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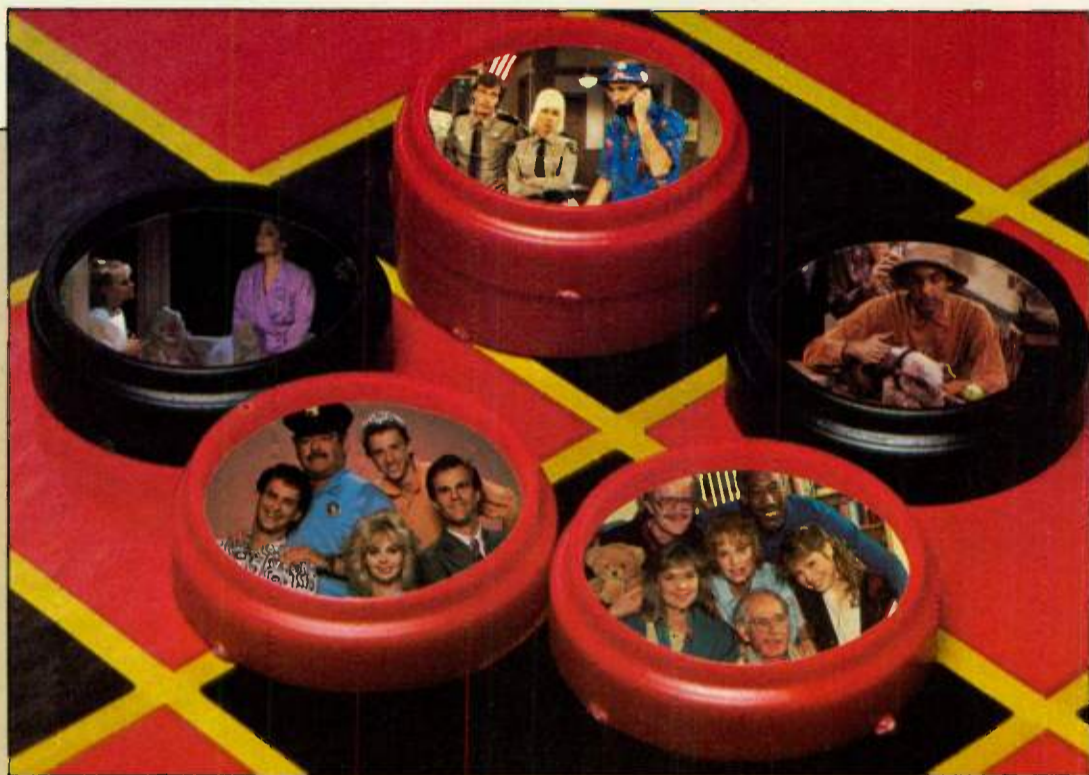
AT PRESS TIME

TvB predicts ads up 12%

NEW YORK—The Television Bureau of Advertising predicted last Thursday that TV advertising will increase by 12 percent in 1988 to a volume of \$26.5 billion. The percent figure represents every type of TV advertising: local, national, regional spot and network. The group earlier predicted a 6 percent hike for 1987 to \$23.6 billion.

CBS girds for strike

NEW YORK—Negotiators for CBS and the International Brotherhood of Electrical Workers, which represents about 1,500 CBS engineers and technicians, were working on a new contract last week before their current agreement expires this Wednesday. The union wouldn't comment, but CBS confirmed that it was training possible replacements for technicians in case a strike is called. Meanwhile, talks between NBC and the
(Continued on Page 47)



NBC-owned stations' checkerboard (clockwise from top): "She's the Sheriff," "Marblehead Manor," "You Can't Take it With You," "We Got it Made" and "Out of This World."

Future kings?

Some checkerboarded series looking strong

By RICHARD MAHLER
Los Angeles bureau chief

Checkerboard programming, regarded as a risky proposition in television, is off to a hot start on NBC's five owned-and-operated TV stations.

Several of the new first-run sitcoms making up the checkerboard lineup appear to be potential syndication hits, particularly Lorimar's "She's the Sheriff," starring Suzanne Somers, and MCA's

"Out of This World" with Donna Pescow.

Indeed, in their premiere outings on WNBC in New York, both shows beat "Wheel of Fortune" on WCBS.

According to A.C. Nielsen Co., "Sheriff" earned a 12.9 rating (percentage of all TV homes) and a 21 share (percentage of sets in use) on Sept. 15 against "Wheel's" 12.3/20. On Sept. 17, "Out of This World" earned a 12.7/22 against "Wheel's" 12.4/22.

(Continued on Page 47)

ABC fighting pre-emptions by affiliates

By DIANE MERMIGAS
Senior reporter

Though the fall TV season is just under way, ABC is already battling a growing number of affiliate pre-emptions of prime-time series.

John Behnke, ABC affiliate board chairman, told ELECTRONIC MEDIA last week he is drafting a letter at the network's urging that implores ABC station executives to regularly clear the network's entire prime-time schedule.

"I am aware that, particularly on Friday and Saturday nights where there are perceived to be weak programs, there are more affiliate pre-emptions on a weekly basis than in past years," Mr. Behnke said.

"We all think this could jeopardize ABC's strength."

An informal survey of stations by EM last week uncovered at least 20 ABC stations that are bucking the network in prime time to air first-run syndicated series.

These shows include
(Continued on Page 47)

Syndicators cutting into network turf

By MARIANNE PASKOWSKI
New York bureau chief

NEW YORK—To an unprecedented extent, network prime time is being invaded by first-run syndication.

Even though most studios say they're making no particular effort to sell to network affiliates in prime time, their shows are nonetheless being picked up for prime-time play, particularly by ABC stations.

And given that impetus,
(Continued on Page 47)

Cable channel issue hits Congress

By ROBERT HOMAN
Staff reporter

WASHINGTON—A bill filed in Congress last week would allow cities to assign cable channel positions for local broadcast stations.

The bill, sponsored by Rep. John Bryant, D-Texas, would give local governments the authority to as-

sign cable channel positions for local must-carry and public access TV stations.

Rep. Bryant said the proposed legislation was a response to complaints by many broadcasters that cable operators have reassigned their stations to higher cable channel positions or dropped them from the systems completely.

Co-sponsored by Rep. Al Swift,

D-Wash., the bill gained immediate support from broadcast organizations and the National League of Cities, while opposition from the cable industry is anticipated.

Rep. Bryant said he became interested in the matter after a cable system in his district shifted a new NBC affiliate, KETK-TV in Jacksonville, Texas, from the Channel
(Continued on Page 45)

INSIDE:

CBS morning overhaul

CBS News is expected to regain control of the morning time block as part of a major revamp. Page 2.

Fox airs the Emmys

Fox's Emmy Awards broadcast drew low ratings but nonetheless pleased affiliates. Page 12.

NEWS SUMMARY

ABC is battling a growing number of affiliate pre-emptions of prime-time series in the new fall season. (Page 1)

Checkerboard programming is off to a strong start on NBC's five owned-and-operated TV stations. (Page 1)

Congress is getting involved in the cable channel repositioning debate. A bill sponsored by Rep. John Bryant, D-Texas, would give local governments the authority to assign cable channel positions for local must-carry and public access TV stations. (Page 1)

The Electronic Media Ratings Council last week issued new guidelines on how to curb stations' attempts to "hypo" ratings during sweeps months. (Page 3)

Gannett Co. and Grant Tinker have decided to syndicate their "USA Today" TV show themselves. (Page 3)

The NFL players' strike has sent the networks scrambling for alternative programming. But late last week they wouldn't reveal their contingency plans for dealing with a prolonged strike. (Page 3)

ABC's "NFL Monday Night Football" crew was left in limbo by the football strike. (Page 46)

Dennis Swanson, who replaced Roone Arledge as head of ABC Sports, is hoping that his added attention to the bottom line will help the division post a profit for this year. (Page 3)

Storer Communications named a new president last week as potential buyers began inspecting financial details of the company. (Page 2)

ABC got off to a strong start in the ratings race as the new TV season unfolded. The network won in the first three nights of programming. (Page 2)

CBS's "The Morning Program" is expected to be scrapped or substantially revised as control of its time block is returned to the network's news division, according to sources. (Page 2)

King World and Merv Griffin Enterprises are bolstering TV's two top-rated game shows, "Jeopardy!" and "Wheel of Fortune," to stave off new game-show competition. (Page 4)

The cable TV industry is illegally blocking competition from alternative video-delivery services, charges Rep. Charles Schumer, D-N.Y. (Page 4)

CNN faces a new unionization drive amid employee complaints that salaries are far lower at the cable service than at the three broadcast networks. (Page 4)

Laurence Tisch, CBS's chief executive officer, last week provided a surprisingly optimistic financial outlook for the network for the year ahead. (Page 4)

U.S. and Soviet officials were linked by satellite last week for "Capital to Capital," an ABC News special. (Page 8)

Aaron Spelling has broken an 18-year tradition with ABC by signing a non-exclusive network production with CBS. Mr. Spelling continues a non-exclusive deal with ABC. (Page 8)

A bill that would prohibit the FCC from cutting a variety of agency policies favoring women and minorities was approved by a Senate subcommittee last week. (Page 8)

U.S. Surgeon General C. Everett Koop has told TV writers and producers that the characters they create should talk openly about sexual issues to help combat the spread of AIDS. (Page 12)

The Emmy Awards drew low ratings for Fox Broadcasting, but affiliates generally were pleased with the four-hour show. (Page 12)

Taft Broadcasting officials expect the FCC to approve the sale of the company in time for a special Sept. 29 shareholders meeting. (Page 18)

ABC paid an extra \$500,000 for a money-back guarantee from A.C. Nielsen Co. if the ratings service's in-tab rate falls below a given percentage. (Page 22)

CONTENTS

Briefly Noted	40	Off-season Ratings	36
Business Beat	14	Quick Takes	10
Calendar	26	Syndication Standings	40
Classified Advertising	42	Technology and Equipment	28
The Insider	8	Viewpoint	10
Jobs	43	Who's News	45
Letters to the Editor	10		

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CBS News set to reclaim a.m.

By **DIANE MERMIGAS**
Senior reporter

CBS is expected to return control of "The Morning Program" time block to its news division, network sources said last week.

In changes that could be announced as early as this week, "The Morning Program" will be scrapped or substantially revised, and a new on-air look will premiere no later than Jan. 1 and possibly by November, sources said.

In an interview with ELECTRONIC MEDIA, Mariette Hartley, co-host of "The Morning Program," said she has been given no indication whether CBS will renew a year-long option on her contract, which is set to expire Jan. 1.

But, she said, none of the program's staff "knows what's going on." "We're all just trying to do the best job that we can under the circumstances," she said. "It's been very rough. We've all been bolstering each other."

Late last week, CBS officials were discussing who would be involved in the new program, which will run from 7 a.m. to 9 a.m. (ET) weekdays.

A format has not yet been devised, sources said. Sources said CBS News is discussing a co-anchor role with Kathleen Sullivan, currently host of ABC's weekend "Health Show" and substitute co-anchor of "Good Morning America."

Although "The Morning Program" has made a modest profit in its 10 months on the air, its low ratings have prompted CBS officials to reassess the morning block, even if it means producing a "Today" or "Good Morning America" clone.

Meanwhile, CBS's morning crew received a jolt last week when Forrest Sawyer, co-anchor of the half-hour "CBS Morning News," resigned.

Mr. Sawyer told ELECTRONIC MEDIA that he resigned to pursue inquiries from syndicators, public broadcasting and local news operations.

He said he asked to be relieved of his duties immediately so he could make a clean break, even though his departure from the network was "amicable."

In his three years with CBS, Mr. Sawyer had seen many changes in the network's early-morning time block.

He had more than a year left on his estimated \$500,000 annual contract.

CBS News President Howard Stringer last week called Mr. Sawyer a "first-rate journalist" and said attempts were made to persuade him to remain at the network.

A number of CBS News correspondents will fill in for Mr. Sawyer beginning this week. A permanent replacement will be selected from them to co-anchor a revamped "CBS Morning News."

Meanwhile, speculation continued last week that executive changes will be made on "The CBS Evening News."

Tom Bettag, executive producer of the broadcast, said in an interview last week that while his future may be uncertain, he is proceeding with the support of CBS News officials to make cosmetic changes on the evening newscast next month as previously planned. #

Storer selects new president

By **JANET STILSON**
Staff reporter

NEW YORK—As potential buyers inspected financial details on Storer Communications last week, Kenneth Bagwell ascended to the cable company's top post.

Mr. Bagwell's appointment as president and chief executive of SCI Holdings and its chief subsidiary, Storer Communications, is effective with the departure of Terry Lee from those positions next month.

Mr. Bagwell, formerly Storer's executive vice president of operations and president of its cable communications division, says he expects that a buyer for Storer's cable systems will emerge in the first quarter of 1988.

In the meantime, he says that running the nation's fourth-largest multiple cable system operator will be "business as usual," despite the bidding for the company.

One unusual twist to the highly confidential sales process is the lack of a timetable on when bids should

CORRECTION

An article on Page 1 of the Sept. 14 issue of ELECTRONIC MEDIA incorrectly identified Fred Rothenberg's employer. Mr. Rothenberg is a TV reporter for The New York Post. #

ABC off to strong rating start

By **WILLIAM MAHONEY**
Staff reporter

LOS ANGELES—Showing surprising strength last week, ABC beat CBS on its strongest night, Monday, and went on to win Tuesday and Wednesday as well.

According to A.C. Nielsen Co. people-meter ratings for the first half of last week, ABC won Monday with a 17.8 rating (percentage of TV homes) and a 29 share (percentage of sets in use). It earned a 20.9/34 on Tuesday and a 17.6/30 on Wednesday.

Ratings for the rest of the week were unavailable at press time.

NBC came in first on Sunday, Sept. 20, another night that CBS has held.

CBS, meanwhile, is making its first schedule change today.

The new series "Frank's Place" will now air regularly in the Monday 8 p.m. (ET) time slot, where it was shown for the past two weeks, instead of moving this weekend to an 8 p.m. Saturday time slot as originally planned.

The series, which stars Tim Reid of "WKRP in Cincinnati" fame, earned a 14.9/25 and a 13.9/23 on Sept. 14 and Sept. 21, respectively.

"Frank's Place" will now lead into "Kate and Allie," which has been delayed a half-hour to 8:30 p.m., followed by "Newhart," "Designing Women" and "Cagney & Lacey."

CBS will move "Everthing's Relative," originally set to air in the 8:30 p.m. Monday time slot, to Saturdays at 8:30 p.m. to take the place of "My Sister Sam." That series has been moved to kick off Saturday nights at 8 p.m.

ABC, meanwhile, did well on
(Continued on Page 47)

be in, a well-placed source said.

"It was probably done to create more of a sense of urgency among the bidders," the source said.

The deal is expected to close in the \$3 billion range, making it the highest price for an MSO to date.

Among the parties said to be interested in purchasing a piece, or

EM names sales rep

Karla Keyser has joined ELECTRONIC MEDIA as Los Angeles-based sales representative.

Ms. Keyser, 28, is a 1981 graduate of Ithaca College in Ithaca, N.Y., where she majored in television and radio communications. She joined EM from Tribune TV Log, where she worked for the past two years as Western region account director.

Prior to that, Ms. Keyser was an account executive with Nationwide Cable Rep, an assistant account manager with MTV Networks and assistant to the director of public relations at MTV.

She is a member of the Hollywood Radio & Television Society, the Los Angeles Advertising Club and the Southern California Cable Association.

"Karla's energy, enthusiasm and West Coast background, combined with her knowledge of broadcasting, cable television and syndication, will be a tremendous asset to



KARLA KEYSER
Joins Los Angeles office

all of us at ELECTRONIC MEDIA," said Marc White, EM advertising director. #

Gannett, Tinker to syndicate 'USA Today'

By RICHARD MAHLER
Los Angeles bureau chief

LOS ANGELES—Syndication's biggest players are consoling themselves this week over the one that got away.

The producers of next year's "USA Today" nightly TV show have decided to distribute the much-sought-after adaptation of the Gannett newspaper themselves.

"We heard from virtually every syndicator in the business," Grant Tinker, president of GTG Entertainment, told ELECTRONIC MEDIA

Sept. 23 after the decision was announced.

"That broad interest led us to conclude that we had a good thing going and it would be most cost-effective to syndicate the show ourselves."

An equally important factor, according to the former NBC chairman, was GTG's interest in developing other first-run programming. GTG also expects to eventually distribute off-network product.

Mr. Tinker expects GTG's first prime-time series will land a network berth next September, although there's a slim chance for a mid-

season project from the 18-member development staff already assembled.

As for first-run, "it's unlikely that we'll have any other new shows for fall 1988 (besides 'USA Today')," said Steve Friedman, president of GTG East, the New York-based division responsible for GTG Entertainment's reality-based programming.

GTG Marketing, a second arm of GTG Entertainment, has been created to handle "USA Today" and other syndicated product.

Bob Jacobs, most recently a marketing representative for Carsey-Werner Productions,

has been named president of GTG Marketing.

He's credited with designing much of the marketing plan used in the precedent-setting syndication of Carsey-Werner's "The Cosby Show" by Viacom.

The New York-based executive has also put together distribution deals for the producers of "Benson," "Soap," "The Golden Girls" and "Happy Days."

"We'll be offering 'USA Today' on a cash basis and holding one minute of barter time per half-hour," Mr. Jacobs said, adding that

(Continued on Page 46)



Staff photo by Arnie Adler

Under Dennis Swanson's leadership, ABC Sports may make a profit for 1987.

ABC Sports chief's focus on bottom line paying off

By RICHARD TEDESCO
Staff reporter

NEW YORK—When Dennis Swanson took over as head of ABC Sports in January 1986, the future of the division was uncertain, with losses of more than \$40 million reported for the previous year.

This year, the division may actually make a profit. It all depends on the World Series.

The longer the World Series lasts—meaning the more advertising time ABC can sell—the better the odds are that ABC Sports will operate in the black this year.

"We draw four scenarios, depending on whether it's a four-, five-, six- or seven-game series," Mr. Swanson says. Mr. Swanson himself may not be at work for the Series; he's taking several weeks off to spend time with his 22-year-old son, who was hurt in a car crash.

When the 48-year-old executive succeeded Roone Arledge as head of ABC Sports, he brought with him a reputation as a hard-nosed administrator.

Applying his trouble-shooting skills, he has quickly ac-

quired a track record for cost-efficient moves, including:

- Negotiating the network's National Football League contract, formerly a \$140 million pact, down to \$112 million per year by reducing the number of games to 16 from 21 for the "NFL Monday Night Football" package.

- Streamlining the ABC Sports operation through the elimination of as many as 50 of the 200 positions in management.

- Replacing a \$16 million College Football Association package with a \$13 million Southeastern Conference football deal.

- Creating an unusual pact with Raycom Sports for its Kickoff Classic college football game, selling three hours of network time outright to the syndicator to produce the game with ABC talent.

- Entering a similar Citrus Bowl deal, covering ABC's \$200,000 rights cost in return for letting the Citrus Bowl association sell commercial time on the telecast. At the same time, ABC prompted a rescheduling of the Sugar Bowl, cutting its \$4 million rights fee nearly in half.

(Continued on Page 46)

NFL strike sends Big 3 scrambling

By RICHARD TEDESCO
Staff reporter

NEW YORK—With one weekend's worth of NFL games already canceled, the networks Friday were preparing to struggle through the second NFL players' strike in five years.

