to vice president of national sales, Turner Broadcasting System, Atlanta, from vice president and New York sales manager. Also, **Angela Pumo** to vice president and New York sales manager from vice president and national sales manager, and **Steve Carter** to vice president and national sales manager from senior account manager, WTBS ad sales.

J. Michael Hinchman to vice

president of billing and collection, Viacom Networks Group, New York, from director of credit and collection, Showtime/The Movie Channel, New York.

Garnet Rich to vice president of the Southwest region, The Disney Channel, Dallas, from director. Also, **Michael Mason** to vice president of Southeast region, Atlanta, from director of HBO, Atlanta, and **David Schreff** to vice president of the central region, Chicago, from director.

Peter Moran to vice president of local cable sales, Rainbow Advertising Sales Co., a division of Cablevision Systems, New York, from director of ad sales for all Cablevision systems.

Sharon Bennett to vice president of affiliate operations, HBO, Kansas City, from regional director, Dallas.

Gordon Beck to executive producer and director, sports unit, USA Network, New York, from senior producer at the cable service.

Peter Locke to director of marketing operations, Comcast Cable Communications, Bala Cynwyd, Pa., from regional vice president and manager, Comcast systems, Southeast region.

Peggy Keegan to director of public affairs for Viacom Cable in Pleasanton, Calif., from manager of public relations. Also, **Jeff Butler**

to system manager for Cablevision of Marin in Marin County, Calif., from marketing director.

Radio

Robert Biernacki to executive vice president, Mahlman Co., Bronxville, New York, from a broker.

Linda Pollack to director of marketing, WCKG-FM, Chicago, from marketing director, JAM Productions, Chicago.

Journalism

Pete Fuentes to reporter, WWOR-TV, Secaucus, N.J., from reporter, KCRA-TV, Sacramento, Calif.

Lila Petersen to co-anchor, KRON-TV, San Francisco, from temporary co-anchor/general assignment reporter.

Adam Powell III to head of news and information programming, National Public Radio, Washington, from consultant, Powell Communications, Mill Valley, Calif.

Jay Gourley to general assignment reporter, WRC-TV, Washington, from correspondent, CNN, Washington.

Michael Chinoy to Beijing bureau chief, CNN, from London correspondent. Also, **Jim Walton** to acting executive producer, CNN Sports, Atlanta, from senior producer.

Angela Astore to co-anchor, KSTP-TV, Minneapolis, from weekend anchor and general assignment reporter.

Steve Cangialosi to sports anchor, WINS-AM, New York, from managing editor, "The Sports Connection," WNEW-AM, New York.

Eileen Collins to host/producer, "Revista," WNEV-TV, Boston, from producer, 1986 National Academy of Television Arts & Sciences regional Emmy Awards, Boston.

Syndication

Anne Lieberman to vice president of home video, DIC Enterprises, Encino, Calif., from director of programming.

Phil Midiri to executive director of television accounting, Paramount Television Group, Los Angeles, from director of television accounting. Also, **Mike Masters** to associate director of financial reporting and analysis from manager, and **Laurie Woken** to associate director of financial reporting and analysis from manager.

Donna Tracey to director of advertiser sales administration, All American Television, New York, from director of membership/registration for NATPE International.

Other

Ed Sabol to chairman, National Football League Films, Mt. Laurel, N.J., from president. Also, **Steve Sabol** to president and chief operating officer from executive vice president.

Paula Rockowitz to research director, Silver King Broadcasting, Clearwater, Fla., from marketing analyst, Capital Cities/ABC Spot Sales, New York. #

*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Securities.
The offer is made only by the Prospectus.*

\$50,000,000

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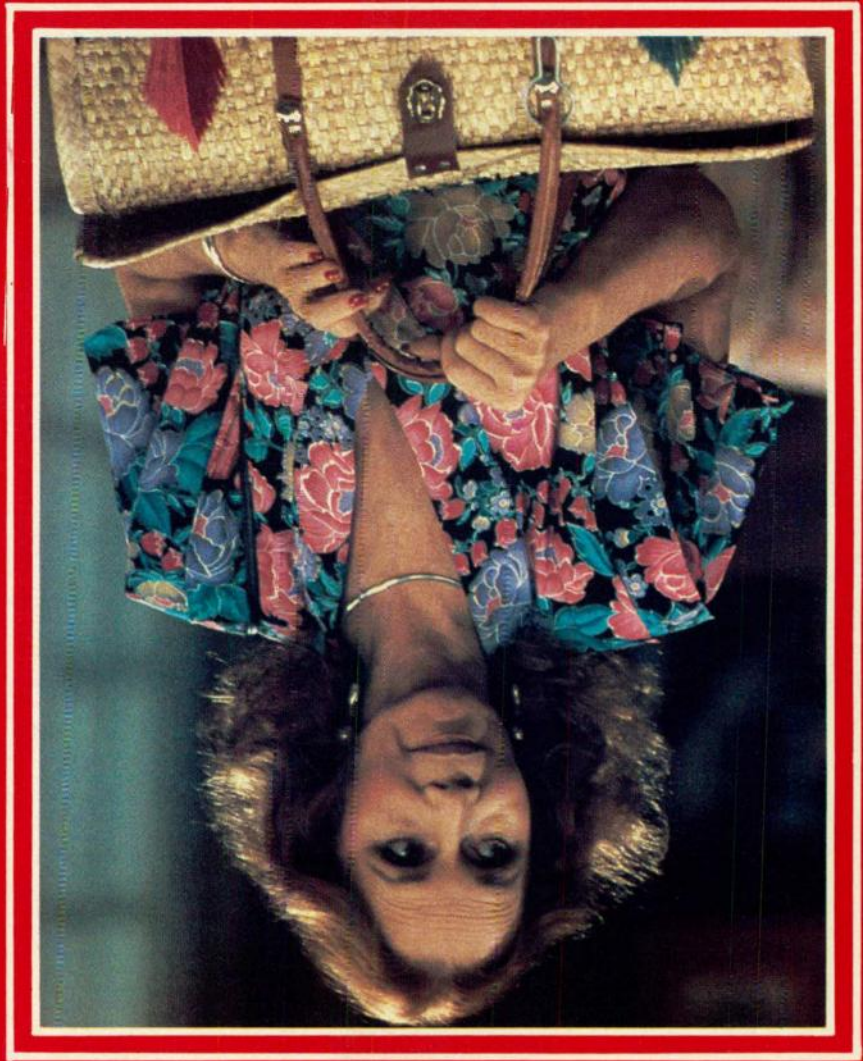
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Weather Service**



KMSP

United Television, Inc.

Firm converting old films to stereo

(Continued from Page 37)

real-time transfer software, is more dynamic than bi-aural channeling.

"It not only gives you left and right, but we go out over your head in the back if you have a surround decoder," he said.

His system is compatible with all theater and home surround decoder systems.

It puts the actor's dialogue or the action on the left, right or behind or in front of you, according to the positioning of the action on the screen in relation to the viewer.

One of the reasons Mr. Chace's system works so well for old films is that the sound recording equipment used on Hollywood sets of the era—although bulky and power consumptive—was of a relatively high quality.

The less sophisticated equipment available in theaters then was not capable of reaping the full fidelity imbedded in those old mono sound-

tracks.

Thus, by a simple process of cleaning up some noisy "spots" on the tracks and then electronically processing those tracks through his Stereo Surround Processor, high quality audio masters can be developed.

