

# Electronic Media

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## AT PRESS TIME

### Mimi Dawson leaves FCC

WASHINGTON—Mimi Dawson stepped down as an FCC commissioner last Thursday to assume her new duties as deputy secretary of transportation. Ms. Dawson's departure leaves the FCC with three of its normal complement of five commissioners. Meanwhile, the Senate Commerce Committee has not determined what to do about the FCC nomination of Brad Holmes. A committee aide said a decision won't be made until after Jan. 20, when Congress reconvenes from its Christmas break.

### Eurosports service set

GENEVA, SWITZERLAND—A group of European Broadcasting Union members, backed by Rupert Murdoch, announced last week the formation of a new Pan-European sports channel. Eurosports, a multilingual service, will begin in 1988 and will be distributed through cable TV systems in Europe. Eurosports is a 50-50 venture between Mr. Murdoch and the BBC. (Continued on Page 64)

# FCC in a huff over 'indecent' fallout

By DOUG HALONEN  
Staff reporter

Related editorial, Page 12.

WASHINGTON—The Federal Communications Commission is fuming over the press accounts and public reaction to its recent "indecent" ruling, which has created a public relations nightmare for the agency.

FCC officials thought their crea-

tion of a post-midnight "safe harbor" for adult fare was a step toward clarifying and strengthening their stand on broadcasting "indecent" material.

Instead, the agency is receiving scores of telephone calls from con-

cerned citizens who apparently believe the agency has promoted smut.

At the same time, many broadcasters have greeted the ruling with derision, contending that the FCC has failed to clarify what they can and cannot air.

Parties on both sides of the issue are threatening to sue the agency over its decision, made at a Nov. 24

commission meeting.

Many FCC officials are blaming the press for all the hubbub, alleging that reporters blew the agency's safe harbor provision out of proportion.

FCC Chairman Dennis Patrick told ELECTRONIC MEDIA: "I think a great deal of the press coverage was very (Continued on Page 62)

## Lifetime buys rights to 'Cagney'

By JANET STILSON  
Staff reporter

ANAHEIM, CALIF.—The Lifetime cable network has purchased the rights to "Cagney & Lacey," marking the move of another major off-network show to cable TV.

A source close to the situation said Lifetime bought the 125 episodes of the syndicated "Cagney & Lacey" for \$185,000 per episode, although two other sources said the price was below that.

In any event, the price is apparently well below the estimated \$200,000 to \$250,000 per episode that USA Network paid for "Miami Vice," the other major off-network program going to basic cable television.

But the structure of the Lifetime deal is significantly different from that for MCA Inc.'s syndicated "Miami Vice." While 92 episodes of "Miami Vice" will have an exclusive run on USA for four years, "Cagney & Lacey" is exclusive on Lifetime for less than a year.

It will premiere on the cable service in February 1988 on an exclusive basis. But in November 1988, (Continued on Page 64)



The Western Cable Show was dominated by talk about the possible linkup of TBS and NBC.

## Cable abuzz about TBS, NBC

By JANET STILSON  
Staff reporter

ANAHEIM, CALIF.—NBC's ongoing negotiations to buy a major stake in Turner Broadcasting System dominated talk at the Western Cable Show here last week.

But despite excited expectations about a partnership between the broadcast and cable giants, sources

behind the scenes indicated that the road toward a final deal is fraught with potential stumbling blocks.

At the cable show, one key player made his intentions clear: TBS Chairman Ted Turner told a packed opening session that he doesn't intend to leave his empire behind.

"I'm here to stay if you want me," Mr. Turner told the audience.

The primary problem in devel-

oping an NBC-TBS alliance apparently centers on a tug-of-war between NBC and Time Inc., a major TBS investor, over control of TBS's CNN.

High-level NBC sources said some kind of ownership interest in, or cooperative working relation with, CNN is an absolute condition of NBC's investing in TBS.

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## INSIDE:

### 6 Out of work

A television news director tells what it's like to be fired and deal with unemployment.

### 18 Local sweeps results

A rundown of November ratings sweeps results in the nation's three largest TV markets.

### 54 Atlanta takeover

When Cuban prisoners took over inside the Atlanta Federal Penitentiary, news crews took over the neighborhood.



## NEWS SUMMARY

**The FCC is upset** over press accounts and public reaction to its recent "indecent" ruling. The reactions have created a public relations nightmare for the agency. (Page 1)

**NBC's ongoing talks** with Turner Broadcasting System to buy a 25 percent stake in the company dominated talk at the Western Cable Show in Anaheim, Calif. (Page 1)

**Lifetime cable network** has scored one of its most significant off-network programming coups with the purchase of 125 "Cagney & Lacey" episodes for about \$185,000 per episode. (Page 1)

**Fox Broadcasting Co.** abruptly postponed the debut of its much-promoted late-night show "The Wilton North Report," citing creative problems. (Page 3)

**"Modern Love," the latest** syndicated prime-time special from Geraldo Rivera and Tribune Entertainment Co., fell short of ratings projections. (Page 3)