The cancellation of a weekend's worth of games, including Monday night, represents the loss of an average of \$24 million in total advertising revenues to the networks, according to an estimate from executives at J. Walter Thompson Co.

At press time Friday, it remained unclear how long the strike would last.

None of the three networks last week would reveal details of their contingency plans for dealing with a prolonged strike, but it was clear that several alternatives were being contemplated.

"First, we'll see what the NFL teams plan. They will tell us what their plans are, then we'll tell them what our plans are," said Ken Schanzer, NBC executive vice president.

Mr. Schanzer said a determination about carrying replacement games would await the league's announcement of its final plans about using free agents and other non-union players to keep the teams playing.

CBS Sports has conducted "ongoing conversations" with the College Football Association, according to CBS spokesman Mark Carlson, but he emphasized that CBS is not making any assumptions about replacement games being played.

"There's still some question whether these (NFL) teams can field full ballclubs," Mr. Carlson said.

The so-called "scab" games being planned by NFL owners could begin next Sunday, Oct. 4, depending on teams filling makeshift rosters.

Indications are that the networks initially will cover those games, which would have a high "curiosity factor," as one network source put it, for fans already geared up for the NFL season.

But the networks might be much less excited about playing to fans' curiosity if ratings bomb or if a prolonged strike seems likely.

NBC was already pursuing prospective matches with boxing promoters last week, according to one source, and Mr. Carlson confirmed that CBS was considering a fight for Oct. 11.

"That's in our alternatives," he said.

Ad agency executives feel anthology events such as boxing would represent weak alternatives to the NFL.

"These things are not going to rate the same as football," said Ron Von Urf, media buyer for JWT.

ABC Sports would not discuss contingency plans for "NFL Monday Night Football." But Robert Iger, vice president of programming, said ABC had rights to schedule a baseball game to counter the initial slate of NFL replacement games Oct. 4.

(Continued on Page 46)

Ratings council issues guidelines on 'hypoing'

By ADAM BUCKMAN
Staff reporter

NEW YORK—The Electronic Media Ratings Council last week issued new guidelines to curb stations' attempts to "hypo" ratings during sweeps months.

The guidelines, which were presented as "recommendations" to Arbitron Ratings Co. and A.C. Nielsen Co., are aimed at preventing situations where stations run special surveys or contests to drum up viewership.

To prevent the use of surveys, the EMRC

suggested that Arbitron and Nielsen include a question in viewing diaries that would determine if a household had been asked to participate in a research survey.

Households that answer the question affirmatively would be removed from the sample when ratings are calculated.

The EMRC, an industry group that advises the ratings companies, also proposed four possible penalties for committing ratings distortion, depending on the severity of the crime.

The penalties include:

- Printing a "special station activities" notation.

- Deleting ratings for the time period in which the distortion occurred.

- Omitting ratings for all dayparts in a given week when the distortion occurred.

- Delisting a station from an entire report.

Such penalties aren't exactly new ideas. Nielsen already has provisions for the four penalties and Arbitron is working on a new set of guidelines that would include a delisting provision for the first time.

What is new is the EMRC's proposal to in-

clude special station activities notations on the ratings companies' computer tapes in addition to their hard copy reports.

EMRC officials said notations will have a much greater impact if they're included on the tapes because most of the advertising community uses the computer tapes rather than the hard copy reports.

Both Arbitron and Nielsen said they're evaluating the EMRC's recommendations.

Arbitron was close to completing a new set of guidelines of its own last week but decided

(Continued on Page 46)



"Wheel of Fortune" will sport a new set and flashier prizes this season.

CNN faces new drive for union

By ROBERT HOMAN
Staff reporter

WASHINGTON—CNN is facing a new unionization drive amid employee complaints that salaries are far lower at the cable service than at the major TV networks.

CNN management is asking its employees to reject an organizing effort by the International Brotherhood of Electrical Workers, which recently has been meeting with both editorial and technical personnel.

In a Sept. 18 memo sent to all employees of the Atlanta-based news service, CNN President Burt Reinhardt said: "Remember that CNN is dependent upon the flexibility of being a non-union company in its battle to overtake ABC, CBS and NBC."

Last week, IBEW representative Joe Davis said employees are complaining that salaries at CNN are considerably lower than those at the broadcast networks, despite CNN reportedly making a \$40 million profit last year.

Labor losing network battles, Page 14.

He said there was a "good turnout" for a meeting recently held by the IBEW in Atlanta, but he declined to say how many CNN employees actually attended.

Meanwhile, Bill Shaw, vice president of personnel for CNN, said most employees will soon receive "good adjustments" in pay. He added that the pay increase was planned before the most recent unionization effort began.

A few years ago, a unionization drive at CNN by the National Association of Broadcast Employees and Technicians was defeated by a 3-to-1 margin, according to Mr. Shaw.

Mr. Shaw also charged that unionization would thwart the news-gathering process because the editorial staff "couldn't touch" certain technical equipment.

In response, the IBEW's Mr. Davis said the union could negotiate a contract that would allow employees to perform a variety of tasks.

Mr. Davis said that cards asking employees to designate the union as their bargaining representative may be circulated soon.

After the cards are distributed, the union must go through a process of several steps before it's designated as a bargaining representative for the employees and a vote on unionization is held.

But Mr. Davis claimed a vote could happen "momentarily, depending on what the company does."

Mr. Reinhardt, in his memo, warned employees that signing a union card could involve them in labor campaigns that lead to disputes such as the conflict between NBC and NABET.

"The IBEW has never contributed a single thing to either you or CNN," Mr. Reinhardt said. #

Beefing up the champs 'Wheel,' 'Jeopardy!' seek to extend dominance

By RICHARD MAHLER
Los Angeles bureau chief

LOS ANGELES—King World and Merv Griffin Enterprises are bolstering TV's two top-rated game shows to stave off new competition that may have already started to erode the programs' audience base.

"Wheel of Fortune" and "Jeopardy!" have copped first and second place, respectively, for the last two years in national syndication ratings and have been given firm production commitments by distributor King World and producer Merv Griffin through 1992.

In addition, "Wheel of Fortune's" format is being modified starting Oct. 5 to emphasize larger cash giveaways and big-ticket prizes. The changes will be in effect through November, when the producers will determine whether to return to the merchandise-oriented approach.

The changes, which will cost \$1 million for the two months, affect only the syndicated episodes of "Wheel of Fortune," not NBC's daytime version.

Mr. Griffin, creator and executive producer of "Wheel of Fortune," told station executives in a closed-circuit feed Sept. 22 that the syndicated show will offer

more cash instead of merchandise, drop the shopping-spree element and add one to three puzzles in each show. High-end prizes, such as luxury cars and \$50,000 bonds, will be offered during the program's bonus rounds.

The syndicated "Wheel" has been trending downward slightly in A.C. Nielsen Co.'s national Cassandra ratings. For example, it was defeated twice this month in New York when WNBC-TV's first-run sitcoms topped "Wheel" on WABC-TV in overnight Nielsen ratings.

The series is expected to face stiff competition from several challengers next year, including "The New Family Feud" from LBS and "Wipeout" from Paramount.

Also, a number of NBC affiliates are delaying broadcast of the network edition of "Wheel of Fortune" from morning until as late as 4 p.m., which may put stations carrying the syndicated show at a disadvantage.

"We don't think it's fair that someone who's paid a lot of money to license the syndicated show should have to compete for audience with someone who's picking it up for nothing off the network feed," said producer Nancy Jones.

National ratings for "Wheel of For-

tune" dropped 4.3 percent from July 1986 to July 1987, while ratings for "Jeopardy!" increased 5.1 percent for the same period.

In his presentation, Mr. Griffin said the producers "are pumping major bucks into this show," estimating that \$500,000 in cash and prizes is being given away next month. Some players will win more than \$50,000, he said.

He added that "Wheel" has also been updated with a new set, revised opening and a multimillion-dollar on-air promotional campaign featuring Kool and the Gang singing "I'm a Wheel Watcher," a takeoff on "I'm a Girl Watcher."

In a prepared statement, King World Chairman Roger King said the renewals represent the first time in syndication history that two first-run series have been given production commitments so far in advance. He said stations in San Francisco, Detroit and Pittsburgh, among others, have renewed the two programs through the 1990-91 season.

"Wheel of Fortune," which premiered in syndication in 1985, is seen on 207 stations. Three-year-old "Jeopardy!" airs on 192 outlets. Both programs reach about 97 percent of U.S. TV households. #

NY congressman charges cable blocks competition

By DOUG HALONEN
Staff reporter

WASHINGTON—A New York congressman has charged that the cable TV industry is illegally trying to block competition from alternative video-delivery services.

Democratic Rep. Charles Schumer has asked the Department of Justice to conduct an anti-trust investigation into the matter.

The injured parties, according to Rep. Schumer, are those interested in offering several channels of programming to subscribers over "wireless cable" services.

Wireless cable systems, technically known as multichannel multipoint distribution services, use microwave frequencies to beam TV signals. Subscribers need a special antenna and decoder to receive the signals.

In a study, Rep. Schumer, who is slated to speak at the Wireless Cable Association's convention in Washington this week, alleges that the cable industry has been acquiring control

of the cable programming industry "to choke off competition by denying the wireless services the access to the programming."

Rep. Schumer represents Brooklyn, which has yet to be wired for cable, according to an aide to the congressman.

This isn't the first time Rep. Schumer has taken aim at cable.

Earlier this year, he introduced legislation that would require professional baseball teams to broadcast at least half of their televised games on free TV in uncabled areas.

The congressman acted after the New York Yankees signed a deal to televise many of their games on a regional pay-cable service and cut back on the number of games aired on WPIX-TV in New York.

Also slated to speak at the wireless cable convention is Mark Fowler, the former chairman of the Federal Communications Commission. Mr. Fowler is an attorney for Latham & Watkins, which also represents the Wireless Cable Association. #

Tisch offers optimistic view of CBS's network finances

By DIANE MERMIGAS
Senior reporter

Laurence Tisch, CBS Inc. chief executive officer, last week provided media analysts with a surprisingly optimistic financial outlook for the year ahead.

In a private meeting with Wall Street analysts, Mr. Tisch predicted about 8 percent revenue growth for the CBS-TV Network next year, against cost increases of about 3 percent over 1987.

The dinner meeting, organized by Salomon Brothers, was characterized by some in attendance as "upbeat."

However, industry observers contacted by ELECTRONIC MEDIA questioned whether network costs could realistically be kept that low in an election year.

Several weeks ago, CBS officials projected a 4 percent to 5 percent increase in costs next year on an estimated 8 percent

growth in revenues.

Mr. Tisch told the analysts his optimistic projections were based on unexpectedly strong network sales in the recent upfront and fourth-quarter scatter markets, and improved profits at CBS's four owned TV stations. He believes the owned TV stations are capable of generating \$75 million more in annual profits than they do now.

Mr. Tisch declined to make specific earnings projections, but said he looked favorably on the 1988 estimates being cited by Wall Street analysts.

Analyst estimates range from a \$12 per share to \$14 per share gain for CBS next year, up from about a \$9 per share gain in 1987.

Mr. Tisch was said to have declined comment on the possible sale of CBS Records to Sony Corp and on how CBS is seeking to invest more than \$1.5 billion accumulated largely through recent asset sales. #



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For an amazing 27 consecutive years, Bugs Bunny™ and Warner Bros.' classic cartoons have been the undisputed champions of kids' prime time and Saturday morning TV.

So it's no surprise: **"The Bugs Bunny & Tweety Show" again came out #1 on ABC for the '86-'87 season just ended.***

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*NTI Average Audience estimates 9/13/86-9/05/87 ABC Saturday AM episodes & 4/7/77-8/21/87 for Warner Bros. specials vs usual programming. Any qualifications supplied on request.
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CARTOONS, INC.**

Instant Winners!

Our simultaneous premiere in syndication and in NBC daytime wins across the board. It's a first ever dynamite dual debut. In market after market, in access, early fringe and on NBC, big wins prove that we're the clear choice for instant programming success. Move WIN, LOSE OR DRAW into key program slots now, and bring big new audiences to whole dayparts for the November sweep. See how our performances on NBC in the overnight market proves our universal geographic appeal.



NBC NETWORK TIME PERIOD CHANGE

MARKET	STAT	M-F TIME	PROGRAM	OCT 86		WLD		WLD % CHANGE	
				Rtg	Shr	Rtg	Shr	Rtg	Shr
NEW YORK	WNBC	1130A	SCRABBLE	4	19	5	22	+25	+16
LOS ANGELES	KNBC	1030A	SCRABBLE	4	18	5	20	+25	+11
DETROIT	WDIV	1130A	SCRABBLE	7	24	9	29	+29	+21
WASHINGTON, D.C.	WRC	1130A	SCRABBLE	2	10	3	15	+50	+50
DALLAS	KXAS	1030A	S. BARBARA	2	10	4	14	+100	+50
HOUSTON	KPRC	1030A	SCRABBLE	3	11	4	14	+33	+27
DENVER	KCNC	1030A	S. BARBARA	3	15	5	22	+67	+47

SOURCE: NSI 10/86 9/7 - 9/18/87

EARLY FRINGE: WIN, LOSE OR DRAW TAKES ALL CHALLENGERS.

With the compelling appeal of high entertainment and the pulling power of Hollywood's top celebrities, WIN, LOSE OR DRAW beats the biggest shows in syndication. #1 in Chicago, more than doubling WHEEL OF FORTUNE in head-to-head competition, and running ahead of its JEOPARDY lead-out. #1 in Houston, beating GERALDO, running ahead of its year-ago time period and significantly out-delivering its JEOPARDY lead-out. #1 in Seattle, defeating DONAHUE and PEOPLE'S COURT, doubling JEOPARDY's last-October performance. #1 in Dallas, running ahead of last year's OPRAH WINFREY and beating HOUR MAGAZINE and PEOPLE'S COURT. Wins over WHEEL, JEOPARDY, DONAHUE, GERALDO, PEOPLE'S COURT, HOUR, and more: performances that out-deliver OPRAH WINFREY'S same-time-period premieres a year ago. WIN, LOSE OR DRAW is universally compatible and wins overall. In our Overnight Market early fringe clearances, we're an affiliated station's news lead-in dream come true.

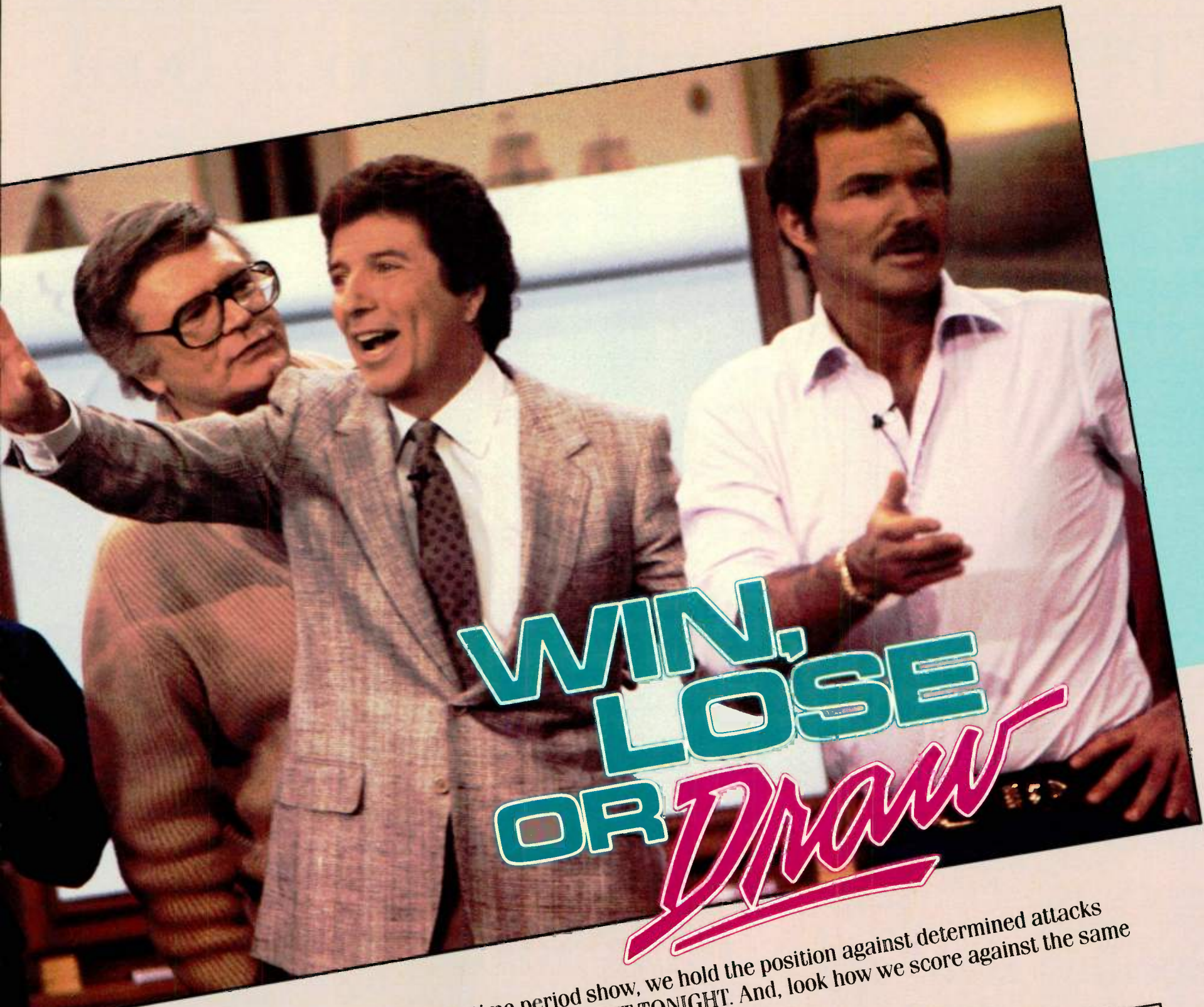
SYNDICATION: FRINGE TIME PERIOD INCREASES

MARKET	STAT	M-F TIME	PROGRAM	OCT 86 TP		WLD		WLD % CHANGE		RANK IN TP
				Rtg	Shr	Rtg	Shr	Rtg	Shr	
(A) CHICAGO	WLS	300P	TRUE CONFESSIONS	8	24	10	30	+25	+25	#1
(A) DALLAS	WFAA	330P	OPRAH	8	23	10	28	+25	+22	#1
(N) HOUSTON	KHOU	300P	TRUE CONFESSIONS	5	16	7	20	+40	+25	#1
(N) SEATTLE	KOMO	400P	JEOPARDY	4	12	8	23	+100	+92	#1

SOURCE: (N)-NIELSEN, (A)-ARBITRON 10/86, 9/7-9/18/87

ACCESS: BIG GAINS, BIG PROFITS.

In the toughest competition, head-to-head in our two Overnight access clearances, running against the most solidly entrenched programs, WIN, LOSE OR DRAW scores impressively, bringing big gains for new



WIN, LOSE OR *Draw*

profits. In Atlanta, replacing a #1 in time period show, we hold the position against determined attacks against WHEEL OF FORTUNE and ENTERTAINMENT TONIGHT. And, look how we score against the same competition in Detroit.