Mr. Chace said the average-length film can be sound converted to stereo video in about a week at a maximum cost in the \$20,000 range.

Mr. Chace says the computer is the key to his system.

Older stereo conversion methods used a computer to electronically re-channel mono tracks onto left and right sound tracks. But the computer used did not have a memory.

For his new system, Mr. Chace wrote the software to permit the computer to remember up to 8,000 "sound movement" cues—which is more than needed for the average feature-length film.

This allowed Mr. Chace and his programmers to move "off-line," rather than making sound movement decisions in a real-time environment; program the sound movements according to the action; and then bring it back for the final production.

Then the time codes on the original monaural sound track are matched to the video to be mastered, the sound cue information is loaded and the computer does the rest.

Mono comes into the computer from the original sound track, is electronically split and the cueing software places that sound on left, right or both channels at appropriate volume levels, Mr. Chace said.

"In five to 10 minutes you can get six, seven or eight seconds down and move on the next scene while the computer is remembering all of the buttons you pushed and where the positions were set, and where that sound is to go."#

COMING SEPTEMBER 7th

ELECTRONIC MEDIA'S SPECIAL RADIO SECTION



This special section dedicated to radio will receive bonus distribution at the NAB Radio '87 convention coming in September. The section will focus on the people and events shaping the industry today.

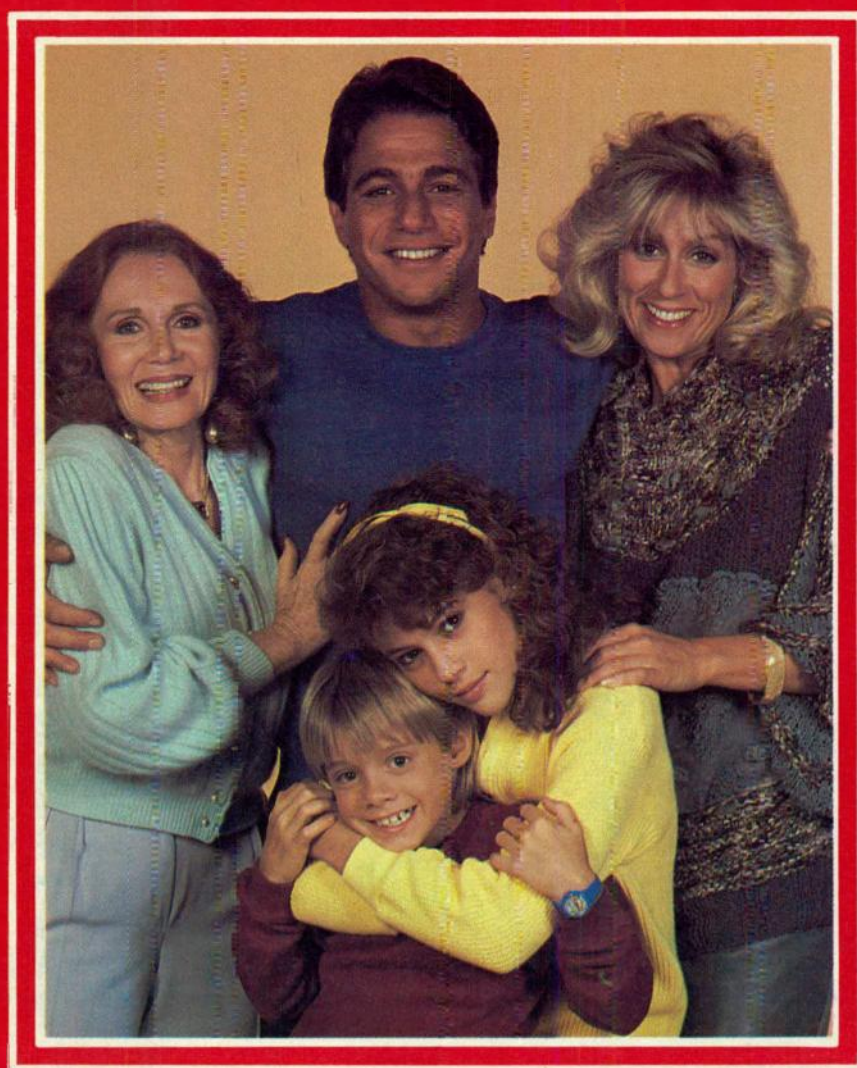
ELECTRONIC MEDIA will profile its pick of the hottest disc jockeys in the nation and take a look at what's happening in radio programming, from all-news to new age. We'll also tell you why some of the industry's up-and-coming executives are now branching out on their own.

This unique advertising opportunity closes Sept. 1, so don't delay in reserving your space. For further information, contact:

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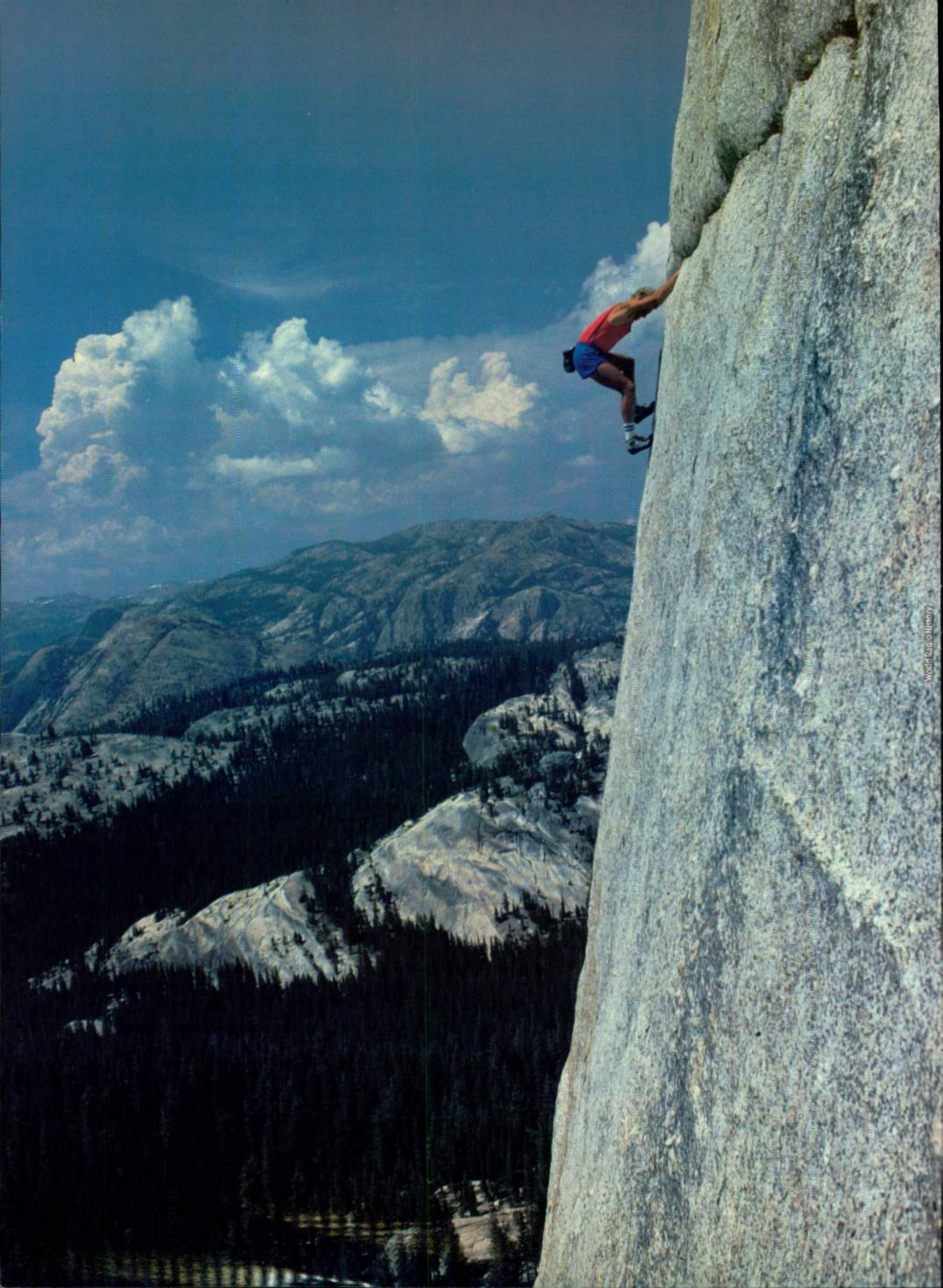
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The smart money is on "Who's The Boss?"