**Steve White, an air personality** at WKRI-AM in Providence, R.I., was fired for uttering racial slurs on the air. Mr. White is pondering a political career. (Page 3)

**NBC News had a big week** with its exclusive interview with Soviet leader Mikhail Gorbachev and its forum for 12 presidential candidates, both hosted by Tom Brokaw. (Page 3)

**CBS Inc. has named** Jay L. Kriegel as a senior vice president, a key position formerly held by William Lilley. (Page 3)

**The ABC affiliates board** and Capital Cities/ABC officials agreed last week to continue talks about restoring cash compensation payments to the levels that existed before last year's cutbacks. (Page 2)

**Coca-Cola Telecommunications** confirmed that a proposed leveraged buyout by the company's senior management has failed and that those executives will depart the company by year's end. (Page 2)

**Jules Haimovitz has been named** president and chief operating officer of Aaron Spelling Productions. The former Viacom International executive will assume the newly created position in Los Angeles early this month. (Page 4)

**Ratings for NFL games** still haven't returned to the levels ABC, CBS and NBC had projected before the strike-scarred 1987 season started. (Page 4)

**Canada's cable and pay-TV** industries will be overhauled following the government's approval of eight new cable channels and a pay-TV channel. (Page 4)

**Gannett Co. has agreed** to purchase two Harte-Hanks Communications TV stations for \$155 million: WFMY-TV in Greensboro, N.C., and WTLV-TV in Jacksonville, Fla. (Page 4)

**Storer Communications** has completed the sale of its last TV station, WITI-TV in Milwaukee. The station was one of six sold to SCI Television, a joint venture of Storer and Gillett Corp. (Page 4)

**E. Thayer Bigelow Jr.** was named president of American Television and Communications Corp. Mr. Bigelow had been serving as chief financial officer for Time Inc., ATC's parent company. (Page 22)

**Chicago TV news** was dominated for more than a week by the death of Mayor Harold Washington and the subsequent battle to replace Chicago's first black mayor. (Page 22)

**The U.S. Olympic hockey team** will hit national prime time for five exhibition games beginning this week, courtesy of syndicator Freedom Sports Network. (Page 30)

**The general manager of NBC-owned WRC-TV** in Washington has resigned. Jerry Nachman was replaced by Allan Horlick, station manager at NBC's WMAQ-TV in Chicago. (Page 52)

**Home satellite dish owners** will have a new organization serving them as of early next year. The group will offer services ranging from programming to lightning insurance. (Page 53)

**The NAB has asked the FCC** to incorporate new technical standards in its broadcast rules that would greatly enhance AM sound, making it more like FM. (Page 54)

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# Fairness, tax proposals advance in Congress

By DOUG HALONEN  
Staff reporter

WASHINGTON—Congressional efforts to place a special tax on sales of communications properties and to codify the fairness doctrine have taken on new life here.

The House of Representatives last week voted 259-157 to attach the fairness doctrine to a massive government funding bill. And on the Senate side, proposals to impose the new tax and re-establish the fairness doctrine emerged unscathed from the budget committee.

In what has become a shocker for broadcasters, the fairness doctrine is now firmly rooted in House and Senate legislation.

Also, the tax proposal, which would assess a 2 percent to 4 percent levy on station sales, appears to be wrapped up in a Senate deficit-reduction package that might get voted on as early as this week.

The National Association of Broadcasters had been hoping that the proposals would get lost in the shuffle as the Reagan administration and Congress made a renewed effort to reduce the federal deficit.

Now the NAB faces the burden of getting them stripped out of legislation that is moving forward.

While the NAB has been fighting the legislative efforts, some association officials conceded last week that the prospects for preventing the fairness doctrine from becoming law have become grim.

John Summers, NAB senior executive vice president, said the strength of the vote in the House would suggest that the doctrine was "in concrete" on Capitol Hill.

B. Jay Cooper, a White House spokesman, told ELECTRONIC MEDIA that President Reagan would veto the House's funding bill as it stands now because he objects to numerous things in it, including the fairness doctrine. (Continued on Page 64)

## ABC outlets negotiating compensation

By DIANE MERMIGAS  
Senior reporter

Capital Cities/ABC officials and the ABC affiliates board agreed last week to continue talks about restoring cash compensation payments to levels that existed before last year's reductions.

The officials also agreed to conduct talks about ways to improve and possibly alter the traditional network-affiliate relationship in light of traumatic changes that have rocked the broadcasting industry in recent years.

Affiliates came to their annual closed-door meetings with management in Hawaii last week requesting that the network restore about \$3.5 million in compensation payments that it stopped making to larger-market affiliates in mid-1986.

The payments served as compensation to clear such sought-after sports events as the Olympics, "NFL Monday Night Football," the World Series and Major League baseball playoffs. Some entertainment specials also were included in those same payments.

"The network has agreed to review the matter," said affiliate board Chairman John Behnke last week. "We're looking at various potential solutions."

He declined to elaborate on the details. A special committee headed by past affiliate chairmen and the affiliate board's executive committee are hoping to meet with network executives at least once more before year's end, sources said.