MARKET	STAT	M-F TIME	PROGRAM	ACCESS TIME PERIOD INCREASES		ACCESS LEAD-IN INCREASES		WLD % CHANGE	
				OCT 86 TP	Rtg	Shr	Rtg	Shr	Rtg
(N) DETROIT	WJBK	730P	SUPERIOR COURT	6	9	9	16	+50	+78
(N) DETROIT	WJBK	730P	CBS NEWS	5	10	9	16	+80	+60
(N) ATLANTA	WAGA	730P	CBS NEWS	8	16	10	18	+25	+13

We've got big successes against dominant access perennials in two cities as different from each other as New York is from Los Angeles. WIN, LOSE OR DRAW is the new wave of syndication, and there are plenty of stations riding the crest right now. If you're not one of them, if you haven't moved WIN, LOSE OR DRAW into a key access or news lead-in position, now is the time to do it. More viewers are voting every day, but the results are already in. Move up now, win big in November.



A BURT & BERT PRODUCTION IN ASSOCIATION WITH KLINE & FRIENDS ADVERTISING SALES CAMELOT
©1987 Buena Vista Television

CPB board member to rock boat

The Corporation for Public Broadcasting Board may be in for a jolt during its Washington retreat Oct. 4. Among the topics CPB board member Dan Brenner wants to tackle is **whether the corporation should continue to exist**. Some public stations apparently believe CPB uses up a lot of money and doesn't give enough in return.

Also in Washington, Henry Geller, director of the Washington Center for Public Policy Research, is trying to rejuvenate interest in a lagging effort to spur changes in broadcast licensing. Sources say Mr. Geller is now proposing that broadcasters consider trading elimination of **comparative renewal** for a special 5 percent government fee on all station sales.

Turner Broadcasting System scored a coup by signing on 23 of the top 25 multiple cable system operators to carry its **1990 Goodwill Games**. So who are the two holdouts? Storer Cable is one, since the company is currently for sale. And Cablevision Systems Corp. is the other, with Chief Executive Officer Charles Dolan saying he would not commit to the games so far in advance. But Mr. Dolan reports that he was expecting a visit last week from the persuasive Ted Turner himself.

CBS won't admit it, but a protest against **"The Garbage Pail Kids"** by the National Federation for Decency may have contributed to the network's cancellation of the Saturday morning kids' show. The federation supplied its members with kits containing postcards pre-addressed to CBS President Laurence Tisch, making it easy for members to complain about the program. Donald E. Wildmon, the federation's executive director, said last week that he also wrote strong letters of protest to "Garbage Pail" advertisers.

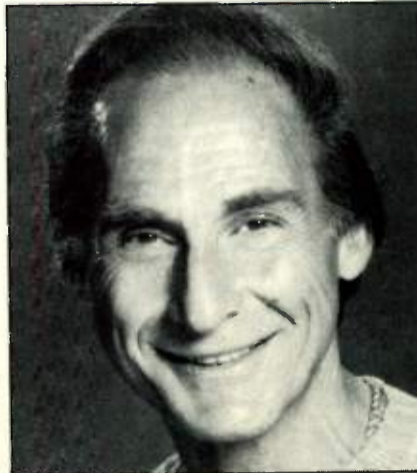
Ed Ansin, president and owner of NBC's current Miami affiliate, WSVN-TV, has dropped his lobbying effort to have the government block NBC parent General Electric's \$270 million acquisition of Miami CBS affiliate WTVJ-TV. Insiders now speculate that CBS may be making affiliation overtures to WSVN. Mr. Ansin, however, says his decision to back off has nothing to do with CBS. "We decided to appeal in a different fashion," he said, declining to explain what that means.

Look for a major retooling of CBS's "The Sid Caesar

THE INSIDER



CHARLES DOLAN
Expecting a visit from Ted Turner



SID CAESAR
Creative changes for his CBS sitcom

Show," the midseason comeback comedy for one of the biggest TV stars of the 1950s. Insiders say comedian David Steinberg, who directed the New World Television pilot, is being replaced as part of a creative shuffle. Mr. Caesar will play a widower living with his daughter, son-in-law and grandchildren. Seven episodes have been ordered for a start as early as January.

New York-based **Select Media Communications**, best known for its short-form vignettes, is about to begin producing long-form programming. Insiders say Select will soon announce a joint venture with producers The Maltese Companies and Atlantic/Kushner-Lock to syndicate a one-hour, weekly morning block of two first-run half-hour programs for next fall. The first is a talk show entitled "Advisor's Gazette" offering Ann Landers-style advice. The second is a game show, "Relatively Speaking." It's described as a cross between "Who Do You Trust?" and "What's My Line."

In what could become a regional trend, ABC affiliate KVIA-TV in El Paso, Texas, is inserting **Spanish-language news updates** this week into off-network broadcasts of "The A-Team" and "Knight Rider," which have also been

dubbed into Spanish. News Director Dan Krieger says his English-language station has scheduled bilingual news programming before, but has now hired Spanish-speaking news writers to make its programming even more accessible to non-Anglo viewers in the border city.

As director of radio's 35-Plus Committee, **New York radio consultant Maurie Webster's** job is to extol the virtues of older demographic groups as targets for advertisers. Already the committee has persuaded Arbitron Ratings Co. to include ratings for the age 35 and older and ages 35-to-64 demographic groups in ratings reports. Now, Mr. Webster wants Arbitron to add ratings for listeners age 65 to 74. Moreover, he confidently predicts the new demographic group will be included in Arbitron ratings books in about a year.

While insiders at CBS expressed surprise that former advertising honcho **Warren Spellman** had rejoined the network's advertising department, Mr. Spellman himself says "he's very happy to be back." He was laid off six months ago when CBS streamlined its ad operation, but has now been invited back to serve as vice president of advertising and promotion. The news had some insiders wondering whether CBS was "layering up" again after terminating 1,000 employees last year.

The suggestion that **FCC Chairman Dennis Patrick** has taken a major step to patch up relations with Congress by hiring Sherrie M. Cooksey to be top agency lobbyist was being greeted by guffaws in some offices on Capitol Hill. Ms. Cooksey has filled a variety of high-level posts within the Reagan administration, experience not likely to endear her to the Democrats on Capitol Hill. Yet Ms. Cooksey, 34, also worked as a lobbyist for the White House, a post in which she has worked with Democrats as well as Republicans.

Meanwhile, more than 2,600 miles away from his office in Washington, **the No. 1 fan of FCC Chairman Dennis Patrick** tracks his every move. She keeps videotapes of his TV appearances and admits she was his staunchest admirer long before he landed the job as FCC chieftain. So last week, when ELECTRONIC MEDIA profiled Chairman Patrick on Page 1, Mr. Patrick's mother, June, a resident of Fountain Valley, Calif., called asking for a few copies. "My son," she said, "is on the cover of your magazine."#

—Written by Marianne Paskowski from bureau reports

Spelling signs deal with CBS

By **RICHARD MAHLER**
Los Angeles bureau chief

LOS ANGELES—Breaking an 18-year tradition, producer Aaron Spelling has signed a non-exclusive network production agreement with CBS-TV.

Last week's announcement comes six weeks after ABC-TV and Aaron Spelling Productions had ended an exclusive partnership in effect since 1969.

Spelling's CBS deal includes firm commitments for a 13-episode series and a pair of two-hour made-for-TV movies to be shown during the 1988-89 season. Also covered are TV pilots, series and long-form programming.

"I am certain that many significant projects will be developed and produced as a result of this association," said Mr. Spelling in a prepared statement.

The man who brought to prime time such shows as "Dynasty," "The Love Boat," "Fantasy Island," "Charlie's Angels" and "The Mod Squad" continues a non-exclusive production contract with ABC and is expected to sign a deal with NBC-TV in the near future.

Aaron Spelling Productions is currently co-ventured with NBC Productions in a theatrical film.#



AARON SPELLING
Ends an 18-year tradition

TV links Soviet, U.S. officials

By **DOUG HALONEN**
Staff reporter

WASHINGTON—The spirit of *glasnost*, the Soviet Union's new openness policy, was apparent in U.S. living rooms last week by way of "Capital to Capital," a television special produced by ABC News.

The two-hour show, which pre-empted ABC's "Nightline" last Tuesday and ran from 11:30 p.m. to 1:30 a.m. (ET), featured three U.S. congressmen discussing security issues with four of their Soviet counterparts by a live satellite hookup.

A.C. Nielsen Co. overnight figures credited the show with a 5.1 rating (percentage of TV homes) and a 21 share (percentage of sets in use).

Over the same time period, CBS had a 4.5/19 and NBC had a 5.1/20.

In the first half hour, "Capital to Capital" scored an 8.3/24, compared to CBS's

5.9/17 and NBC's 7.4/21.

If the White House or State Department had any objections to the broadcast, they weren't making that known. They issued no statements and spokesmen had no comment.

An ABC spokeswoman said the reaction to the program has been "absolutely positive."

ABC anchor Peter Jennings served as moderator.

The U.S. was represented by Sen. Sam Nunn, D-Ga., Rep. Trent Lott, R-Miss., and Rep. Les Aspin, D-Wis.

The Soviet moderator was Leonid Zolotarevski, director of the international division of Gosteleradio in Moscow.

Representing the Soviet Union were four top government officials.

ABC News has planned similar projects on Oct. 14 and Nov. 18, addressing human rights and regional conflicts.#



PETER JENNINGS
Served as program's moderator

Bill would retain FCC minority policies

By **DOUG HALONEN**
Staff reporter

WASHINGTON—A Senate appropriations subcommittee last week moved to prohibit the Federal Communications Commission from eliminating a variety of agency policies favoring women and minorities.

In a move aimed at cutting the FCC off at the pass, the subcommittee agreed to a measure that would prohibit the agency from moving forward on a proposal to eliminate preferences generally granted to minorities and females in contests for broadcast stations.

The measure, offered by Sens. Frank Lautenberg, D-N.J.,

and Lowell Weicker, R-Conn., also would prohibit the agency from axing a pair of policies designed to encourage sales of broadcast stations, at reduced prices, to minority-controlled companies. Recently, the commission has been questioning the constitutionality of its minority policies. The FCC said it won't move against the policies if the legislation is approved.

"If it becomes codified, obviously we will comply," said Diane Killory, FCC general counsel.

Also last week, the subcommittee approved a measure offered by Sen. Ernest Hollings, D-S.C., that would prohibit the agency from moving forward on a pending proposal to permit noncommercial operators of VHF TV stations to swap channels with owners of commercial UHF TV stations.#

JOAN COLLINS IN THE ROLE SHE WAS BORN TO PLAY



Joan Collins stars in Hansel And Gretel
One of 26 Ways to *Live Happily Ever After*



THE SILVERBACH-LAZARUS GROUP

Emmy program pleases affiliates despite ratings

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—Fox Broadcasting Co.'s airing of the 39th annual Emmy Awards last week wasn't a winner in the ratings, but Fox affiliates nonetheless seemed pleased by the results.

The Sept. 20 awards ceremony, which was just one minute shy of being four hours long, earned an average 12.1 rating (percentage of TV homes) and 21 share (percentage of sets in use) in A.C. Nielsen Co. overnight ratings for 15 people-metered markets.

For the first three hours of the telecast, the national ratings averaged an 8.8/14, but Fox is requesting an explanation from Nielsen because those numbers differ so much from the overnights.

Though the ratings picture was confusing last week, the program appeared to finish fourth in the national ratings while ending up third in the 15-market overnights, topping ABC.

Arbitron Ratings Co. showed the telecast averaged an 11.2/20 in its 13 overnight metered markets.

When the awards program was carried on each of the three major networks, it gained much higher ratings.

NBC earned a 23.1/36 national rating for the show last year. ABC's 1985 telecast brought an 18.6/29. The year before, CBS got a 17.1/33 for the awards.

All of those ratings were calculated using the old Nielsen Television Index.

Executives from some of the 115 Fox affiliates that carried the telecast praised the quality of the show's production, but they also said the show ran too long and that the backstage interviews were poorly done.

But the affiliate executives contended the show brought Fox much-needed exposure they hoped would translate to bigger audiences in the future.

"It brought us closer to being a bona-fide fourth network," said B.J. Andrews, station manager at KAME-TV in Reno, Nev. "But I'd like to see them fit it into a three-hour time period."

"I thought the show went real well," said Sean Bradley, assistant general manager at KTBY-TV in Anchorage, Alaska.

"I wouldn't have seen a better production on any of the networks," said Gary Berberet, promotion manager at KDVR-TV in Denver.

Cal Bollwinkel, program operations manager at KTXL-TV in Sacramento, said he was happy with the show, but added: "I'd like to see them do away with the shots at Fox." He was referring to David Letterman's satirical comments about Fox, including his message to a fictitious Fox outlet, Channel 92 in Indiana. "Apparently the cows have gotten loose and they're terribly close to the transmitter, so be very, very careful," Mr. Letterman joked.

Officials from some of the 46 non-Fox-affiliated stations that picked up the program were not as enthusiastic about the show.

"They tried something different and it didn't work," declared Dave Aiken, general manager of ABC affiliate WOLO-TV in Columbia, S.C. "I didn't like the fact that it ran four hours, and I was bored."

He said he wouldn't buy the program next year "unless they do something to entertain the viewers more."

After the show, a Fox spokesman said it's too early to tell what changes may be made in future shows, but said the network will "do everything possible" to keep the next one shorter.

NBC was again the big winner at the event, which was televised from the Pasadena Civic Auditorium.

With the technical awards handed out Sept. 12 included, NBC finished with a total of 32 honors, ABC trailed with 19 and CBS received 15.

PBS shows won eight awards, one syndicated show won a technical award and the Fox programs came up empty-handed.

The top winners this year were NBC's "L.A. Law"



Bruce Willis of "Moonlighting" was named the outstanding lead actor in a drama series.

and the CBS made-for-TV movie "Promise," which each won five awards.

ABC-produced "Moonlighting," which was nominated for 16 awards last year but was snubbed, brought home four awards this year. NBC's "The Golden Girls" won three honors, as did the network's "Family Ties" and ABC's "Max Headroom."

Following are the award winners in the major categories:

- Outstanding comedy series: "The Golden Girls" (NBC).
- Outstanding drama series: "L.A. Law" (NBC).
- Outstanding drama/comedy special: "Promise" (CBS).
- Outstanding lead actor in a comedy series: Michael J. Fox, "Family Ties" (NBC).
- Outstanding lead actress in a comedy series: Rue McClanahan, "The Golden Girls" (NBC).
- Outstanding lead actor in a drama series: Bruce Willis, "Moonlighting" (ABC).
- Outstanding lead actress in a drama series: Sharon Gless, "Cagney & Lacey" (CBS).
- Outstanding miniseries: "A Year in the Life" (NBC).
- Outstanding lead actor in a miniseries or special: James Woods, "Promise" (CBS).
- Outstanding lead actress in a miniseries or special: Gena Rowlands, "The Betty Ford Story" (ABC).
- Outstanding variety, music or comedy program: "The 1987 Tony Awards" (CBS).
- Outstanding animated program: "Cathy" (CBS).
- Outstanding supporting actor in a drama: John Hillerman, "Magnum, P.I." (CBS).
- Outstanding supporting actress in a drama: Bonnie Bartlett, "St. Elsewhere" (NBC).
- Outstanding supporting actor in a comedy: John Larroquette, "Night Court" (NBC).
- Outstanding supporting actress in a comedy: Jackee Harry, "227" (NBC).#

Surgeon general seeks prime-time AIDS dialogue

By WILLIAM MAHONEY
Staff reporter

BEVERLY HILLS, CALIF.—Surgeon General's Warning: Not allowing TV characters to talk openly about sex could be hazardous to the health of the viewers.

That was the uncompromising message personally delivered by U.S. Surgeon General C. Everett Koop to TV writers and producers gathered at the Beverly Hills Hotel here recently.

The nation's senior health official wants the creative community's help in the fight against AIDS by incorporating frank and tasteful discussions about sex into storylines, especially about safe-sex techniques.

"Your television programming—series, movies of the week and dramatic productions—can restore the sexual and the moral health of this country," he said.

"I'm not asking somebody to stop in the middle of a sitcom and give a little sermon on AIDS. I'm asking them in the ordinary course of events to show that there is more to a relationship between men and women than just sex."

While he congratulated the media for raising AIDS awareness in this country, he said more needs to be done to inform certain groups of people about AIDS.

"I'm afraid that we continue to go back to the same low-risk, white, middle-income class and predominately suburban audience with our AIDS prevention message," the physician told his audience. "What we should also be reaching is another population group that is at very high risk: inner-city blacks and Hispanics."

In an interview with ELECTRONIC MEDIA after the speech, Dr. Koop analyzed a recent mention of AIDS on a prime-time series, during the Sept. 16 season premiere of NBC's "St. Elsewhere." In the show, Howie Mandel's character, Dr. Wayne Fiscus, says this about an abandoned baby diagnosed as having AIDS: "Mother's probably an addict, couldn't care for a sick baby herself, so she left the baby here for help."

While Dr. Koop applauded the show, primarily because it dealt with drug abusers—one of the high-risk groups he says producers need to target the most—

he pointed out one aspect of the show that didn't reflect reality.

"You see, 81 percent of the babies (born with AIDS) are black and almost all the rest are Hispanic," he said. The baby in "St. Elsewhere" was white, however, and therefore the message wasn't as valuable as it could have been, he contended.

"I think the problems of reaching minorities are extremely difficult, and I just hope that there is some innovative, creative thinking in the industry that can do it," he said.

Asked why this hasn't been done so far, he said: "I suspect that the specific groups I'm talking about are a very small part of their audience."

Overall, the subject of AIDS is popping up with surprising frequency on television. Another prime-time series, CBS's "Designing Women," will deal with AIDS in its Oct. 5 episode. Episodes of NBC's "L.A. Law" and CBS's "Cagney & Lacey" have also dealt with the subject.

Rita Dillon, one of the producers of NBC's "Facts of Life," says she wants to do an episode dealing with AIDS but is waiting for the green light from the network. She feels the show's young audience would especially benefit from an episode on the subject.

"The ABC Afterschool Special" on Sept. 9 involved AIDS.

And on Oct. 12, HBO will air a one-hour special, "AIDS: Everything You and Your Family Need to Know But Were Afraid to Ask."

Also, a videocassette program that deals with AIDS, starring Morgan Fairchild, will hit the stores with a \$29.95 price tag on Oct. 21. "Safe Sex for Men and Women" may later wind up in syndication, said its executive producer, Jim Silverman.

"We show you how to politely and effortlessly bring up the subject (of AIDS) in a dating situation," he said of the one-hour show.

Concern over the issue of AIDS and its impact may change the way characters in some series act this season, says Marcy Kelly, media director for The Center for Population Options, a group that advises producers on sexual issues and helped to organize Dr. Koop's speech.

"I think we're going to see more monogamous characters," she said.#

ABC to acquire TV movies from Italian firm

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—In an unusual international partnership, ABC Entertainment will acquire the domestic TV rights to three new motion pictures produced by RadioTelevisione Italiana (RAI).

Under an agreement unveiled here last week, RAI, a private company comprising three TV networks and a studio, will make three films with budgets of \$10 million to \$12 million each for simultaneous broadcast on

ABC-TV and theatrical release abroad.

"We will be able to bring a movie (to television) that we will tell the public is a made-for-TV movie but will have production values that far exceed the normal made-for-TV movie," explains Ted Harbert, vice president of motion pictures for ABC Entertainment.

The deal allows ABC to buy multimillion-dollar films for prices close to the average license fee paid for made-for-TV movies, he says.