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In Praise Of Hanging Tough

There are some good things to be said about those who play it down the middle. Who take the safe, cautious path in life.

There is much more to be said about those who brush off the risks, stand up to the hardships, and reach the summits of mountains. Those who keep tenaciously pursuing bigger challenges.

In the broadcasting industry, as in every line of work, there are those few bold enough, confident enough, to climb to the top. They evaluate the potential rewards, the downside risks, and believing in themselves, they move purposefully ahead.

Already, at this writing, the executives of some 120 television stations across the nation have kept faith with their instincts, their considered judgment, and their ambitions. They've done it for the promise of the Mondays, the Tuesdays, the Wednesdays, the Thursdays, and the Fridays to come. For their audiences. For their advertisers. For themselves.

The Cosby Show.

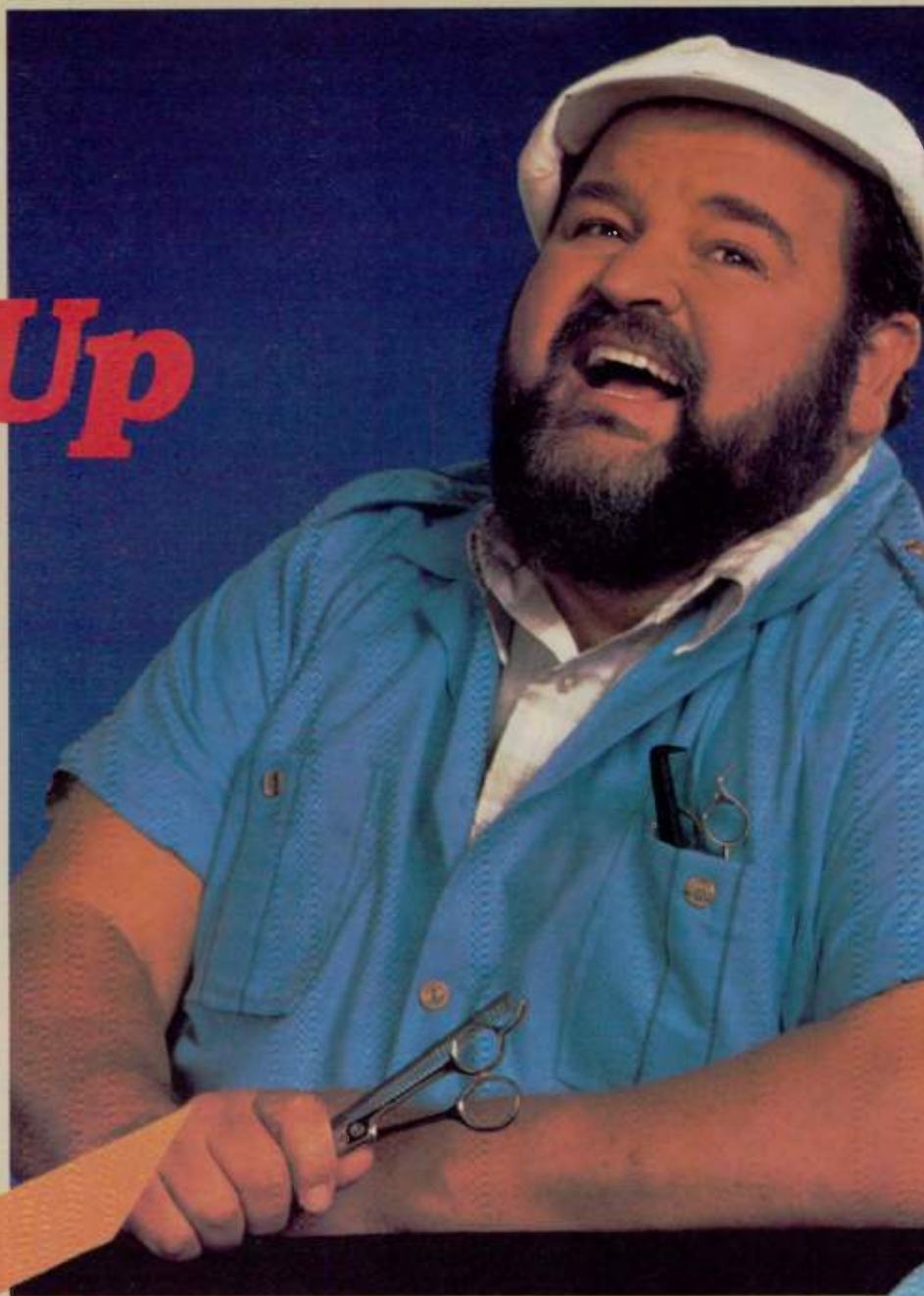
The most successful television series in history.



Coming Up

The **Dom DeLuise** Show

Now **UP** to **93** Markets...
80% Coverage and still climbing.



Up...Period!

DONAHUE—Now **UP** to **200** U.S. Markets

Total	May '87	May '86	May '85
# Syndicated Pgms. Ranked*	506	473	443
Rankings (based on)			
HH Rating	#7	#10	#12
Women 18+ Rating	#5	#9	#9
Women 25-54 Rating	#7	#9	#9

DONAHUE

*Source: NSI Cassandra/Ranking of Syndicated Programs Reports
† #Daytime Syndicated Pgms Ranked: 1987-126, 1986-123, 1985-114

Going Up

Now **UP** to **95** Markets

Total # Syndicated Pgms. Ranked*	May '87	May '86	May '85
	506	473	443
Rankings (based on)			
HH Rating	#44	#68	#144
Women 18+ Rating	#33	#47	#85
Women 25-54 Rating	#34	#52	#89
Daytime Only†	#5	#7	#15

Sally Jessy Raphael



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cial/sales broadcasting. Send resumes to: Len James Giacone, general sales manager, WAPT-TV, P.O. Box 10297, Maddox Road, Jackson, Miss. 39209. Phone: 601-922-1607.

both technical film and videotape as well as management potential. Send resumes to: Collette Capoccianno, 1211 6th Ave., New York, N.Y. 10036. Phone: 212-719-7400.

Chicago, Ill., 60611. She can be reached 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 by ELECTRONIC MEDIA'S staff. #

WGAL-TV in Lancaster, Pa., is seeking a national sales manager with three to five years experience in television broadcast sales. Send resumes to: Personnel Director, WGAL-TV,

Journalism

WDIV-TV in Detroit is seeking a news director

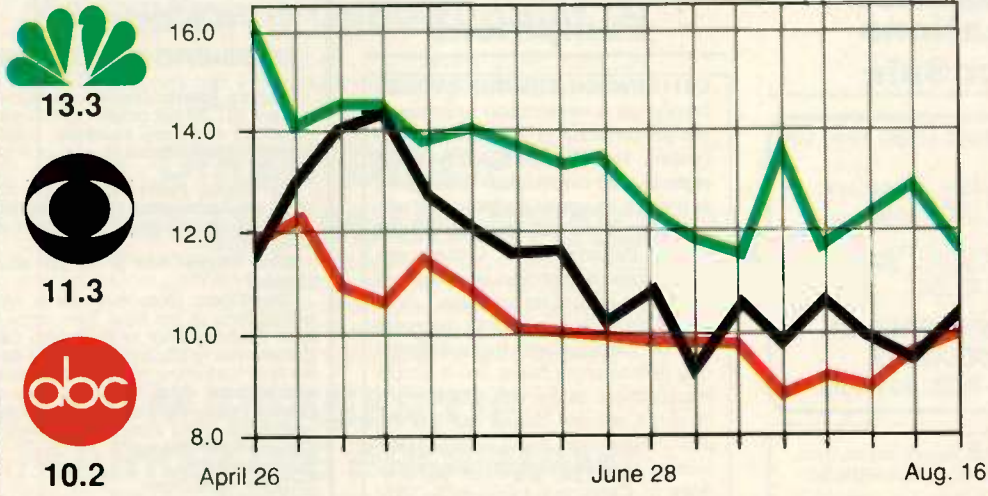
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Classified Advertising

Off-season ratings - April 20 to August 16

Network prime-time race

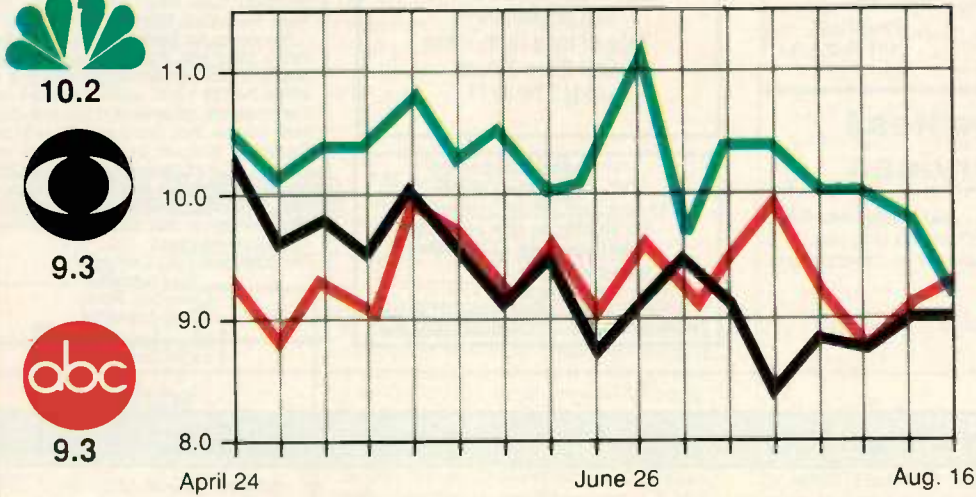


In the spotlight

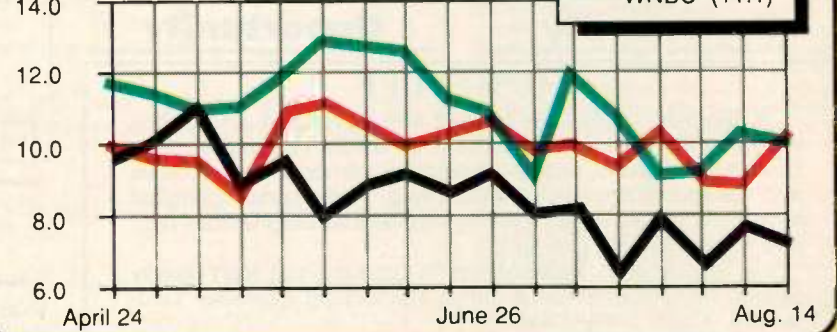
Daytime ratings/shares for August 3-7

All My Children	7.1/24
Young and the Restless	7.1/25
One Life to Live	6.9/23
Price Is Right (2nd half-hour)	6.9/27
General Hospital	6.6/23
Days of Our Lives	6.5/22
As the World Turns	6.2/21
Wheel of Fortune	5.7/23
Price Is Right (1st half hour)	5.5/22
Guiding Light	5.5/19