The venture, disclosed by Mr. Harbert and Emmanuele Milano, deputy general manager,

chief and supervisor of RAI, was touted as the first of its kind.

Two of the projects were detailed last week: • "The Primitive," budgeted at \$10 million, is the story of an American couple in the jungles of South America who become the unwitting targets of an extra-terrestrial hunting party.

• "Danger Adrift," budgeted at \$12 million, is an adventure tale about four people involved in a harrowing treasure hunt at sea.

Both will appear on ABC during the 1987-88 season.

The movies, to be made in English with American stars and creative talent, "will be primarily designed to appeal to the American audiences," Mr. Harbert says.

ABC will retain the U.S. TV rights for four years, after which the movies may be sold to cable, in syndication or home video, Mr. Milano says. The movies probably won't be released theatrically in the United States.

"We think that this is the beginning of a long and fruitful relationship that will go far beyond the three pictures that we've negotiated for at the present," says Mr. Harbert.#

LEONARD NIMOY WILL RUB YOUR AUDIENCE THE RIGHT WAY

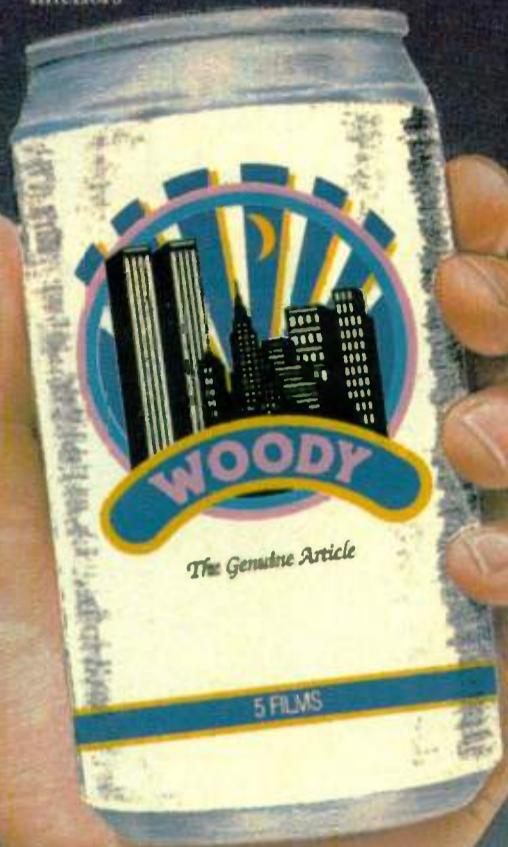


Leonard Nimoy stars in *Aladdin And His Wonderful Lamp*
One of 26 Ways to *Live Happily Ever After*



THE SILVERBACH-LAZARUS GROUP

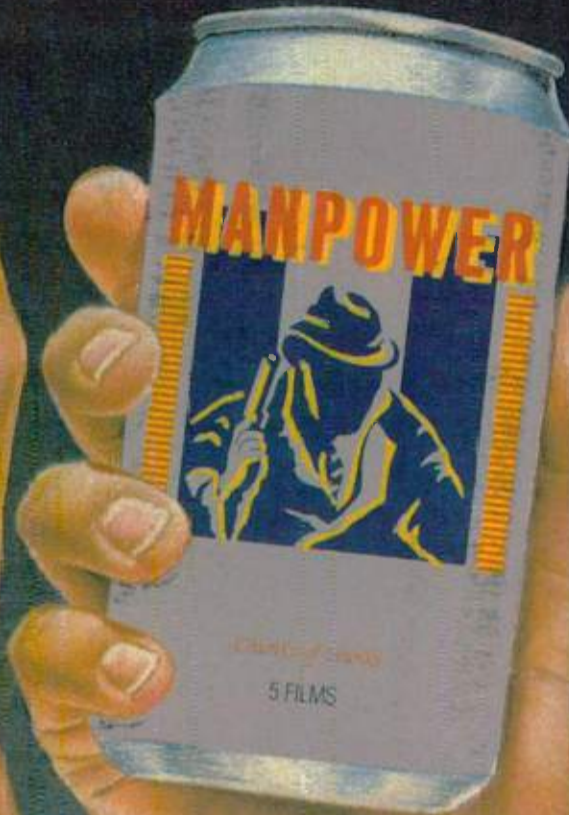
Manhattan
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Love and Death
Starburst Memories
Interiors



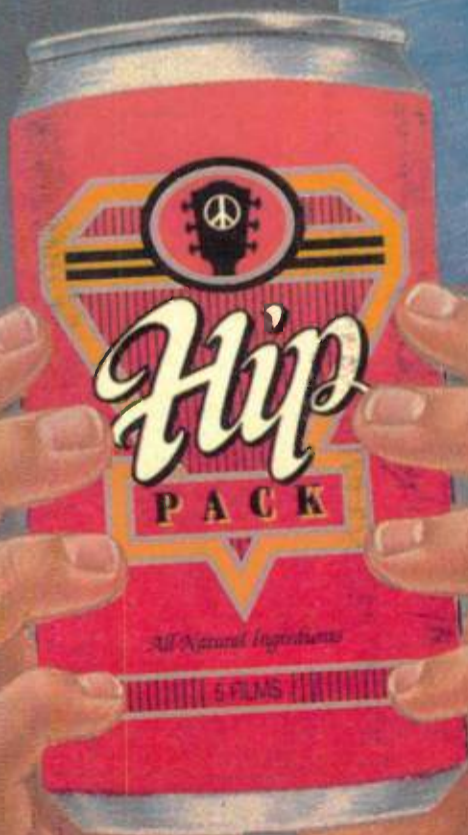
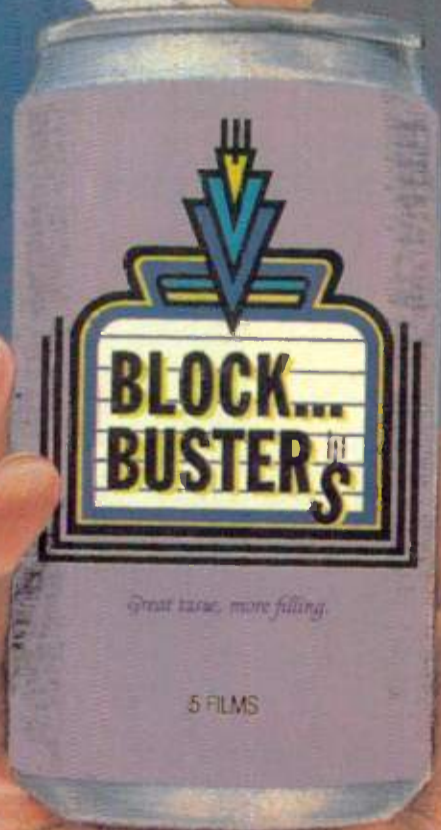
House Where Evil Dwells
Jaws of Satan
Motel Hell
Beast Within
Twice Told Tales



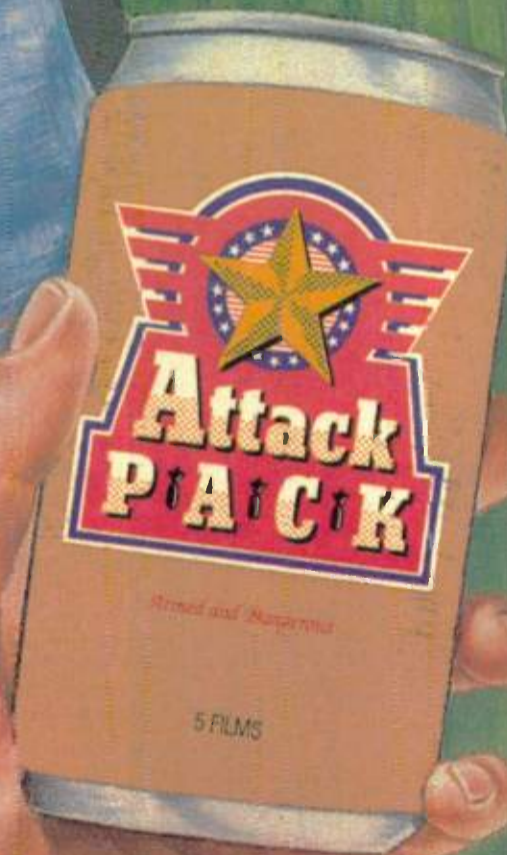
Who'll Stop the Rain
The Offence
Stay Hungry
Cuba
Hammer



La Cage Aux Folles I
La Cage Aux Folles II
Pulp
The Party
Mixed Company

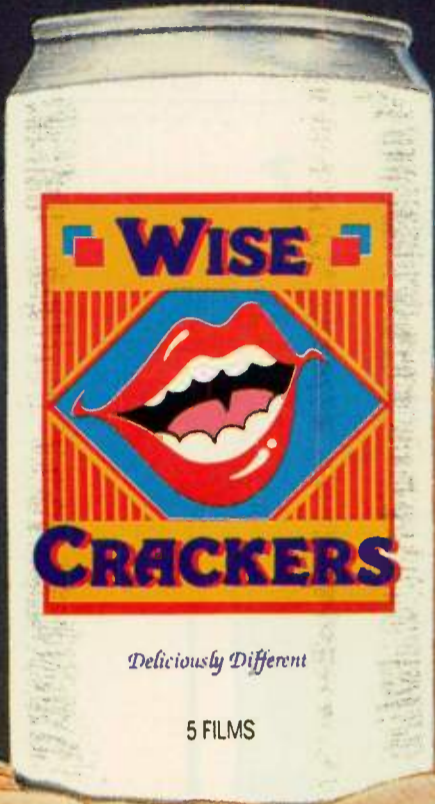


Alice's Restaurant
Roadie
Hair
The Last Waltz
A Small Circle of Friends

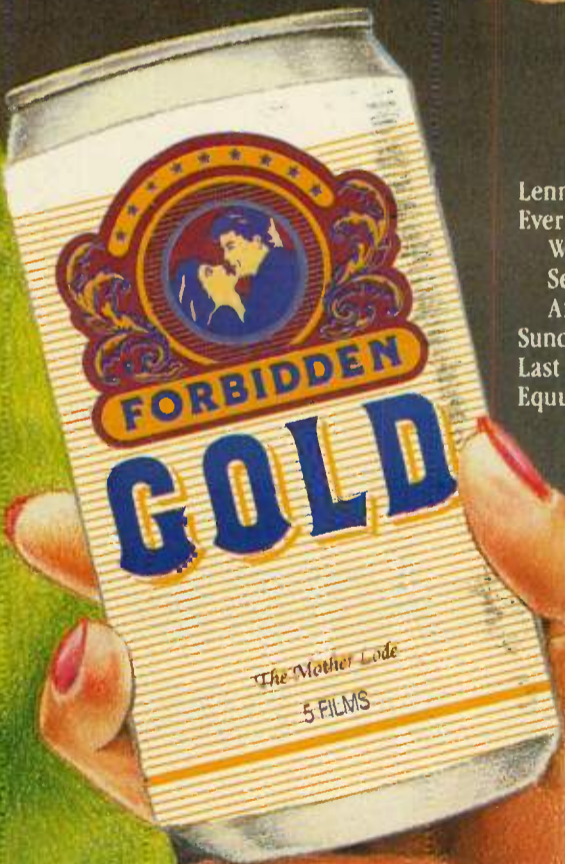


Hellboats
Mosquito Squadron
Attack on the Iron Coast
Thousand Plane Raid
The Last Escape

HOIST A FEW



Movers and Shakers
National Lampoon's
Movie Madness
Trail of the
Pink Panther
Caveman
Avanti



Lenny
Everything You Always
Wanted to Know About
Sex (But Were
Afraid to Ask)
Sunday Bloody Sunday
Last Tango in Paris
Equus

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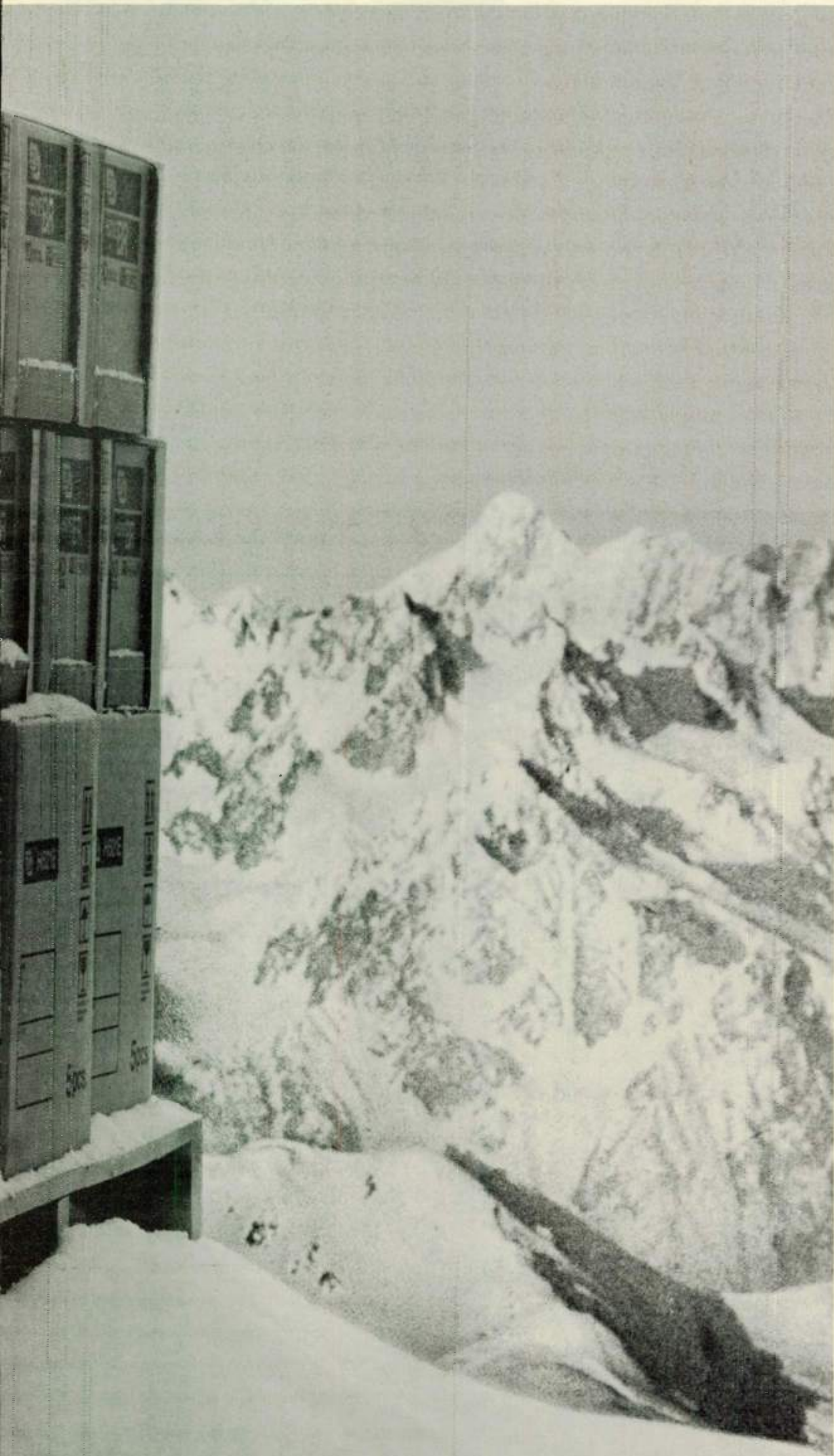


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VIDEOTAPE

Former MTV officer lands new job

By JANET STILSON
Staff reporter

NEW YORK—A little more than a month after leaving his job as president of operations at MTV Networks, Robert Roganti has become head of a fledgling production company.

Mr. Roganti is president and chief operating officer of The Maltese Cos. The firm was formed less than a year ago by two former Ohlmeyer Communications executives, Ray Volpe and Ed Griles. Both executives were closely involved in the production of MTV's first two awards shows.

Maltese produces a children's se-

ries, "Mapletown," for Nickelodeon, one of the networks Mr. Roganti used to oversee. He envisions supplying his former employer with a special in 1988.

Mr. Roganti says Maltese is negotiating with the Soviet Union on the production of a rock 'n' roll concert special, to take place in New York and Moscow next summer. He would like to see Nancy Reagan and Raissa Gorbachev serve as co-hosts.

Mr. Roganti envisions marketing the special to cable networks, such as MTV and WTBS, and in syndication.

Strippable programing, offered on either a straight cash or cash-barter

basis, is also in the company's game plan, he says.

Mr. Roganti, who has an equity position in the company, says Maltese has an agreement with Omnicom Group, the advertising agency principally composed of DDB Needham and BBDO.

The association essentially incorporates Maltese into the production arm of the agency, with Maltese providing production services and station clearances and Omnicom generating potential advertisers. Maltese also owns an equity position in People & Properties, a Connecticut-based sports marketing company. #

ABC gets money-back ratings deal

By MARIANNE PASKOWSKI
New York bureau chief

NEW YORK—ABC's new contract with A.C. Nielsen Co. includes a money-back guarantee from the ratings service.

ABC paid \$500,000 more than CBS or NBC for a money-back guarantee if Nielsen's intab rate—the number of useable homes in the sample—falls below a given percentage. ABC, like CBS and NBC, signed a three-year contract with the national ratings company. But while CBS and NBC will pay \$4.5 million for the first year of service, ABC will pay \$5 million.

"This is a historic precedent in research history," said Marvin Mord, ABC vice president of research and marketing. "We were willing to pay significantly more to get a quality research tool."

Under the guarantee, Nielsen must maintain an intab rate of 85 percent for three key demographics in its people-meter sample: women ages 18 to 49, men ages 18 to 49, and children ages 2 to 11.

CBS had already negotiated a contract with Nielsen allowing the network to bail out if the ratings company failed to meet certain performance guarantees. CBS's contract, however, did not call for a money-back rebate if Nielsen fell short.

Historically, Nielsen has always offered the same contract terms to all three networks. So when CBS won the bail-out clause, it was automatically given to NBC and ABC.

But if NBC and CBS now decide they want the money-back guarantee that ABC has fought all summer to win, they too will have to shell out the extra \$500,000. Researchers at NBC and CBS could not be reached for comment about whether they would be willing to pay more for the guarantee.

ABC's Marvin Mord said the extra dollars and the long battle with Nielsen will help shape the people meter into a better ratings service. Mr. Mord also credits ABC's top management for having the foresight to invest the extra dollars. #

ATC realigns top management

By JANET STILSON
Staff reporter

NEW YORK—Time Inc.'s American Television & Communications Corp. has realigned its top executive structure.

The multiple cable system operator has eliminated its office of the president. The office had been composed of Trygve Myhren, ATC chairman and chief executive, and three executive vice presidents.

A five-member management committee has been formed to replace the office. The committee comprises executive vice president Kevin Rorke, Mr. Myhren and the other former office of the president members: Thomas Binning, Gary Bryson and James Doolittle.

The management shuffle will create a more efficient line of command, an ATC spokesman said.

Prior to the change, ATC's 24 divisions reported to Mr. Rorke and the office of

the president's three executive vice presidents.

Under the new structure, they report solely to Mr. Doolittle. In addition to serving as executive vice president, Mr. Doolittle now serves as chief operating officer.

The other former members of the office of the president have also added to their executive vice president titles.

Mr. Binning has been designated chief financial officer. Among his responsibilities are acquisitions and corporate financial planning.

Mr. Bryson is now executive vice president of strategic planning and administration. He oversees programing, advertising sales and new businesses, including joint ventures such as the Pay-Per-View Network.

Mr. Rorke is now involved in the management of ATC's operating divisions, reporting to Mr. Doolittle. #



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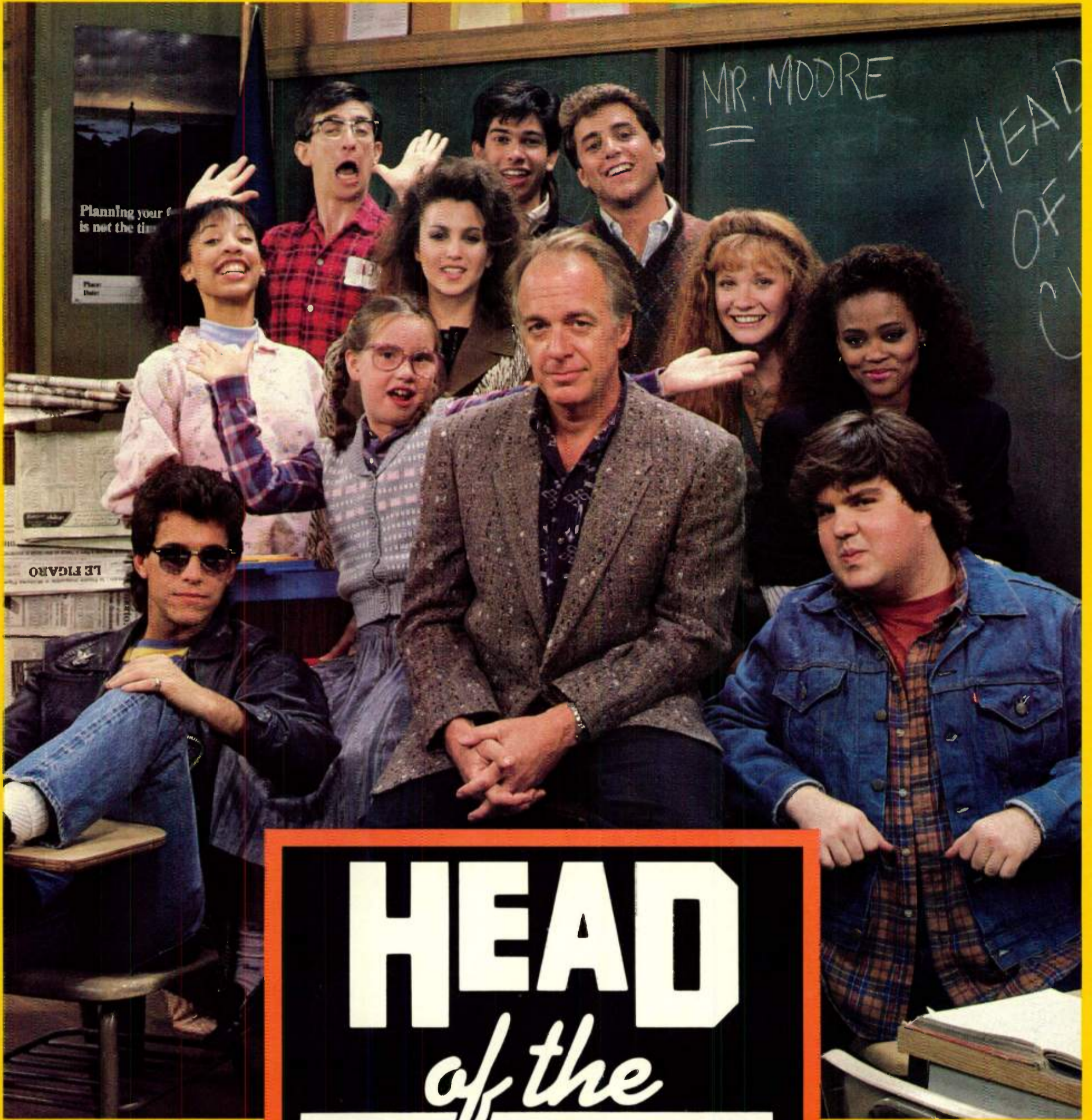
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- 295 local, national and international awards for broadcasting excellence.
- 503 major community projects conducted.
- \$12,623,102 raised for charitable, civic and other non-profit causes.
- Over 500,000 public service announcements broadcast.
- 321 awards, citations, and certificates of

appreciation received from community organizations.

- An average of 228 air hours a week devoted to news and public affairs and other community interest programming. An average that has remained virtually undiminished over *the past 10 years*.
- Our employees currently devote their volunteer time to 262 different local charitable, civic and other non-profit organizations.

A glimpse of the record...a glimpse of the personal commitment RKO Radio people have made to their communities. We'll stand on it...proudly.



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CALENDAR

September

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

Sept. 29, **Cable TV: How High is Up?**, the second annual fall forum luncheon sponsored by the National Academy of Cable Programming, Grand Hyatt Hotel, New York. Information: Steven Schupak, 202-775-3629.

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-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. 1-2, **Urban Markets: Cable's Newest Challenge**, a symposium sponsored by the National Cable Television Association and the National Association of Minorities in Cable,

Waldorf-Astoria, New York. Information: Delores Rose, 202-775-3629.

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, **An Introduction to Community Access Television** sponsored by the Chicago Access Corp., CAC Center, Chicago. Information: Jose Andrade, 312-738-1400.

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. 8-9, **The Leading Edge**, the Louisville Chapter of American Women in Radio and Television seminar, Seelbach Hotel, Louisville, Ky. Information: Jean Shindlebower, 502-582-7801 or Stephanie Dumeyer, 502-426-1348.

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

Oct. 9, **Louisville chapter of American Women in Radio and Television luncheon**, Seelbach Hotel, Louisville, Ky. Information: Lynne Christenson, 502-893-0039.

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, **Southern California Cable Association monthly dinner meeting** with guest speakers Bill Daniels of Daniels and Associates, Leonard Tow of Century Communications and Jeffrey Reiss of Reiss Media Enterprises, Inn at the Park, Anaheim, Calif. Information: Aisha Wooford, 213-684-7024.

Oct. 13, **Central Illinois SCTE Meeting Group** technical seminar, Sheraton Normal Hotel, Normal, Ill. In-

Major events	
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.	
RAB	
Atlanta.....	Jan. 23 to 26
Information: Wayne Cornils, 212-254-4800.	
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.	

formation: Tony Lasher, 217-784-8390.

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. 13-15, **Mid-America Cable Show** sponsored by the Mid-American Cable Television Association and featuring Frank Biondi as a guest speaker, Hyatt Regency, Kansas City, Mo. Information: Rob Marshal, 913-841-9241.

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, **Broadcast Capital Fund ownership seminar**, Hotel Pontchartrain, Detroit. Information: Aida Olivencia, 202-429-5393.

Oct. 14, **Heart of America SCTE Meeting Group** technical seminar, Hyatt Regency Hotel, Kansas City, Mo. Information: Wendell Woody, 816-474-4289.

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, **Broadcast Capital Fund ownership seminar**, Sir Francis Drake Hotel, San Francisco. Information: Aida Olivencia, 202-429-5393.

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. 15-18, **American Women in Radio & Television south central area conference**, Hyatt Regency, Houston. Information: Ed Cearley, 713-526-3461.

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. 17, **An Introduction to Community Access Television** sponsored by the Chicago Access Corp., CAC Center, Chicago. Information: Jose Andrade, 312-738-1400.

Oct. 16-18, **Third annual Women in Film festival**, Cineplex Odeon Universal City Cinemas, Los Angeles. Information: Kevin Sasaki, 213-874-1300.

Oct. 19-21, **33rd annual meeting and related events of the New York State Broadcasters Association**, Desmond Americana, Albany, N.Y. Information: Belinda Bouchard, 518-434-6100.

Oct. 20, **HDTV—Forward to the Future** a seminar sponsored by the New York Women in Cable, HBO Media Center, New York. Information: Beth Araton, 212-661-6040.

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

Oct. 24, **Salute to Steve Allen** sponsored by the Museum of Broadcasting and ELECTRONIC MEDIA, Hotel Nikko, Chicago. Information: Lilly Eide, 312-987-1500.

Oct. 24, **High Definition Television: A Preview of the Future**, a one-day forum sponsored by UCLA Extension, UCLA campus, Los Angeles. Information: John Watson, 213-825-1901.

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. 26, **An Introduction to Community Access Television** sponsored by the Chicago Access Corp., CAC Center, Chicago. Information: Jose Andrade, 312-738-1400.

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. 27, **Cable Day** at the Television Critics Association October press tour, Waldorf-Astoria, New York. Information: Jim Boyle, 202-775-3629.

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. 3-7, **Midwest Radio Theatre Workshop**, a workshop featuring topics of interest to radio producers, technicians, directors and writers, Ramada Inn, Columbia, Mo. Information: Diane Huneke, 314-874-1139.

Nov. 4-6, **Fifth annual Private Cable Show**, a trade show for private cable systems examining such topics as the booming demand for private cable in hotels, Sheraton Denver Tech Center, Denver. Information: Kim McBride, 713-342-9655.#

SOUTHWEST MULTIMEDIA CONTINUES TO GROW

with the acquisition of KMSS-TV,
Channel 33, Shreveport, Louisiana



Art Lanham, left, Vice-President and new General Manager of KMSS and Billy B. Goldberg, right, Chairman of the Board Southwest MultiMedia.

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Technology and equipment



John Grdic, station manager of WFMJ-TV in Youngstown, Ohio, redesigned the station's production facilities with Sony broadcast equipment, including this multicassette system.

New technologies streamline newsgathering

By JEFFREY SCHWARTZ

Special to ELECTRONIC MEDIA

Thanks to recent technological gains, many stations are finding ways to do more newsgathering with fewer people and less equipment.

The portability and improved reliability of today's newsgathering equipment has led stations to cut back on the amount of engineers and peripheral equipment needed for stories from the field.

Among the advancements are newsroom computers and a new generation of camera/recorders, editing machines and controllers.

KPIX-TV in San Francisco is one station that has been upgrading in all of these areas.

KPIX is the first station in the country to test the new CMX 100 electronic editing system, which is designed to interface with both old and current videotape recorders of all formats. CMX is based in Santa Clara, Calif.

The system is portable enough to be used in remote trucks. It has built-in audio and video switching systems and the ability to interface two play sources to a record source.

"The CMX 100 looks very promising," says Roy Moore, engineer in charge for KPIX. "This allows us to do A/B edits, dissolves and wipes between two play sources and a record

source."

KPIX is also in the process of installing a newsroom automation system by Basys of Mountain View, Calif.

"This will basically change the way the newsroom operates," says Mr. Moore. "It will track tapes from the time you bring in raw footage to the time you actually put a story on the air."

"It also accepts news wires, so a reporter can access any service from their terminal, which will reduce the amount of people trying to rip copy and trying to share it."

The station is also in a two-year transition from U-matic format to Betacam SP, and has also added nine charge-coupled device, or CCD, cameras.

Numerous stations are converting from 3/4-inch to 1/2-inch tape, which is available in two formats.

Betacam and Betacam SP formats are incorporated in products made by Sony, Ampex, BTS Systems and Thomson. The M-II format is used by Panasonic and JVC.

NBC's owned-and-operated stations committed to Panasonic M-II in March 1986.

Companies market the benefits of both formats over 3/4-inch as portability, ease of operation and quality.

When WFMJ-TV, an NBC affiliate in Youngstown, Ohio, decided to replace its 3/4-inch equipment with 1/2-inch, it went with Sony Betacam equipment and CCD cameras. It plans to install Betacam SP equipment (compatible with Betacam) next

month.

"The problem we had with our 3/4-inch equipment was bad-quality film," says John Grdic, station manager. "It's unbelievable now. People come back and spend probably 60 percent less time in the editing bays as they previously had, which means more time for a better product."

The new Betacam SP equipment, which was introduced at this year's National Association of Broadcasters convention by Sony and Ampex, is said to provide four channels of audio and wider video bandwidths than standard Betacam, thus providing a better signal. It is available in 30-minute and 90-minute cassettes.

WNEV-TV, the CBS affiliate in Boston, was the first station to order Sony's Betacam SP equipment and has received 136 machines, including studio edit decks, field recorders and viewers, which will all primarily be used for news.

"The edit process featured in the BVW 75 enhances how you can edit a project and finish it up," says Karl Renwanz, vice president of engineering operations. "For ENG editing, we never had this kind of speed."

WMAR-TV in Baltimore has converted to Betacam from 3/4-inch. It added a satellite news-gathering truck last year.

"We seem to have better reliability with Betacam," says Joe Bruno, director of engineering. "It provides better quality on

(Continued on Page 43)

FCC proposes frequencies for wireless home devices

By ROBERT HOMAN

Staff reporter

WASHINGTON—The Federal Communications Commission has proposed to permit consumers to become broadcasters of sorts in their own homes.

The agency's proposal, which would permit use of frequencies in the 902 to 928 megahertz band for transmissions to wireless speakers and unconnected home computers, may even allow consumers to transmit video signals to their neighbors.

John Reed, an FCC engineer, said manufacturers may develop so-called "wireless videocassette recorders" that could transmit video signals up to 1,000 feet.

Under the proposal, no broadcast licenses would be required.

One of the reasons the agency wants to earmark spectrum for these sorts of uses is to

create an outlet for pirate broadcasters who have been broadcasting illegally on a variety of frequencies, Mr. Reed said.

Wireless VCR operators could encounter interference from current users of that band, including amateur radio and the federal government, he said.

But wireless telephone transmissions will not interfere because they use different frequencies, he said.

Several video manufacturers contacted by ELECTRONIC MEDIA, including Sony and RCA, said that although they are interested in the commission's proposal, they are not presently developing wireless VCRs.

"Anything that expands the basic product line and makes VCRs more adaptable would be good for business," said Frank McCann, vice president of public affairs for RCA.

Mr. Reed said final rules on the proposal may not be released for two years. #

Emmy Awards presented for science, engineering

By RICHARD TEDESCO

Staff reporter

NEW YORK—The National Academy of Television Arts and Sciences has presented eight Emmy Awards for achievements in engineering and science.

The awards, presented in a ceremony here, went to the following companies:

- Color Systems Technology and Colorization Inc., both recognized for development of conversion technology on videotape for transfer of original black and white into color.

- Dubner Computer Systems for engineering contributions to the development of conversion technology for videotape transfer of black and white to color.

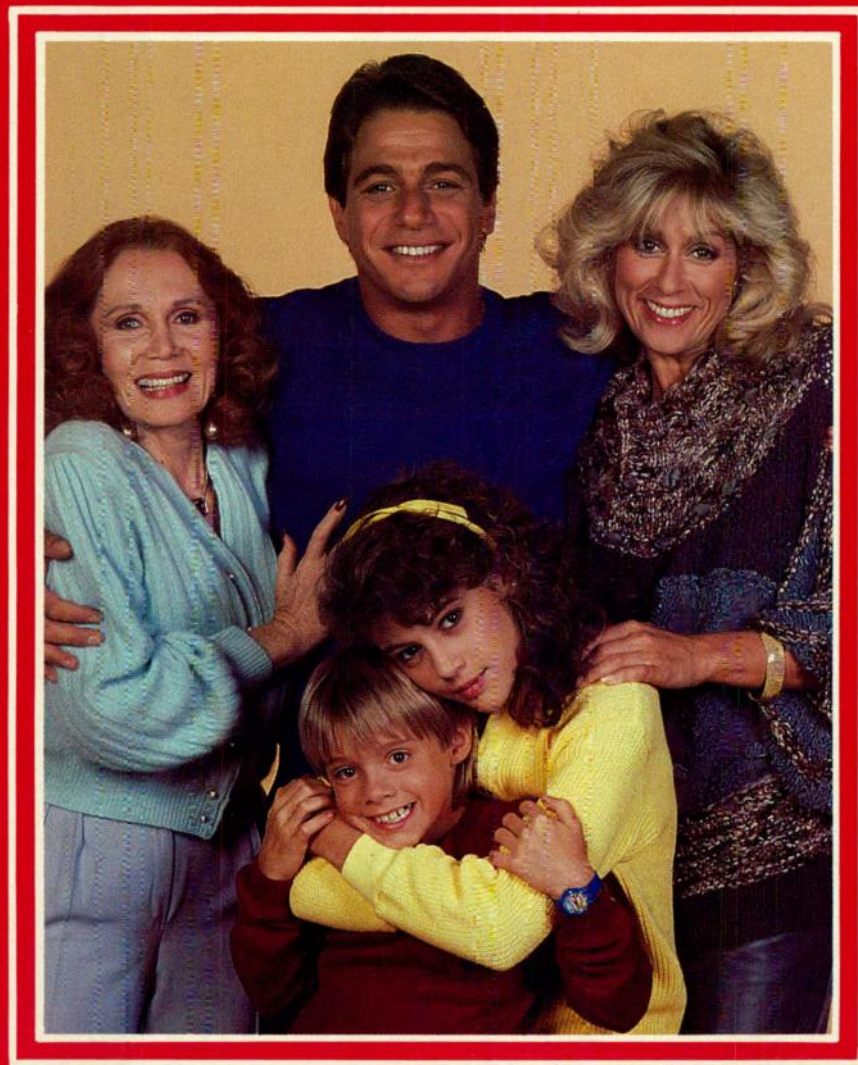
- The National Aeronautic and Space

Administration and the Communications Research Centre of the Department of Communications of Canada, both recognized for their pioneering work in applications of Ku-Band satellites for terrestrial communication.

- European Broadcast Union and the Society of Motion Picture Engineers, both for development of a videotape recording system based on the worldwide standard for digital component sampling. They were also honored for their cooperation with each other to provide the basis for a universal standard for digital videotape recording.