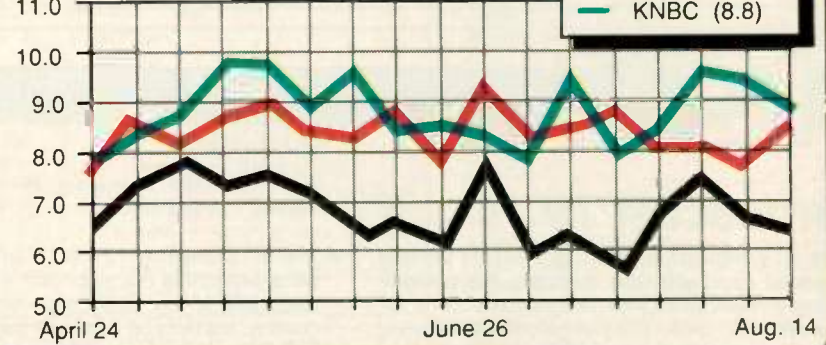
Network evening news race



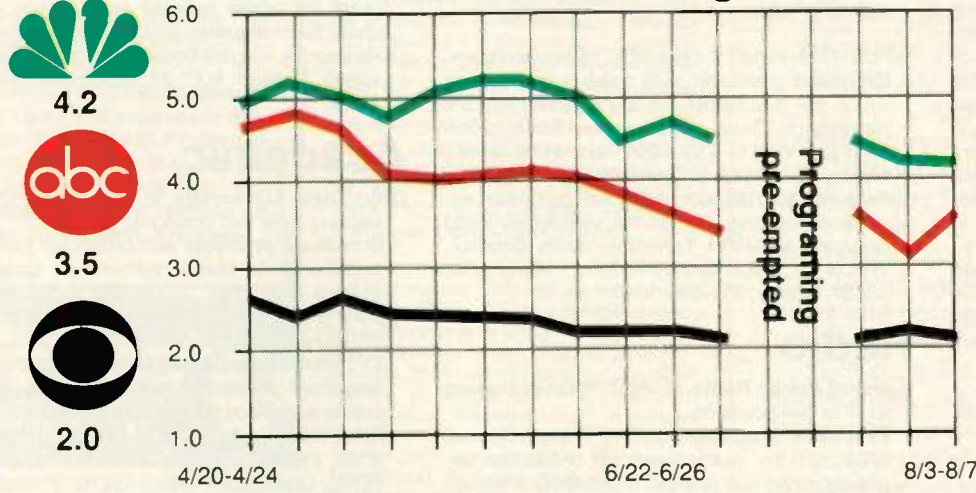
New York 11 p.m. news



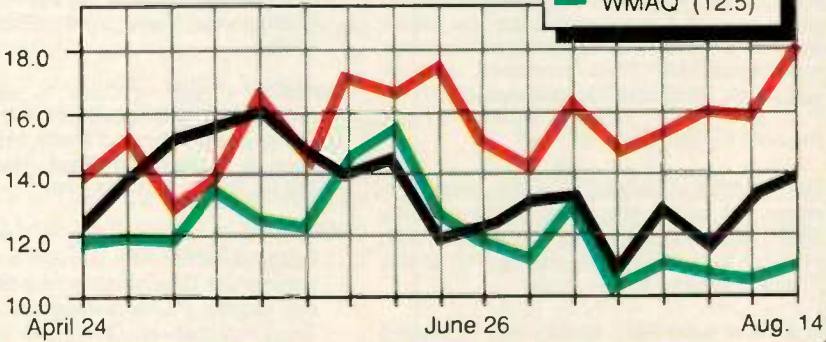
Los Angeles 11 p.m. news



Network morning race



Chicago 10 p.m. news



Ratings and shares of prime-time programs for the week of August 10-16

Program	Rating/Share	Program	Rating/Share	Program	Rating/Share	Program	Rating/Share
1. Family Ties	NBC 20.3/37	20. Sunday Night Movie	CBS 13.0/23	39. Equalizer	CBS 10.2/21	58. Max Headroom	ABC 7.7/15
2. The Cosby Show	NBC 19.3/37	21. Head of the Class	NBC 12.9/24	40. Slickers	NBC 10.1/18	59. Scarecrow and Mrs. King	CBS 7.5/14
3. Cheers	NBC 18.8/34	(t) Spenser: For Hire	ABC 12.9/24	41. Old Dogs	ABC 9.9/19	60. Adderly	CBS 7.4/15
4. Growing Pains	ABC 17.9/34	23. Night Heat	CBS 12.7/24	42. Perfect Strangers	ABC 9.8/19	61. Our House	NBC 7.1/15
5. Monday Night Movie	ABC 17.4/31	(t) 227	NBC 12.7/27	43. Hotel	ABC 9.7/20	62. Summer Playhouse	CBS 7.0/15
6. Who's the Boss?	ABC 15.7/31	25. Kate & Allie	CBS 12.2/23	44. Monday Night Movie	NBC 9.5/17	63. Sledge Hammer!	ABC 6.8/13
(t) 60 Minutes	CBS 15.7/33	26. MacGyver	ABC 11.9/21	45. Webster	ABC 9.4/20	64. Our World	ABC 6.6/12
8. Moonlighting	ABC 15.4/27	27. Crime Story	NBC 11.8/24	46. Mike Hammer	CBS 9.3/17	65. Disney Sunday Movie	ABC 6.4/13
9. Murder, She Wrote	NBC 15.3/29	28. Houston Knights	CBS 11.7/21	47. Mr. Belvedere	ABC 9.2/19	66. Saturday Night Movie	ABC 6.1/12
10. Days...of Molly Dodd	CBS 15.0/26	29. Night Court	NBC 11.6/21	48. West 57th	CBS 8.9/18	(t) Charming	ABC 6.1/11
(t) Miami Vice	NBC 15.0/29	30. Amen	NBC 11.5/23	49. St. Elsewhere	NBC 8.8/18	(t) Dallas	CBS 6.1/12
12. Golden Girls	NBC 14.1/28	31. 20/20	ABC 11.4/21	(t) Highway to Heaven	NBC 8.8/16	69. Animal Crack-Ups	ABC 5.9/13
13. L.A. Law	NBC 14.0/26	32. Magnum, P.I.	CBS 11.1/20	51. Rags to Riches	NBC 8.7/18	70. Elyyn Burstyn Show	ABC 3.3/7
14. ALF	NBC 13.8/26	33. ABC Special Report	ABC 10.8/19	52. Sunday Night Movie	ABC 8.6/16		
(t) Hunter	NBC 13.8/28	(t) David Letterman Special	NBC 10.8/20	53. Baseball Preview	NBC 8.5/18		
16. Newhart	CBS 13.7/24	35. Saturday Night Movie	CBS 10.6/22	54. Thursday Night Movie	CBS 8.4/15		
17. Valerie	NBC 13.6/25	(t) Cagney & Lacey	CBS 10.6/19	(t) Simon & Simon	CBS 8.4/16		
18. Designing Women	CBS 13.3/23	(t) Facts of Life	NBC 10.6/24	56. Major League Baseball	NBC 8.2/16		
(t) Sunday Night Movie	NBC 13.3/24	38. My Sister Sam	CBS 10.5/19	57. Starman	ABC 7.8/16		

Source: A.C. Nielsen Co.

Wright explains NBC's cable interests

Robert Wright, NBC's president and chief executive officer, explained in an interview with ELECTRONIC MEDIA why the cable industry may be more receptive to NBC getting into cable news.

During the interview, conducted in his penthouse suite at the Fairmont Hotel overlooking the San Francisco Bay, he stressed the importance of NBC getting an ownership position if it gets involved in cable programming.

An edited transcript of that interview follows:

EM: Can you describe what kind of a cable deal NBC might enter into?

Mr. Wright: I'll give you an example of one that we tried and didn't pull off, and that was with CNN.

Under certain circumstances we could have created a relationship where we could have provided a lot of the foreign coverage for CNN and had a large ownership position in the domestic piece. We may have been able to use some of their domestic footage on NBC and we may have been able to provide them with some specials.

I think we could have worked out a balance enhancing both NBC News and CNN.

EM: Since that deal fell through, how has the environment changed to make a deal like that possible

today?

Mr. Wright: Well, I don't know, it might not be possible to do that.

What's different is that the cable operators have won control, if they want to feel that, of Turner. So they feel comfortable now that nobody can take away CNN and take it out of the cable industry.

There was a theory that somehow if we were to buy control of CNN that we would take it out of the cable industry.

Now that can't happen, because they have their (ownership) position.

They should be more comfortable and more confident, and that way they can deal with the value of what we might bring to the table, as opposed to the emotionalism.

EM: Is a venture in cable news the top priority in terms of NBC getting involved in cable?

Mr. Wright: It has been our only foray into cable programming and it remains available if we can figure out something to do with it.

We could do things in sports and entertainment as well, but we haven't proposed anything specifically yet to anybody.

EM: Are you considering buying a piece of Viacom?

Mr. Wright: We looked at Viacom earlier, but Sumner Redstone's remarks in public and private meetings have been, at this point, fairly



'(News) has been our only foray into cable programming and it remains available if we can figure out something to do with it. We could do things in sports and entertainment as well, but we haven't proposed anything specifically yet to anybody.'

—Robert Wright
president, NBC

clear. He's not interested in really selling any significant portions of Viacom.

I think for the time being it's something that's a little bit off the table.

EM: Has it been ruled out completely?

Mr. Wright: He has stated that

they're not really interested at the present time, but we'd be happy to look if something becomes available.

EM: What about the possibility that NBC may buy cable systems if the network-cable ownership restrictions were lifted?

Mr. Wright: I don't know that we would run out right away and buy cable systems.

But I think that if we get involved in cable programming in some form or another, then we're going to see situations that are going to come to our attention which we're going to feel are attractive, and it might be to take a minority position in some cable system or whatever.

We're prohibited from doing that now. It doesn't make a lot of sense. I wouldn't want to go into cable with a view that we could never have any kind of financial arrangements with cable operators.