- Public Broadcasting Service, for leadership and contributions to development of more efficient UHF transmitter technology. #

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Los Angeles

KHJ

Chicago

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CBS Broadcast Group

San Francisco

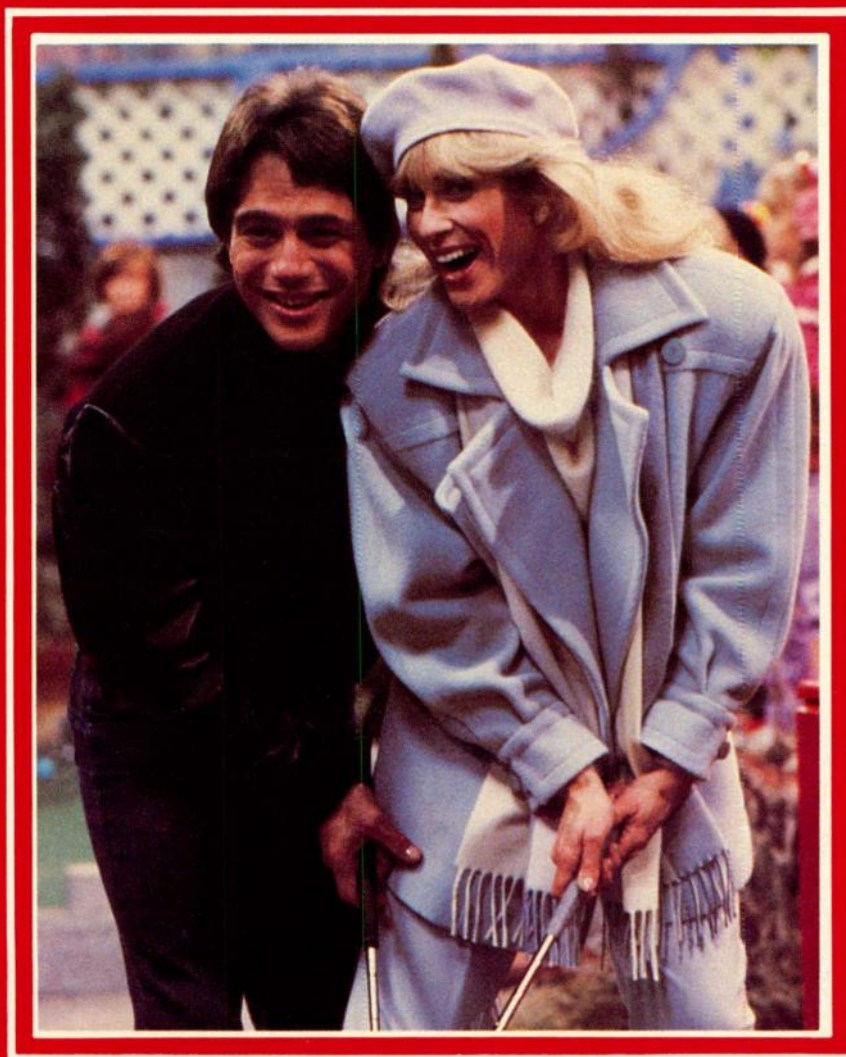
KTVU

Cox Enterprises

Atlanta

WSB

Cox Enterprises



Pittsburgh

WTAE

The Hearst Corporation

Seattle

KSTW

Gaylord Broadcasting Company

Minneapolis

KMSP

United Television

Phoenix

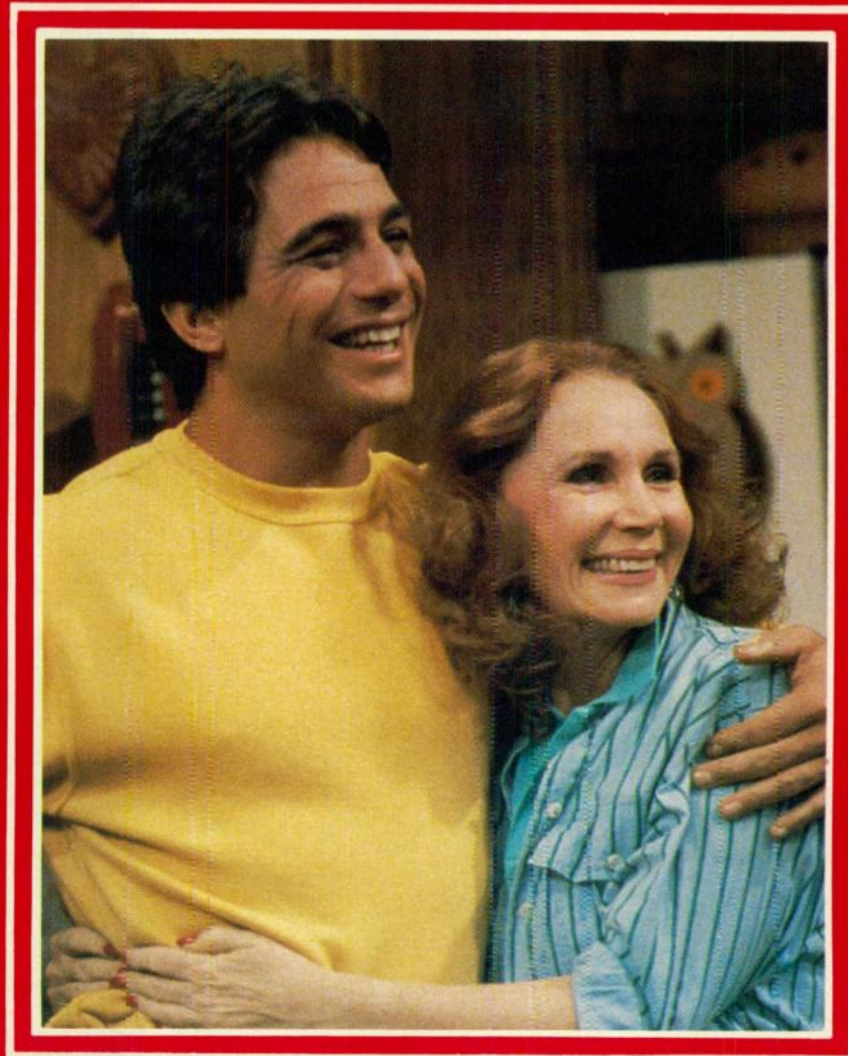
KTVK

Arizona Television Company

Orlando

WCPX

First Media Corporation



Milwaukee

WISN

The Hearst Corporation

Cincinnati

WXIX

Malrite Communications Group

Greenville-Asheville

WLOS

Anchor Media

Columbus

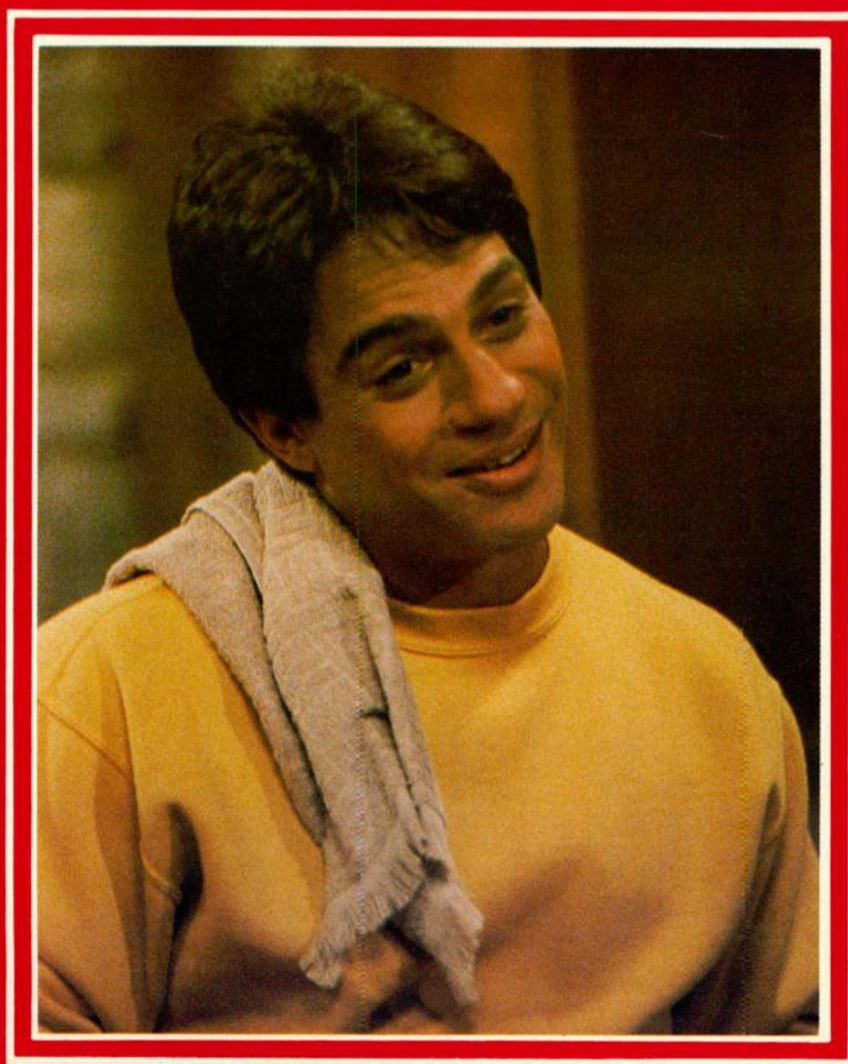
WCMH

Outlet Communications

Providence

WJAR

Outlet Communications



San Antonio

KSAT

H & C Communications

Harrisburg

WHP

Commonwealth
Communications Services

Charleston-Huntington

WCHS

Heritage Communications

Dayton

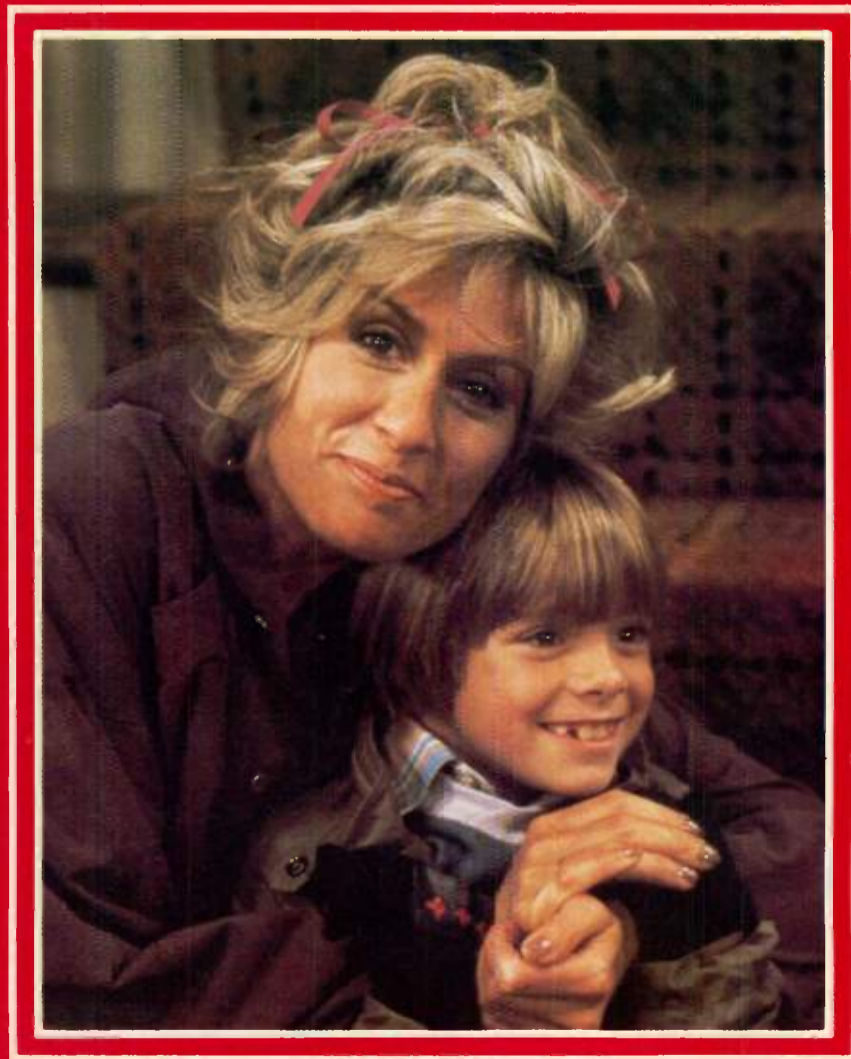
WDTN

The Hearst Corporation

Flint

WJRT

Knight-Ridder Broadcasting



Mobile-Pensacola

WEAR

Heritage Communications

Albuquerque

KGGM

New Mexico Broadcasting
Company

Des Moines

KDSM

Duchossois Communications
Company

Cedar Rapids

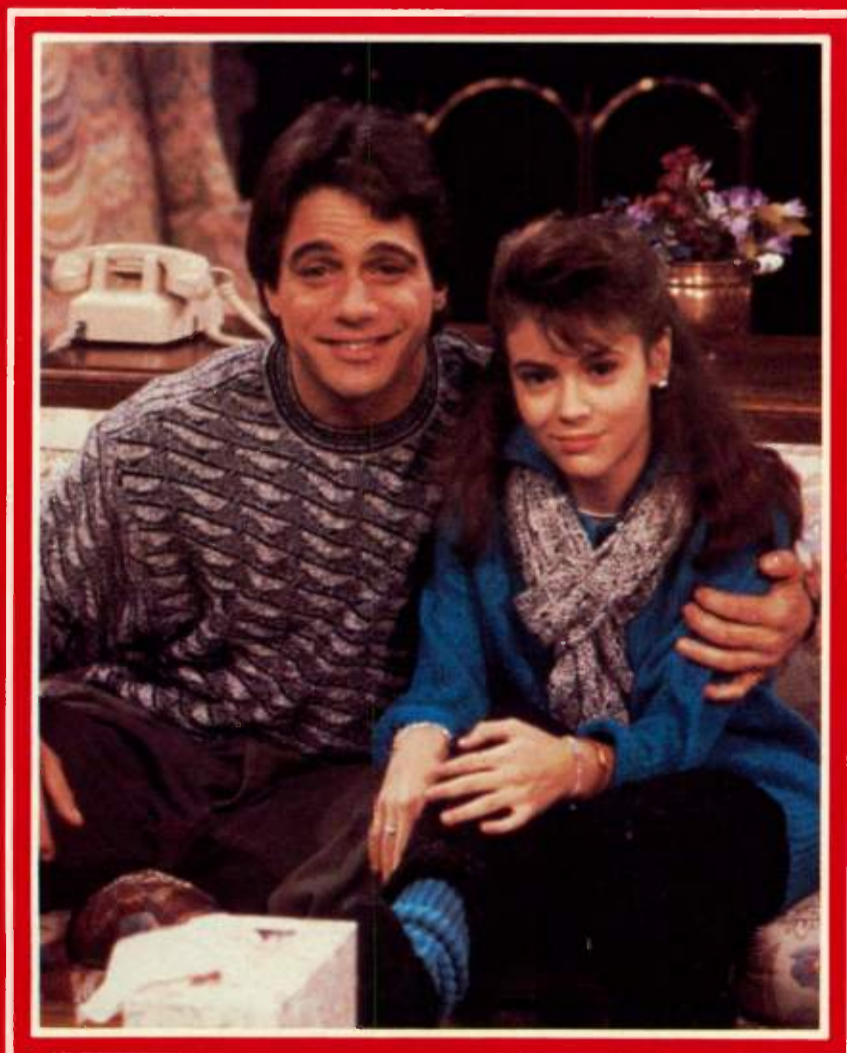
KWWL

American Family Corporation

Tucson

KMSB

Providence Journal Company



Jackson

WLBT

Civic Communications

Las Vegas

KVVU

The Meredith Corporation

Colorado Springs

KOAA

Evening Post Publishing
Company

Ft. Myers

WFTX

Wabash Valley Broadcasting
Corporation

Savannah

WTOC

American Family Corporation

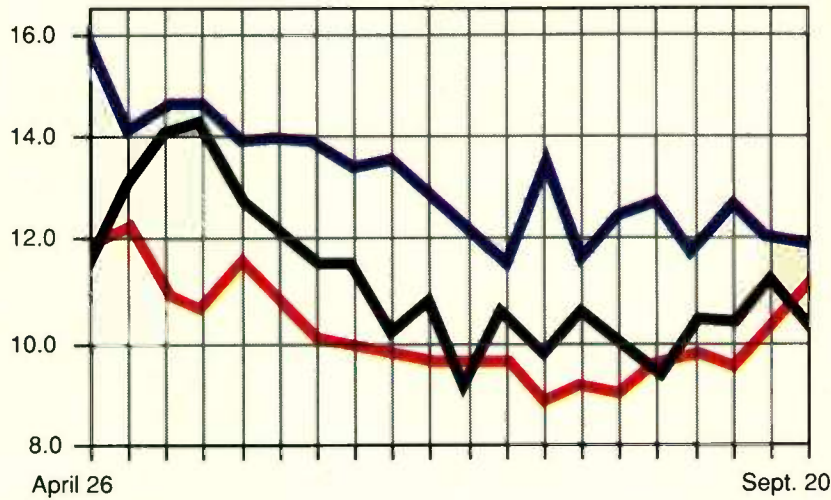


**COLUMBIA/EMBASSY
TELEVISION**

A unit of *Coca-Cola* TELEVISION

Off-season ratings - April 20 to September 20

Network prime-time race

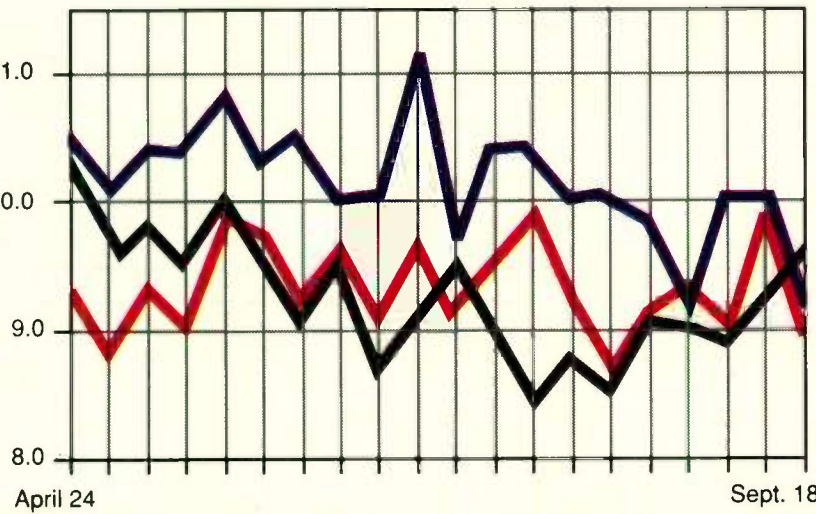


In the spotlight

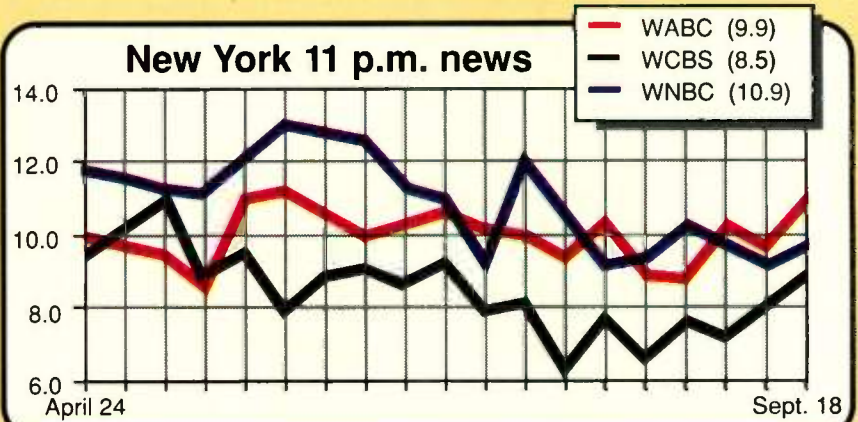
Sept. 14-20 leaders by gender

Women 18-49		Men 18-49	
1. The Cosby Show	19.5	1. Monday Night Football	20.9
2. Family Ties	18.4	2. NBC Sunday Movie	15.7
3. Moonlighting	18.1	3. Family Ties	14.2
4. My Two Dads	17.3	4. My Two Dads	13.6
5. Growing Pains	17.2	5. The Cosby Show	12.7
6. Growing Pains Special	15.3	6. Moonlighting	10.9
7. Who's the Boss?	15.2	7. 60 Minutes	10.4
8. NBC Sunday Movie	14.6	8. Wise Guy	10.4
9. St. Elsewhere	14.6	9. Night Court	10.4
10. Night Court	13.5	10. Growing Pains	10.3