That would be a mistake, I think, and that's why we'd like to see (the restriction) removed.

EM: What's your reading of the possibility of getting the restriction lifted?

Mr. Wright: I don't know, that's part of the reason for coming out here.

EM: Do you see any timetable right now in terms of how long the door might be open at NBC to get into cable ventures?

Mr. Wright: I think we have to be patient and we have to look at what's available. But we're not under any very near-term time constraint.

We have expressed an interest going back almost two years on the news side.

We have the interest, and this is just an appropriate time for us to formalize it.#

NBC head addresses CTAM

(Continued from Page 3)

During the speech, Mr. Wright also said the threat of unattractive cable programming packages cause home dish owners to bypass cable operators, a trend that he said hurts cable and the networks alike.

Mr. Wright also chastised the cable industry for not supporting NBC's attempt to enter the cable business two years ago when it went after CNN.

He pointed to NBC's partial ownership of basic

cable's Arts & Entertainment Network as an example of how the two industries can work together, though he reaffirmed that NBC remains primarily committed to broadcasting.

"The point is from our experience and with our resources, we believe we can provide immense value to cable development—without undermining our commitment to our core business," he said in closing.#

Rivera's 'Mafia' a hit

(Continued from Page 4)

of the three specials in the series.

In the 15 metered markets, the show won its time slot in six cities: Los Angeles, KTLA-TV, 20.6/32; Denver, KWGN-TV, 15.4/28; Chicago, WGN-TV, 15.1/28; Dallas, KTVI-TV, 15.4/26; San Francisco, KTVU-TV, 14.7/25; and Miami, WCIX-TV, 11.7/19.

However, the ratings dropped as low as 6.1/10 on Washington's WDCA-TV; 7.1/12 on Boston's WLVI-TV; 7.2/12 on Atlanta's

WGNX-TV; and 8.9/15 on WTIC-TV in Hartford, Conn.

But even officials at some of those stations stood behind the special.

"Geraldo should have someone start his car in the morning," said Gerry Walsh, WLVI president and general manager, who was impressed with the content of the show. "I think it was very well done."

"Although it did have a bit of sensationalism as it fit into the story, it seemed to be the most journalistic special of the three," agreed Bill Graff, program/research manager at KSTW-TV in Seattle, which earned a 9.4/17 with the show.

Tim Lynch, WDCA vice president and general manager, said he would still buy the package again, even though he had hoped for a 10 rating last week but had to settle for a 6.1.

"They're doing the shows better," he said.

One of the highlights of the program was a taped interview with Matthew Traynor, a key defense witness in John Gotti's racketeering trial, from the Nassau City jail.

Mr. Traynor said that Mr. Gotti was the head of the notorious Gambino crime family, a statement that directly contradicted testimony he gave during the Gotti trial. That interview has been subpoenaed by the U.S. Attorney's Office.

In addition to the last in the series of specials, Mr. Rivera is working on his new strip talk show, "Geraldo!," which will premiere on Sept. 7. More than 93 stations have signed up to buy that program from Tribune.

The last of his live specials is set to air on Dec. 7. The program, which is still untitled, will examine the changing sexuality of women in the 1980s, a Tribune spokeswoman said.#

Local radio sales climb while national sales drop

(Continued from Page 6)

Hillier Newmark Wechsler & Howard, one of the Interep firms in New York.

"And no new categories have come in," Ms. Rossinsky said.

However, she said she is optimistic about 1988 because national elections and the Summer and Winter Olympics have benefited national spot radio in the past.

For radio networks, double-digit growth, which was the norm for the last 2½ years, has definitely ceased.

Spending in network radio, which had total revenues of \$380 million in 1986, decreased 5 percent during the first six months of this year, according to the Radio

Network Association.

In July, the most recent month for which figures are available, the business decreased 12 percent from July 1986, when spending increased 32 percent.

RNA President Bob Lobdell said the RNA expects a similar decrease in August because last August's levels were even higher than July's.

"The problem isn't that we're doing badly this year," Mr. Lobdell said. "It's how well we did last year."

Despite leveling out this year, the RNA expects network radio to experience "a small gain" for 1987 over 1986, Mr. Lobdell said.#

Viacom and Coke talking

(Continued from Page 4)

million in earnings on \$18.9 million in revenues for the same period last year.

Networks group results were hurt for the quarter by continued higher programming costs for Showtime/The Movie Channel.

Showtime has negotiated exclusive deals with studios for movies, which are expected to produce a long-term drag on the networks group's profits.

Showtime's subscribership has grown 1 percent since the end of last year.

Earnings for the networks group dropped to \$16.2 million for the quarter on revenues of \$129.9 million.

A year earlier, earnings were \$18.6 million on \$126.9 million in revenues.

MTV Networks benefited from an increase in affiliate license fees and a boost in subscribers for all of its four cable television services.#

Radio host eyes Senate run

(Continued from Page 6)

eyeing Mr. Grant to host a nightly half-hour talk show designed for prime access.

Mr. Hanover said Mr. Grant could earn \$600,000 per year from a TV project and continue as afternoon host on WABC radio.

Despite the allure of TV and money, Mr. Hanover said he wouldn't be surprised if Mr. Grant ran for the Senate.

"I'm not advising him either way," said Mr. Hanover.

Mr. Hanover said Mr. Grant should know by this fall if any of the TV projects will come to

pass.

The radio host has until March 1988 to announce his candidacy and file his intentions with the Federal Election Commission.

Mr. Grant isn't the first conservative radio personality to be recruited by the GOP.

A few years ago, radio personality Bob Dornan was elected to the U.S. House from Orange County, Calif.

Rep. Dornan achieved notoriety as an outspoken conservative while an air personality for KGO-AM, San Francisco, and KABC-AM, Los Angeles. He's still serving in Congress.#

Video dealers seek help from Hollywood

(Continued from Page 3)

necticut-based Fairfield Group, found that rentals dropped from 44 percent to 62 percent in three markets where movies were given an earlier release on PPV than in home video.

The Fairfield Group suggested that PPV's impact will be limited for the next four years, but will eventually reduce renting in about one-third of all homes where it's available.

"It seems to promote the home taping habit, and if that grows, the well could be poisoned for everyone," the report said.

Since about half of the surveyed video users admitted taping at least one PPV film in the last three months, the researchers believe PPV's impact on video sales could also be substantial.

Arthur Morowitz, VSDA's president, said the industry wants movie companies to encode PPV films to prevent them from being taped.

The VSDA recently began sending studio chiefs copies of promotional materials from

PPV and cable companies that encourage consumers to tape the movies they deliver. During a question-and-answer session, representatives from most of the major studios said they have a long-term commitment to encoding.

In the meantime, Mr. Valenti and the studio representatives encouraged video dealers to stress pre-recorded tape sales.

The executives were unanimous in their optimism about pre-recorded tape sales, predicting annual growth rates of up to 50 percent, compared with an estimated rise of about 12 percent to 20 percent in this year's rental revenues.

In trying to soothe dealers' concerns, Mr. Valenti—who once railed against the VCR as a "vulture from Japan"—pointed out that retail video revenues are about \$4.9 billion, well ahead of last year's theatrical box office revenues, which were slightly under \$4 billion.

At the same time, Mr. Valenti said store owners should not follow the example of un-

scrupulous pirates who are siphoning off millions of dollars worth of legitimate video sales business. "The honest dealer is disabled and he can't compete," he declared.