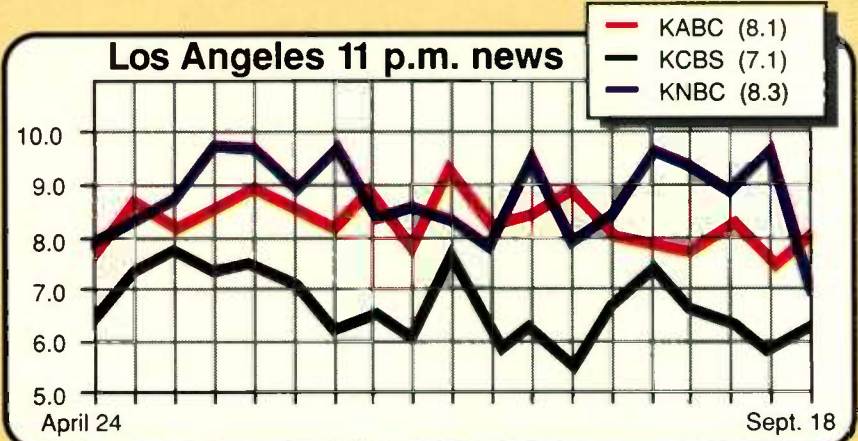
Network evening news race



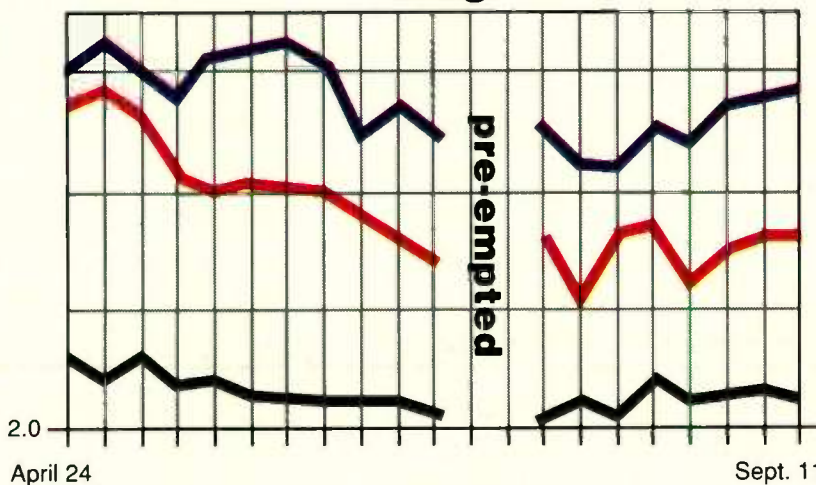
New York 11 p.m. news



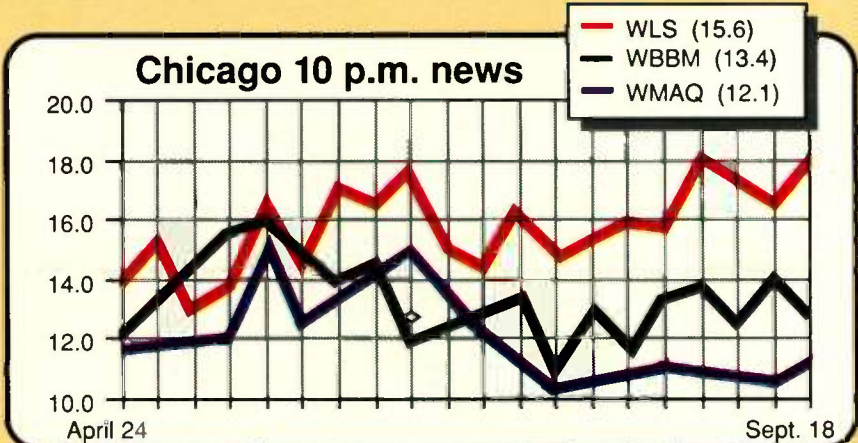
Los Angeles 11 p.m. news



Network morning news race



Chicago 10 p.m. news



Ratings and shares of prime-time programs for the week of Sept. 14-20

Program	Rating/Share	Program	Rating/Share	Program	Rating/Share	Program	Rating/Share
1. The Cosby Show	NBC 26.0/45	19. Newhart	CBS 16.3/25	37. Friday Night Movie	CBS 11.4/22	(t) Spenser: For Hire	ABC 6.7/11
2. Monday Night Football	ABC 23.1/41	20. 227	NBC 16.2/31	(t) Private Eye	NBC 11.4/22	56. Charlie Brown	CBS 6.6/13
3. Golden Girls	NBC 23.0/41	21. Wiseguy Special	CBS 15.8/27	(t) Rags to Riches	NBC 11.4/21	57. Muppets Anniversary	CBS 6.4/11
4. Mama's Boy Special	NBC 20.6/38	22. Kate & Allie	CBS 15.6/25	40. Tuesday Night Movie	CBS 11.1/19	58. Summer Playhouse	CBS 5.4/10
5. Family Ties	NBC 20.5/33	(t) Designing Women	CBS 15.6/24	41. Cagney & Lacey	CBS 10.8/18	59. Once a Hero	ABC 5.1/10
6. Miss America Pageant	NBC 20.4/42	24. L.A. Law	NBC 15.5/29	(t) Houston Knights	CBS 10.8/18	60. Saturday Night Movie	ABC 4.8/9
7. 60 Minutes	CBS 20.3/35	25. A Year in the Life	NBC 15.3/26	43. Sunday Night Movie	CBS 10.5/18		
(t) Bob Hope Special	NBC 20.3/34	26. Barbara Walters Special	ABC 15.0/26	(t) Matlock	NBC 10.5/17		
9. Growing Pains	ABC 20.1/32	27. Frank's Place Special	ABC 14.9/25	45. Tuesday Night Movie	NBC 10.2/17		
10. My Two Dads	NBC 19.5/30	28. ALF	NBC 14.7/25	46. Charmings	ABC 9.7/16		
11. Sunday Night Movie	NBC 19.3/31	29. Valerie	NBC 14.2/22	47. NFL Football Pregame	ABC 9.6/16		
12. Murder, She Wrote	CBS 18.7/29	(t) Our House	NBC 14.2/25	48. Saturday Night Movie	CBS 8.6/16		
13. Night Court	NBC 18.5/31	31. Oldest Rookie	CBS 14.1/24	49. Blessings of Liberty	ABC 8.2/14		
14. Moonlighting	ABC 17.8/28	32. 20/20	ABC 13.7/27	50. Sledge Hammer!	ABC 8.1/14		
(t) Who's the Boss?	ABC 17.8/30	33. Thursday Night Movie	ABC 13.3/23	51. Max Headroom	ABC 7.7/14		
16. St. Elsewhere	NBC 17.0/30	34. Monday Night Movie	NBC 13.1/21	52. Constitutional Gala	CBS 7.6/13		
17. Highway to Heaven	NBC 16.6/28	35. Facts of Life	NBC 12.6/25	53. Head of the Class Special	ABC 7.2/12		
18. Growing Pains Special	ABC 16.5/31	36. Sunday Night Movie	ABC 11.9/20	54. Disney Sunday Movie	ABC 6.7/12		

Source: A.C. Nielsen Co.

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 PLACE: Hotel Nikko Chicago
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 TIME: 6:30 p.m.—Cocktails
 7:30 p.m.—Dinner & Dancing to
 the Dick Marx
 Orchestra
 9:00 p.m.—Program



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Transportation provided by American Airlines and hotel accommodations provided by Hotel Nikko

TV news crew dies in Idaho plane crash

By **WILLIAM MAHONEY**
Staff reporter

A reporter and cameraman from a Boise, Idaho, TV station and an off-duty policeman were killed last week when their chartered small plane crashed shortly after takeoff.

The Cessna 210 chartered by NBC affiliate KTVB-TV from Don's Air Service in Boise crashed three minutes after take-off from Friedman Memorial Airport in nearby Hailey, Idaho, according to Blaine County Deputy Sheriff Gene Ramsey.

The victims were Mary Shore, 29, a reporter and weekend anchor at KTVB; Dan Sullivan, 25, a photographer with the station; and Lynn Hoppe, 45, an off-duty Boise Police Department officer.

The Sept. 21 crash occurred as the three-person crew began the 100-mile return flight to Boise.

KTVB had dispatched its news crew to Hailey after it received reports of an explosion at an Idaho Power Co. substation there.

As it turned out, there was no explosion. Two young boys had gotten into the substation area, and one was electrocuted and another was burned.

The Federal Aviation Authority completed an investigation at the scene last week, but had not determined the cause of the crash.

A KTVB spokeswoman said no evidence of mechanical failure was found. She said an FAA final report is expected in six to eight weeks. #

Bill tackles cable channel issue

(Continued from Page 1)

5 position to Channel 36 with less than two days notice.

The cable operator then gave the Channel 5 position to a distant-signal NBC affiliate in Dallas, according to Phil Hurley, KETK general manager.

Mr. Hurley said the station had spent \$100,000 promoting it as Channel 5 during the two months it was carried by the cable system. After its shift to the Channel 36 position, many advertisers stopped advertising on his station, he said.

Vince Thomae, general manager for United Cable Television of Tyler, Texas, the cable franchise that shifted KETK, refused to comment on the matter because of an ongoing legal dispute with the station.

Rep. Bryant said, "These locally franchised cable companies are wreaking havoc in many communities across the country by changing—often without any notice to viewers or broadcasters—the cable channel assignments on their systems."

Jim Mooney, president of the National Cable Television Association, said in a prepared statement: "It appears the broadcasting industry attaches little sanctity to the contract they made with us in order to get must-carry back."

Mr. Mooney referred to an agreement between the broadcasting and cable industries that resulted in new must-carry rules, which require cable systems to carry certain local TV stations.

A spokesman for one of the broadcasters' groups supporting the bill said the measure needs more co-sponsors. As of late last week, Rep. Swift was the only co-sponsor and no hearings on the bill had been scheduled.

"Cable is going to mount a very sizable effort to stop this bill," the spokesman said.

Local broadcasters contend that, following the adoption of the must-carry rules, cable systems booted many low-numbered broadcast stations to higher channel positions,

which generally receive lower viewership.

A National League of Cities study reveals that channel repositioning has occurred in 74 percent of the nation's cable systems, Rep. Bryant said.

According to the National Association of Public Television Stations, public TV outlets have been shifted on more than 140 cable systems. More than 200 public TV stations have been dropped completely since the cable industry won some freedom from must-carry, the association says.

Meanwhile, broadcasting representatives disagreed with Mr. Mooney's assessment that the bill is a departure from the must-carry agreement.

"Stations are being moved around the dial in a haphazard fashion," said Stephen Jacobs, vice president and congressional liaison for the National Association of Broadcasters.

"There's no industry agreement on channel repositioning." #

WHO'S NEWS

Broadcast TV

Jaime Davila to chairman, Univision, Los Angeles, from president. Also, **Luis Nogales** to president from executive vice president for news.

Lawrence Lynn to senior vice president and director of membership and development, WNET-TV, New York, from director of development, American Ballet Theatre, also in New York.

Stephen Chao to vice president of program development, Fox Television Stations, Los Angeles, from director of development for the company.

Les Walker to vice president of finance and administration, North Texas Public Broadcasting, Dallas, from manager, gas revenue accounting department, Atlantic Richfield Corp.

Eduardo Dominguez to director of marketing, Galavision, Los Angeles, from district manager, Western region. He is succeeded by **Yazmin Sanchez**, who was formerly an account executive. Also, **Daniel Huertas** to Western regional director, Galavision, Los Angeles, from central region director, Dallas. He is succeeded by **Vera Gonzalez**, who was formerly an account executive. **Fernando Gomez** to district manager, Central region, from account executive.

Brad Bento to research director, KXTV, Sacramento, Calif., from credit manager.

Cable TV

Eugene Pfeifer to executive vice president and general manager of the 1990 Goodwill Organizing Committee of the 1990 Seattle Games, Seattle, in addition to vice president of external affairs at Pacific Northwest Bell.

Radio

Bill Rosolie to vice president of planning and administration, Westwood One Radio Networks/Mutual Broadcasting System, New York, from director of operations and sales. Also, **Eric Weiss** to vice president of business and legal affairs, Westwood One Inc., Los Angeles, from director.

Bill Garcia to program director, WVB-FM, Boston, from program director, KSD-AM, St. Louis.

R. Kittredge Scripps to chief financial officer, Sky Broadcasting, Detroit, from senior vice president, Robbins & Rie Inc., New York. Also, **Connie Balthrop** to vice president of finance and treasurer from executive assistant



LUIS NOGALES
Univision



RAND STOLL
LBS Telecommunications



JOHN STORRIER
LBS Communications

to the president of Group W Cable, New York.

Kenneth Miller to director of sports marketing, KABC-AM, Los Angeles, from vice president, Banner Radio, Los Angeles.

Hollywood Henderson to air personality, 6 p.m. to 10 p.m., WPLJ-FM, New York, from evening personality, KKBQ-FM, Houston.

Joan Rubel, general manager, WFCR-FM, Amherst, Mass., has been elected a director on the board of National Public Radio.

Journalism

Jess Marlow, news anchor, KNBC-TV, Los Angeles, takes on additional duties as co-anchor, 5 p.m. newscast. He replaces **Keith Morrison**, who continues co-anchoring the 11 p.m. newscast. Also, anchor **Carla Aragon** replaces **Pat DaSilva** of the "Today in L.A." early morning news program. Ms. DaSilva becomes general assignment reporter.

Susan Sprecher to features producer, Olympics, NBC Sports, New York, from producer, "Donahue."

Corey McPherrin to sports director and sports anchor, "Eyewitness News," WABC-TV, New York, from sports reporter, ABC Sports, New York.

Suzanne Bates to co-anchor, "Live on 4," WBZ-TV, Boston, from reporter and substitute anchor, WCAU-TV, Philadelphia.

Dave Fox to sports anchor, KUTV-TV, Salt Lake City, from sports director, KLAS-TV, Las Vegas.

Tom Lang to weather anchor, KXTV-TV, Sacramento, Calif., from weather anchor, WBNS-TV, Columbus, Ohio.

Phil Bremen to co-anchor and chief correspondent, New Jersey Network News, from se-

nior correspondent.

Syndication

Rand Stoll to senior vice president of sales and marketing, LBS Telecommunications, New York, from senior vice president of national ad sales and marketing, LBS Communications. Also, **John Storrer** to chief financial officer, LBS Communications, from senior vice president of financial planning.

Steve Palley to acting chief operating officer, King World, New York, from senior vice president and general counsel.

Jerry Kapner to vice president of merchandising, King World Productions, New York, from director of licensing.

Nicholas Witkowski to head of international sales and marketing, Telso International, Los Angeles, from international sales executive, Central Independent Television, London.

Andrew Spitzer to vice president of first

run, Viacom Enterprises, New York, from president, First National Telecommunications. Also, **Peter Press** to vice president and managing director, Viacom International Ltd. and Viacom S.A., from vice president and managing director of Australia, New Zealand and Southeast Asia sales units.

Joe Broido to producer, Barry & Enright/Alexander Productions, Los Angeles, from vice president of development, Lynch-Biller Productions, Los Angeles.

Christopher Vaughn to entertainment editor for "Essence," New York, from New York bureau chief for The Hollywood Reporter.

Other

Edward Adler, a free-lance television and motion picture writer, was re-elected president of the Writers Guild of America East, New York. Also, **Adrian Meppen**, a news writer at WCBS-TV in New York, was re-elected vice president and **Jane Bollinger**, a staff writer for ABC-TV's "Good Morning America," was re-elected secretary/treasurer of the organization.

Former MTV video jockey **Martha Quinn** to host of Pepsi Satellite Concert Series for the College Satellite Network in Dallas.

Sandy Neuzil to sales manager, video sales, United Video, Tulsa, Okla., a new post, from sales coordinator.

Obituary

Director and choreographer **Bob Fosse** died Sept. 23 of a heart attack. Mr. Fosse, whose Broadway credits include "Pippin," "Dancin'," "Damn Yankees" and "Sweet Charity," won an Emmy Award in 1972 for his TV special "Liza With a Z," starring Liza Minnelli. He was 60. #

NCTA picks new No. 2 official

Decker Anstrom, president of Public Strategies, a Washington consulting firm, has been named executive vice president of the National Cable Television Association.

The executive vice president traditionally has acted as the number two official, beneath NCTA President Jim Mooney.

Mr. Anstrom replaces **Bert Carp**, who earlier joined Turner Broadcasting System as vice president for government affairs in Washington.

Mr. Anstrom previously served as assistant director of the Office of Presidential

Personnel in the Carter administration.

He also served as executive assistant to the U.S. Commissioner on Aging during the Nixon and Ford administrations.

Mr. Anstrom is a 1972 graduate of Macalester College and attended the Woodrow Wilson Graduate School of Public and International Affairs at Princeton University.

Mr. Anstrom will assume his new position in October. Also, **Phyllis Eagle**, executive director for administrative services, will become vice president. **Brenda Fox**, NCTA general counsel, will add the title of vice president for special policy projects. #

Big 3 hurt by NFL strike

(Continued from Page 3)

That would be the final regular day of the baseball season.

"We would exercise that right if there were games to decide a pennant race," said Mr. Iger, indicating that would be ABC's plan with or without NFL games on CBS and NBC.

ESPN executives were unavailable for comment last week. A source at the cable network said the feeling was that ESPN's slate of games, which doesn't begin until November, will be unaffected by the strike.

Whether the networks are required to carry quasi-NFL games under their existing three-year, \$2.1 billion NFL rights pact is another factor in the networks' immediate plans.

So far, executives at the three networks have declined to say specifically what their contractual obligations are.

NFL owners consider network carriage an "ironclad" element of existing contracts with NBC and CBS, according to one source, who said NBC lawyers might be ready to argue that "scab" games are not NFL games.

Val Pinchbeck, NFL director of broadcasting, has succinctly expressed the league's stance, saying: "We play the games and they carry them." #



Kevin Mack of the Cleveland Browns signs autographs while he walks the picket line on the first day of the NFL strike.

Wide World photo

'Monday Night' trio stuck in strike limbo

By RICHARD TEDESCO

Staff reporter

EAST RUTHERFORD, N.J.—During last week's "NFL Monday Night Football" game at Giants Stadium here, the approach of the NFL strike cast a pall over the game that was unsettling to ABC's broadcast team.

"It's frustrating," color commentator Frank Gifford said afterward. "We have a new broadcast team and it's starting to gel."

Indeed, the ABC crew, like many of the football players, felt it was just getting its momentum going for the season when the strike hit.

"It was strange preparing for the telecast because your mind was everywhere else," said Ken Wolfe, the program's producer.

In the broadcast booth, play-by-play announcer Al Michaels and Mr. Gifford have been getting into a new rhythm with the team's newest member, color analyst Dan Dierdorf.

"We're probably feeling our way there," Mr. Dierdorf said.

"But we're evolving a method where I will be doing more of the technical analysis."

Running a smooth broadcast is a constant struggle with a three-man team, Mr. Wolfe said.

At last week's game between the New York Jets and New England Patriots, there was an eerie feeling that the season was coming to a premature end.

Mr. Michaels said the strike talk pre-empted most of the broadcast team's usual game-day preparation.

At halftime, the final word was delivered when Gene Upshaw, NFL Players Association executive director, said the strike was imminent.

"Now we're just in a state of limbo, waiting to hear everything," Mr. Wolfe said.

The game earned an 18.7 rating (percentage of TV homes) and a 34 share (percentage of sets in use) nationally, according to A.C. Nielsen Co.

"That's it, gonzo," Mr. Michaels intoned at the end of the telecast. "Week two—and maybe the season." #

Gannett, Tinker to syndicate

(Continued from Page 3)

another, "unique" marketing aspect will be disclosed later.

While downplaying the possibility of a second GTG entry for September 1988, Mr. Friedman conceded that intense station interest in the access vehicle makes a piggyback offering an attractive option.

He confirmed that "USA Today" will be fed live from the Arlington, Va., newsroom of the newspaper at 6 p.m. each weeknight. A separate one-hour "USA Weekend" edition will be distributed for Saturday or Sunday use.

According to Mr. Friedman, who left his job as producer of NBC's "Today" last summer, no print reporters will have on-air assignments for the TV show, although they may be used from time to time in televised debriefings.

"Our slogan should be, 'Watch tonight to see what's in 'USA Today' tomorrow,'" he said. "We think this will whet the viewer's appetite to read more about (the TV stories) in the next day's paper."

Mr. Friedman says he's raiding the network talent pool for the three anchors who will front the broadcast, plus staffers for six national bureaus.

Although Mr. Friedman declined to provide names,

a reliable source said he's going after network correspondents Jane Wallace, Meredith Vieira, Robin Young, Kathleen Sullivan, Bill Macatee, Boyd Matson and Katie Kelly, among others.

Mr. Tinker confirmed that GTG isn't producing a pilot of "USA Today" but will instead offer a videotape presentation, including on-air talent, in time for February's National Association of Television Program Executives International convention.

"The show is not yet set in concrete," Mr. Tinker said, adding that even the name is likely to change.

"The TV show will be based on the paper's four sections: News, Life, Money and Sports," Mr. Friedman said. The three principal anchors will each get a section, with the fourth section rotated among them.

Local stations will be given a nightly one-minute window as part of the show's "Across the USA" segment, he said, which will be similar to the news/weather cutaways in the networks' morning programs.

Broadcasters will be allowed to lift segments from the strip for reuse in their local late newscasts, he added.

A source said the initial budget for "USA Today" will be about \$30 million. #

'Hypoing' curbs set

(Continued from Page 3)

to hold off on finishing the job until officials analyzed the EMRC recommendations.

An Arbitron spokeswoman confirmed that the company will include a delisting provision for the first time in its new guidelines.

The EMRC's action was sparked by two separate episodes that occurred in Minneapolis-St. Paul and Los Angeles during the May sweeps period.

In Los Angeles, KABC-TV ran a news series on the families that make up the market's Nielsen sample. Nielsen said the series was an attempt to lure those families into watching KABC's news, and it declined to report ratings for those newscasts. KABC has a lawsuit pending against Nielsen.

In the other incident, KARE-TV in Minneapolis-St. Paul was noted in May ratings reports for mailing a survey to residents in the market that asked questions about specific KARE shows, a move that could

have drawn some of the market's sample households into watching those programs.

While most of the industry seems to support the EMRC's moves against ratings distortion, some critics said the proposals aren't specific enough.

Calling the EMRC's action a "knee-jerk" reaction to last May's controversies, KARE President Joe Franzgrote said the new guidelines are too confusing.

"What do they mean?" Mr. Franzgrote asked. "What is their definition of 'research'? Are they saying I can no longer ask people to watch my station?"

To James Rupp, president of Midwest Communications, the owner of WCCO-TV in Minneapolis, the EMRC's action sends a clear message to stations.

"In essence, the EMRC has told stations there is no incentive to engage in these kinds of practices because it will have no effect on the (ratings)," he said. #

ABC Sports boss working to improve profit picture

(Continued from Page 3)

Mr. Swanson estimates that reduced rights fees alone represented 80 percent of cost savings instituted in his department so far.

"I think Swanson is a tough negotiator. But he's very fair," says Rick Ray, chief executive officer of Raycom, who dealt directly with him on the Kickoff Classic deal.

"There's no bullshit there. He will lay it out straight."

He's known as a tough negotiator. The sign on his desk, "Be reasonable. Do It My Way," reveals much about his style.

In fact, industry sources say those who work for the former Marine captain have a simple choice. "If you don't do it his way, he gets rid of you."

One former employee, veteran sports commentator Jim Lampley, says he believes the creative atmosphere has changed for the worse at ABC Sports.

"Under Dennis Swanson, ABC Sports is even tighter, a lot more restrictive than it was under Arledge," says Mr. Lampley, now sports director at KCBS-TV in Los Angeles.

"The frame of mind one must possess to work at ABC Sports is invariably narrow."

But there are employees who work for Mr. Swanson who cite a positive change at the network.

One ABC sports executive describes Mr. Swanson as an accessible decision maker who has drawn clear lines of authority, in contrast to the Arledge era.

"What we've become is the most aggressive sports department of the three networks," one ABC Sports executive said. "There's new life in this place."

Mr. Swanson came to ABC Sports after serving as president of the network's owned TV stations, recognized by analysts as one of the best-run groups in the business.

He started his career with ABC as executive producer of Los Angeles' KABC-TV's local news in 1976 and eventually became station manager.

In 1983, he was named vice president and general manager of WLS-TV, the ABC-owned WLS-TV in Chicago. He is credited with making Sports is to get "dollar" Chicago.

Mr. Swanson says they do the most good work at ABC. For example, despite cost cuts, there

areas, ABC is covering "NFL Monday Night Football" with 10 cameras this season, instead of the usual five. He also acquired rights for the Belmont Stakes, the only leg of horse racing's Triple Crown ABC didn't carry.

ABC also presented college basketball games last season for the first time, with plans to add more games this season. Big Ten games will be the centerpiece of the package.

"Our priority is not any different today than when we took over the division," he says. "The priority is to put the best athletics schedule together—and make a dollar doing it."

In some areas, Mr. Swanson faces an uphill battle. "Monday Night Football" stands to lose a lot of ground if the NFL players' strike is a long one.

Moreover, ABC will lose money on the 1988 Winter Olympics to be held in Calgary, Alberta, Canada. The price tag of more than \$300 million for the rights assures a loss for ABC estimated at \$70 million by industry sources.

Mr. Swanson declines to project a figure, but still considers the event a plum for the network.

It's too much for the rights. It is what

it is and that's not the important thing right now," he says. "It doesn't dampen our enthusiasm for the event. Everything is full speed ahead around Calgary."

ABC is also expected to continue losing out on the six-year, \$1.1 billion Major League Baseball deal it shares with NBC. Ratings for ABC's baseball games have slumped to an average 8.7 rating (percentage of TV homes) per game this season from an average 10.6 rating for the 1984 season.

Mr. Swanson was reportedly willing to bail out on the final two years of the pact by paying a sizable penalty. Dismissing published reports on the network's attempt to buy itself out, he describes Major League Baseball and the World Series as "great properties."

But he also said that ABC's participation will be reduced next time around, adopting a stoic attitude on the current contract.

"We're carrying out our deal, painful as it is," he says. "It's not a good deal for us."

But he's generally bullish on the money to be made in sports programming.

"As long as the volume of dollars is there for distribution," he says, "it's still going to be a good business to be in." #

Networks fight affiliate pre-emptions

(Continued from Page 1)

"Star Trek: The Next Generation," "Webster," "We Got It Made," "The Comedy Club," "The Dom Deluise Show" and "Lifestyles of the Rich and Famous."

There are several reasons for the growing number of pre-emptions. Foremost among them is that affiliates often can make more money with a syndicated show than with a low-rated network show. Though the cost per spot on a first-run show may be lower, there are far more spots available to sell.

Furthermore, ABC has been moving during the past year to reduce the cash compensation paid to stations for carrying its programs, thus reducing the incentives for stations to carry its lineup.

"ABC has partly brought on this problem itself," said an official at one large-market ABC affiliate. "They've given affiliates mixed messages—they are reducing our compensation and don't think we should be paid any, but they want our support."

ABC's main pre-emption troubles come at 8

p.m. (ET) Fridays with the new half-hour comedy, "Full House," and 8 p.m. Saturdays with the new hour-long adventure, "Once a Hero." At this point, one week into the season, each series has only a 95 percent affiliate clearance.

Last season, ABC drew a 95 percent clearance for "Mr. Belvedere" Fridays at 8:30 p.m. and "Side Kicks" Fridays at 9:30 p.m.

The network's low spot on Saturdays last season was a 97 percent clearance for "Heart of the City" at 9 p.m., officials said.

A few stations also pre-empt ABC series on Mondays and Thursdays at 8 p.m.

Overall, ABC officials deny that the network's prime-time clearance levels have dropped significantly from a year ago.

George Newi, ABC vice president of affiliate relations, said the network has determined it has an overall 99 percent clearance rate in prime time this fall, compared to 99.2 percent a year ago.

"There are only the two time periods where there's a problem," Mr. Newi said.

"I don't detect any increased willingness by affiliates to pre-empt us on a weekly basis. Those stations who are pre-empting weekly we are talking to privately."

ABC officials said they haven't identified the exact number of affiliates pre-empting time slots weekly this fall compared to a year ago, but concede those numbers could have increased.

Officials at CBS and NBC say any increased weekly pre-emptions by ABC affiliates could hurt their networks as well.

"As our CBS affiliates see their ABC competitors with more inventory to sell because they are clearing syndicated rather than network programs in prime time, they may feel pressured to do the same thing," said one CBS official.

Only one CBS affiliate, KHQA-TV in Quincy, Ill., is pre-empting the network, to air the new "Star Trek" series Saturdays at 9 p.m.

WCVB-TV in Boston is the only ABC affiliate in a top 10 market pre-empting weekly in

prime time, although it's being joined by a number of other large-market affiliates such as San Diego; Cincinnati; Memphis; Louisville, Ky.; Chattanooga, Tenn.; and Jacksonville, Fla.

All of the affiliate executives contacted by EM said they support the network system and sympathize with ABC's efforts to improve prime-time ratings.

But they also say they've been enticed into weekly pre-emptions by the changing economics of the business.

Some station officials also say they're embracing the "every man for himself" attitude that's been fostered by the networks.

"The network is constantly telling us about what they have to do to make itself financially healthy again. The economics of the business have changed for stations, too," said Lew Freifeld, vice president and general manager of WTNH-TV, the ABC affiliate in Hartford-New Haven, Conn. "We're all running more financially prudent operations and trying to maximize revenues." #

AT PRESS TIME CONTINUED

striking National Association of Broadcast Employees and Technicians broke off last week.

● **TALLAHASSEE, FLA.**—The Florida legislature is scheduled to begin a special five-day session today to consider repealing or modifying the state's 5 percent tax on advertising and services. The legislature made little progress last week in a two-day session called after Gov. Bob Martinez withdrew his support for the tax and urged its repeal.

● **CLEARWATER, FLA.**—Home Shopping Network here filed a \$1.5 billion lawsuit against GTE Corp. and two subsidiaries last Thursday, alleging that inadequacies in the company's telephone system cost HSN more than \$500 million in lost revenues this year.

● **NEW YORK**—A corporate restructuring at American Television and Communications Corp. has put Robert M. Rast, senior vice president of strategy and planning, and Stephen Ste. Marie, senior vice president of marketing and programming, out of jobs. (See story, Page 22)

● **LOS ANGELES**—CBS Broadcast International on Friday said it signed an exclusive agreement with China Central Television to sell foreign advertising for CCTV's coverage of the 1988 Summer Olympics in Seoul. The deal is believed to be the first of its kind.

● **NEW YORK**—HBO reports no viewer fallout from its recently debuted "Mandela." Despite news reports that Winnie Mandela is seeking to bar the movie's play, HBO said it has received no communication from the South African activist. Similarly, no onslaught of negative mail or phone calls from viewers has resulted, HBO said. #

ABC's start is strong

(Continued from Page 2)

Wednesday, Sept. 23. The network's full schedule of season premieres included:

"Perfect Strangers," 15.2/27; "Head of the Class," 17.4/29; "Hooperman," 21.5/35; "The 'Slap' Maxwell Story," 18.2/31; and "Dynasty," 16.5/28.

"Hooperman" was the highest-rated show of the night.

The second showing of CBS's new "The Oldest Rookie" earned a 10.4/18 at 8 p.m. that night, down from 14.1/24 the previous week.

NBC's miniseries-turned-series, "A Year in the Life," came in last in its 8 p.m. time slot with a 13.8/23, down from the 15.3/26 for its season premiere.

In other ratings highlights, "Mama's Boy," one of NBC's "designated hitters," was one of the early big winners among new shows with a 20.6/38 in its first outing on Saturday, Sept. 19, earning it fourth place for the week of Sept. 14 through Sept. 20.

On the flip side that night, ABC's new "Once a Hero" earned a 5.1/10 for its first showing, a 90-minute special that aired at 8 p.m. and was the last-place program for that week.

NBC emerged the victor Sept. 20 in the first Sunday showdown between new episodes of CBS's "Murder, She Wrote" and NBC's relocated "Family Ties" and its new

"My Two Dads."

"Murder, She Wrote" earned an 18.7/29, but "Family Ties" got a 20.5/33 and "My Two Dads" nearly kept the pace recording a 19.5/30. #

Syndicators moving into prime slots

(Continued from Page 1)

sources last week were predicting that syndicators will aggressively pursue more prime-time clearances for first-run fare.

Some syndicators, such as King World, say they are developing future first-run programs, including the game show "Monopoly," for prime time.

"Prime time is definitely new ground for syndicators," says Roger King, King World chairman. "When an independent beats an affiliate in a market, the affiliate will start pre-empting."

Among the first-run shows finding prime-time berths this season on network affiliates are King World's "Comedy Club"; MGM/UA's "Sea Hunt" and "We Got It Made"; Paramount's "Star Trek: The Next Generation," "Friday the 13th" and "Marblehead Manor"; and Multimedia Entertainment's "Dom Deluise Show."

At Multimedia, Tom Shannon, vice president of syndication sales, predicts more prime-time pre-emptions.

"Once the numbers start rolling in, affiliates will try to plug up the holes," he said.

Multimedia had already signed up two ABC affiliates to carry "Dom Deluise" in prime time before the new season even got under way.

Mr. Shannon thinks the affiliates not only recognize the quality of the new first-run shows, but

Checkerboard scores well

(Continued from Page 1)

Analysts say these one-time victories are largely attributable to Ms. Somers' and Ms. Pescow's relatively high profiles and NBC's intense promotion of the shows. But it's also regarded as an indication of the potential strength of the new crop of first-run sitcoms.

Overall, in their first eight nights on the air, the NBC stations gained significantly higher ratings with their new checkerboard of prime-access shows than they recorded with other fare last month or during the November 1986 sweeps.

"The NBC ratings have been good and prove that they know how to promote effectively," says Brian Wynn, programming associate at Independent TV Sales in New York, a representative firm for independent stations.

Though analysts caution against drawing quick conclusions, a continuation of the shows' performances could revive the checkerboard concept, which involves scheduling a different first-run series at the same time every weekday.

Last year, 17 of 18 stations that tried checkerboards suffered ratings setbacks.

Also, observers believe that if the NBC shows continue to perform, stations that are currently airing them in fringe or late-night time periods may move them into prime access or even prime time.

"Many managers acquired those shows with that (rescheduling) idea in reserve," says Bill Carroll, director of programming for Katz Television in New York. "You're already seeing a few ABC affiliates announcing (prime-time) pre-emptions."

Overall, the NBC checkerboard averaged a 9.7/16.6 from Sept. 14 through Sept. 23, based on overnight data provided by Nielsen and Arbitron Ratings Co.

For the 7:30 p.m. time period last November, the same stations averaged 7.3/12. Average ratings for the group from Aug. 17 to Sept. 11 this year were 6.2/11.8.

The stations carrying the checkerboard are KNBC-TV in Los Angeles, WNBC-TV in New York, WMAQ-TV

in Chicago, WRC-TV in Washington and WKYC-TV in Cleveland.

For the NBC station group, the lineup is: Monday, Paramount's "Marblehead Manor"; Tuesday, "She's the Sheriff"; Wednesday, LBS Communications' "You Can't Take It With You"; Thursday, "Out of This World"; and Friday, MGM/UA's "We Got It Made."

CBS-owned WCAU-TV in Philadelphia is using the same shows, but in a different nightly sequence, to replace "The New Dating Game" at 7:30 p.m.

Martin Blair, a station spokesman, concedes that "the first week was rocky, but we think there's a lot of potential in our checkerboard." He noted there were pre-emptions for a tennis match and the U.S. Constitution bicentennial during the first eight days of programming.

WCAU's six-night overnight Arbitron average yielded a 7.3/13.1.

In addition to the network affiliates, there are three other prime-access checkerboards this fall: KTLA-TV in Los Angeles, KPLR-TV in St. Louis and KVVU-TV in Las Vegas. Ratings information for these stations was unavailable last week.

Though the NBC shows are off to a good start, observers warn that there are still a lot of variables before the programs and the checkerboard concept can be declared winners.

"It's too early to designate any of these shows as hits," says Mr. Wynn of Independent TV Sales. "Suzanne Somers is well-known and highly promotable. 'Out of This World' may be getting some rub-off as a lead-in to 'Cosby.' One of my favorites, 'We Got It Made,' may be held back because it's on Friday, the toughest night."

According to preliminary NBC research, the average Monday-through-Friday rankings for the checkerboard's first eight days are as follows:

"Out of This World," 11.1/19 (Thursday); "She's the Sheriff," 11.1/18 (Tuesday); "You Can't Take It With You," 9.3/16 (Wednesday); "Marblehead Manor," 9.1/15 (Monday); and "We Got It Made," 7.7/14 (Friday). #

are also being more objective about the economics.

For example, "Dom Deluise" is a cash-barter vehicle, giving the stations five minutes of local ad time to sell, something they don't get when they run the network program. Multimedia takes out 1 1/2 minutes for national barter advertisers.

Mr. Shannon doesn't make any bones about Multimedia aggressively going after more prime-time clearances.

"We constantly try to upgrade our time periods. We have to protect our franchises with all of the competitive forces out there," he says.

On the other hand, Lucie Salhany, president of Paramount Domestic Television, says her studio isn't aggressively seeking prime-time clearances. She also doesn't think many of this fall's first-run comedies will wind up in prime time.

"Not every show belongs in prime time," Ms. Salhany says, explaining that some will do much better in prime-time access.

Other top syndicators agree.

"There will be selective situations, but not a total movement," says Shelly Schwab, president of MCA TV Enterprises.

In fact, Mr. Schwab reports no affiliate prime-time pre-emptions for MCA's "Out of This World," a first-run, half-hour sitcom now running

as part of the NBC-owned stations' prime-access checkerboard. He said the show was sold early in the year and was produced and marketed specifically for access.

In fact, Mr. Schwab says, he would rather see "Out of This World" remain where it is.

"If it's in prime time," he asks, "what happens to your show when the network starts moving shows around, and the station decides to drop or move my show and go with the network show?"

Other syndicators say they aren't convinced that prime-time pre-emptions are on the rise.

"What you're seeing is stations pre-empting with different kinds of programming," says Richard Cignarelli, executive vice president of domestic syndication for MGM/UA.

He points out that the trend in recent years was for the affiliates to pre-empt the network movies with syndicated films. This season, he notes, they seem to be pre-empting network half-hours with first-run sitcoms.

Still, Mr. Cignarelli says that altogether MGM/UA has 16 affiliate prime-time pre-emptions for two first-run half-hours, "Sea Hunt" and "We Got It Made."

Mr. Cignarelli also says that MGM/UA was not aggressively seeking affiliate prime-time clearances for the shows. #

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