The MPAA estimates that 5 percent to 10 percent of the nation's approximately 25,000 home-video retailers sell or make illegal tapes, costing the industry \$45 million to \$90 million per year at wholesale.

Among other speakers, Jack Wayman, senior vice president of the Electronic Industries Association, stressed home video's shift from a demand-driven to a marketing-driven industry, reflected in the current VCR sales "plateau" of about 14 million units per year.

Fully one-third of all VCRs sold this year, he said, are to second-time buyers.

Although half of all U.S. homes are now VCR-equipped, a sales slowdown has forced analysts to revise earlier predictions that as many as 90 percent of households will have the device by 1995. Those estimates are now

closer to 80 percent.

Indeed, annual VCR sales growth is now 6 percent, down from the heady 55 percent level of just two years ago, noted J. Ronald Castell, vice president of advertising for Erol's Inc., one of the nation's largest home-video store chains.

"Cable sees a soft, vulnerable underbelly," he concluded. "They plan to exploit renters' frustration vigorously. Convenience and universal availability of hit product is the major thrust of cable's PPV selling."

An almost forgotten topic at this year's VSDA gathering was last year's "freedom of choice" theme, which was a reaction to statements about adult videos last year by the U.S. Attorney General's Commission on Pornography.

Nevertheless, a number of retailers said they have been forced to discontinue their sale and rental of X-rated films because of local pressure groups. #

One of our
friendly competitors
recently commissioned
a readership survey.

Guess what it showed?

Since we didn't pay for the survey, we can't tell you who commissioned it or who conducted it. But we can tell you that it was done by a reputable, nationally prominent research company, that it compared us and four of our key competitors and that it was based on a carefully drawn sample of key decision makers in radio and television, including cable.

The sample included program directors and network employees as well as people who work for station groups, production houses and advertising agencies.

And the results were...

- Most timely ELECTRONIC MEDIA
- Most interesting ELECTRONIC MEDIA
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- Best read, cover to cover ELECTRONIC MEDIA

We couldn't have said it better ourselves.

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A new kind of publication
for a new world of media

TV stars on videos

(Continued from Page 3)

than \$4 billion retail home video industry.

And the Hollywood creative community is seeing the "marquee value" of well-known celebrities as the key to attracting audiences.

Lorimar Home Video is hoping to capitalize on "Wheel of Fortune's" estimated daily audience of 42 million in its promotion of "Vanna White's Get Slim, Stay Slim," a diet and lifestyle video.

The syndication star also has been making personal appearances nationwide to hype the 60-minute video since its release early last June.

Other new lifestyle-conscious titles hawked at this year's VSDA show include:

- Lindsay Wagner's "New Beauty: The Acupressure Facelift," another Lorimar offering, available since March.

- "Your Newborn Baby," starring Joan Lunden in this J2 Communications release first distributed in July.

- "Safe Sex for Men and Women: How to Avoid Catching AIDS," hosted by Morgan Fairchild and available Oct. 21 from Cinema Group Home Video.

- "Larry Hagman's Stop Smoking for Life," in which the "Dallas" star discloses to viewers of this Lorimar cassette the secrets of an anti-smoking program.

Not all the new special-interest videos focus on health issues, of course. Many are aimed at children or the family, including:

- "How to Raise a Street-Smart Child," hosted and narrated by Daniel J. Travanti and distributed by HBO Video.

- "Bill Cosby: 49," a 67-minute tape providing humorous insights into middle age, from Kodak Video Programs.

- "Best of Bandstand: The Superstars," an Oct. 28 release from Vestron Music Video featuring footage from Dick Clark's long-running "American Bandstand" TV series.

- "Rock 'n' Roll Goldmine," with syndicated TV and radio personality Casey Kasem hosting concert and archive footage highlighting rock groups of the 1960s, for January release by Vestron.

- "Rich & Famous: 1987 World's Best," a compilation tape from Vestron featuring segments from Robin Leach's syndicated "Lifestyles of the Rich and Famous."

- "My Personal Best," another compilation program consisting of Carol Burnett's favorite routines from her network series and specials, available in two hour-long volumes this October. #

CBS reveals premiere schedule

By ADAM BUCKMAN
Staff reporter

NEW YORK—CBS Television Network last Friday announced the premiere dates for its fall lineup of new and returning series.

Some series will be presented as special "previews" in various time slots before premiering in their regularly scheduled time periods, the schedule shows.

For example, the half-hour "Frank's Place," which premieres in its regular time slot of 8 p.m. (ET) on Saturday, Oct. 3, will be seen in preview on Monday, Sept. 14, and Monday, Sept. 21, in that time slot.

A rundown of CBS's premiere schedule follows:

Monday, Sept. 14: "Kate & Allie" will premiere at 8:30 p.m. A few weeks later, the series will move to 8 p.m. when "Frank's Place" moves to Saturday night.

"Newhart" will premiere at 9 p.m., and the premiere of "Designing Women" will air at 9:30 p.m.

Tuesday, Sept. 15: The hour-long "Houston Knights" will premiere at 8 p.m.

Wednesday, Sept. 16: The hour-long "The Oldest Rookie" will debut at 8 p.m., followed by a two-hour preview of "Wise Guy."

Sunday, Sept. 20: The 20th season of "60 Minutes" will begin at 7 p.m., followed by the season premiere of "Murder, She Wrote" at 8 p.m.

Monday, Sept. 21: Another preview of "Frank's Place" will air at 8 p.m. "Cagney & Lacey" will air at 10 p.m.

Wednesday, Sept. 23: "The Equalizer" will have a two-hour premiere at 9 p.m.

Thursday, Sept. 24: The hour-long "Tour of Duty" will premiere at 8 p.m., followed by the debut of "Wise Guy" at 9 p.m. and "Knots Landing" at 10 p.m.

Friday, Sept. 25: "Dallas" will premiere in a two-hour version at 8 p.m., followed by a one-hour preview of "Beauty and the Beast" at 10 p.m.

Saturday, Sept. 26: "Jake and the Fatman" will get a one-hour preview at 10 p.m.



"The Oldest Rookie" will premiere Sept. 16 at 8 p.m.

Sunday, Sept. 27: "The Law and Harry McGraw" will debut with a two-hour preview movie at 9 p.m.

Monday, Sept. 28: "Everything's Relative" joins the Monday night lineup at 8:30 p.m., while "Kate & Allie" moves to 8 p.m.

Tuesday, Sept. 29: A two-hour "Jake and the Fatman" premiere is scheduled to air at 8 p.m., followed by the one-hour premiere of "The Law and Harry McGraw."

Friday, Oct. 2: "Beauty and the Beast" premieres at 8 p.m., and "Falcon Crest" debuts at 10 p.m.

Saturday, Oct. 3: The entire Saturday night lineup premieres with "Frank's Place" at 8 p.m., "My Sister Sam" at 8:30 p.m., "Legwork" at 9 p.m., and "West 57th" at 10 p.m.

Last week's schedule announcement also covered series and specials premiering on or before Oct. 4.

Premiere dates for movies, miniseries, specials and other series airing later in the fall have yet to be announced.

CBS has scheduled the broadcast television premiere of the theatrical film "A Soldier's Story" for 9 p.m. Tuesday, Sept. 15.

A two-hour special, "We the People: A Constitutional Gala," is scheduled for 9 p.m. on Thursday, Sept. 17.

A premiere made-for-television movie, "Angel in Green" starring Susan Dey and Bruce Boxleitner, is scheduled to air Tuesday, Sept. 22, at 9 p.m.

At 8 p.m. on Saturday, Sept. 26, CBS will broadcast the made-for-TV movie, "Gunsmoke: Return to Dodge."

Another premiere movie, "Mistress," is set for Sunday, Oct. 4, at 9 p.m. #

Lorimar posts loss for quarter

By RICHARD MAHLER
Los Angeles bureau chief

CULVER CITY, CALIF.—Lorimar Telepictures last week reported a net loss of \$7.1 million, or 15 cents per share, for the quarter ended June 30.

Those figures compare with net income of nearly \$28 million, or 63 cents per share, for the same period in 1986.

Lorimar Telepictures reported revenues of \$163.8 million for the quarter, which was down 6 percent from \$174.4 million for the same period in 1986.

The decline was blamed primarily on interest expenses, along with a decrease in the amount of original programming produced for the networks.

During the quarter, Lorimar delivered 21 hours of network programming per week, compared to 37½ hours per week in the same quarter of 1986, according to company officials.

Shows produced by Lorimar include "Dallas," "ALF," "Falcon Crest," "Knots Landing" and "Max Headroom."

The multimedia company also disclosed that Donald E. Welsh, president of Lorimar Telepictures Publications, had acquired Lorimar's publishing division for an undisclosed sum.

Sale of the division, which publishes five special-interest magazines, to Mr. Welsh had been expected. #

NAB seeks action

Licensing reform before FCC

(Continued from Page 1)

draw," she says.

"But where there are still discussions among bill sponsors, as there appear to be here, then we clearly haven't reached that point."

Just how much relief from comparative renewals the FCC can legally give broadcasters is unclear. That's a major reason the NAB has been seeking relief from Congress.

Mr. Patrick, in a recently taped interview for NAB member stations, said that if the legislative process failed, "the commission may very well take a look at the comparative renewal process."

Former FCC Chairman Mark Fowler told ELECTRONIC MEDIA last week that Mr. Patrick has been interested in comparative renewal reform for a "long time."

Mr. Patrick, who was on vacation and unavailable for comment last week, has gone on record as supporting a system under which broadcasters would not have to face competing applicants if they had "substantially" com-

plied with the Communications Act and the commission's regulatory requirements.

Ms. Killory said that, at Mr. Patrick's request, she has already concluded a "cursory review" of whether the agency may provide the relief broadcasters want.

"It's not free from legal doubt, but it's plausible," Ms. Killory said.

Mr. Fowler said there are a number of theories the FCC can use to provide "significant relief to broadcasters" from comparative renewals.

"Although some of those are tenuous from a legal standpoint, some of them are not," Mr. Fowler said.

Henry Geller, director of the watchdog Washington Center for Public Policy Research, said the agency would be "crazy" to try to provide broadcasters with the radical sort of insulation from license challenges they had been seeking on Capitol Hill.

"Both judicial and congressional precedent say that the FCC cannot undermine the comparative renewal process," Mr. Geller said. #

Paramount to use AGB meters

(Continued from Page 1)

AGB because we are pleased with their ability to service syndication.

"However, we are continuing to evaluate the Nielsen system because they have made changes in their service that are encouraging."

Paramount's decision to go with AGB didn't surprise some sources, who pointed out that earlier in the summer AGB had already landed International Advertising Sales as a customer.

IAS is a joint venture among Paramount, Coca-Cola Telecommunications and Orbis Communications, formed to more efficiently sell the national advertising time for all three companies' first-run barter

programs.

So under IAS's contract with AGB, Paramount will receive people-meter audience information for its first-run programs, including "Entertainment Tonight," "Solid Gold," "Star Trek: The Next Generation," "Friday the 13th" and "Marblehead Manor."

Now, with the entire Paramount Television Group signing up with AGB as well, the studio will have people-meter data for all of its programs on the networks, including "Cheers," "MacGyver" and "Family Ties."

Studios generally subscribe to the ratings service to see how their programs perform on the networks.

This gives them an indication of what the shows will be worth in syndication.

While that information is readily available from the networks, "studios prefer to get it undiluted and first-hand themselves," said one source.

As a subscriber, studios can order custom ratings packages which provide more than the traditional ratings for a given program.

AGB's client roster includes the CBS TV Network, MTV Networks, D.L. Taffner/Ltd. and RJR Nabisco, as well as eight ad agencies that account for more than 40 percent of network television ad billings. #

AT PRESS TIME CONTINUED

lion syndication record that MCA Television is believed to have set with "Magnum, P.I." three years ago. Current "Cosby" syndication sales stand at about \$500 million.

● LOS ANGELES—Investigative reporter Wayne Satz has filed a \$5 million suit in Los Angeles Superior Court against KABC-TV, his former employer, alleging wrongful termination. Mr. Satz claims he was fired July 24 after he did a story exploring the station's alleged manipulation of the A.C. Nielsen Co. ratings report last May through a controversial news series on Nielsen families. Mr. Satz seeks lost wages, general damages and punitive damages.

● LOS ANGELES—New World Entertainment here has reported its first quarterly loss since going public two years ago. New World disclosed a loss of \$3.6 million, or 34 cents per share, for the second quarter ended June 30, compared with a \$2 million profit, or 14 cents per share, for the same period last year. Revenues jumped to \$87.6 million from \$32.2 million in 1986. The loss is attributed to the cost of TV production and a lack of box office hits.

● CLEVELAND—Malrite Communications Group here, owner of 13 radio stations and six TV outlets, last week reported a net loss of \$410,000, or 3 cents per share, for the three-month period ending June 30. The company said the loss was due to investments made during the second quarter to develop "our more recently acquired stations in programming, promotion, personnel and technology." However, Malrite reported record revenue of \$31.58 million for the three-month period.

● BURBANK, CALIF.—Doug Duitsman is replacing Rich Frank as president of the Academy of Television Arts & Sciences, effective Oct. 20. Mr. Duitsman is a vice president with Warner Brothers Television and ATAS's first vice president. His election by the board of governors follows a bid by Mr. Frank, president of Walt Disney Studios, for a new two-year term.

● NEW YORK—WCBS-TV here last week appointed Paul Sagan director of news. Mr. Sagan, 28, had been executive producer of WCBS's news shows at noon, 5 p.m., 5:30 p.m. and 6 p.m. Mr. Sagan replaces Steve Wasserman, who resigned earlier this month to join WPLG-TV, Miami, as vice president of news.

● BURBANK, CALIF.—Dick Clark Productions is developing "Dick Clark's Golden Greats" as a proposed new weekly, half-hour series for first-run syndication. The program will incorporate footage of rock 'n' roll acts originally seen on the network series, "American Bandstand." DCP claims to have clips of more than 20,000 performances in its archives. #

What Do

**Whitney Houston, Mario Van Peebles,
Wynton Marsalis, Ed Bradley and The Fat Boys**

Have In Common?

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We've also got a fresh new look with the winning team of hosts *Deborah Crable* and *Darryl Dennard*. Ms. Crable is a favorite with viewers in cities across the nation, and Mr. Dennard brings his background as an award-winning television newscaster to the third season of **EBONY/JET SHOWCASE**.

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For information call **Ozzie Bruno**, director of sales, at 312-322-9409 to make sure your station is on-board for the weekend of September 12th third season premiere of **EBONY/JET SHOWCASE!**



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