"It all depends upon how the conversations go. But as long as there is a willingness on the part of the network to talk about these things, there could be gains," said one affiliate official attending last week's meetings.

"We would like to see compensation payments to all stations restored to 1985-86 levels."

Last year, ABC officials agreed to restore part of the compensation reductions that would have applied to smaller-market stations after having extended conversations with affiliate board officials.

As for planned talks to explore the changing nature of network-affiliate relations, Mr. Behnke said: "There is no spe-

(Continued on Page 64)

## CORRECTION

On Page 60 of the Nov. 30 issue, an obituary contained the incorrect spelling of the name of Don Saraceno, the general manager of KCRA-TV, Sacramento, Calif., who died Nov. 22 of a heart attack. He was 62. #

## Buyout of Coke's first-run unit fails

By RICHARD MAHLER  
Los Angeles bureau chief

BURBANK, CALIF.—Coca-Cola Telecommunications last week confirmed that a proposed leveraged buyout by the company's senior management has failed and that those executives will depart by year's end.

Among those leaving are Herman Rush, chairman and chief executive officer; Peter S. Sealey, president; and Robert King, president of domestic distribution.

They will join some 60 employees who are being laid off as the first-run syndication division of Coca-Cola Co. is phased out in anticipation of the merger of Coke and Tri-Star Pictures' TV operations.

The new entity plans to continue to distribute TV programs, but there's speculation that it might ax syndicated programs that are of only marginal value. Tri-Star declined to comment.

It's widely assumed that Tri-Star and Coca-Cola plan to distribute all first-run product under a single entity, probably the existing

TeleVentures syndication partnership between Tri-Star, Steven J. Cannell Productions and Witt/Thomas/Harris Productions.

The three senior managers rejected a Tri-Star offer to sell distribution rights to much of CCT's programming, complaining that the package was too expensive.

"The price was quite flattering, since we had built up those assets," Mr. Rush told ELECTRONIC MEDIA late last week, "but it was too high for us to pay. As I understand it, all the first-run product is now going to be handled by the new (Columbia Pictures Entertainment) entity, under Arnold Messer."

Mr. Messer is the Tri-Star telecommunications group president hand-picked by chairman Victor Kaufman to oversee all of the merged company's TV operations as the group's new executive vice president.

Given Mr. Kaufman's reputation as a lean-and-mean operator, some observers predict any of CCT's marginal first-run programming could be axed under the new regime.

They note that the new Coke/Tri-Star team has already set up a \$100 million reserve for restructuring costs that include layoffs and writedowns for canceled TV and movie ventures.

Mr. Rush declined to speculate on his own plans after Jan. 1. He said he'll honor his current contract as long as it's in place.

The syndication veteran and his partners are said to be actively pursuing other distribution options together.

In confirming the layoffs, Tri-Star said, "We have concluded that it will be necessary to eliminate some positions in order to achieve operational efficiencies."

New York-based spokeswoman Victoria Cohen would not say how many employees are being let go.

Other sources confirmed, however, that the layoffs extend to Columbia/Embassy Television, which is involved in producing and distributing network programming. #



HERMAN RUSH  
Leaving company by year's end



## NBC has a big week for news

By RICHARD TEDESCO  
Staff reporter

NEW YORK—NBC News made news last week with an exclusive interview with Soviet leader Mikhail Gorbachev and its forum the next night for 12 presidential candidates.

The hour-long Gorbachev interview, a major coup for NBC News, scored an average national rating of 9.9 (percentage of TV homes) and a 15 share (percentage of sets in use), according to A.C. Nielsen Co.

The Nov. 30 interview generated national news coverage when Mr. Gorbachev admitted to anchor Tom Brokaw that the Soviet Union was developing its "Star Wars"-type anti-missile defense.

Moreover, political columnists of all stripes were still analyzing the program and Mr. Gorbachev's performance at week's end.

NBC followed up the next night, Dec. 1, by presenting a forum featuring the 12 presidential candidates, with Mr. Brokaw again serving as anchor.

The average rating for the candidates' forum was a 9/15 with an estimated 19 million viewers, according to NBC.

NBC News executives also point out that the ratings rose as the two-hour discussion continued, from an 8.7/14 the first hour to a 9.3/17 in the second.

"The fact that the numbers built through the two hours was a pleasant surprise to us," said Joseph Angotti, NBC News executive producer.

The network has averaged a 12/21 for that Tuesday 9 p.m.-to-11 p.m. (ET) time period with "J.J. Starbuck" and "Crime Story".

Mr. Angotti said the network lost "a whole lot of money" on the event, but also said there was never any question about staging it in prime time.

"The whole thing we wanted to do was to provide a little sample," he said of the debate's format. "We knew this wasn't going to be in-depth with this many people. For that, you'd need a five-hour debate that no one would watch."

(Continued on Page 63)



Geraldo Rivera's "Modern Love" special failed to meet ratings projections.

## 'Modern Love' fails to sizzle in ratings

By RICHARD MAHLER  
Los Angeles bureau chief

The normally sure-fire topics of sex and romance failed to put sizzle into the ratings for "Modern Love," the Dec. 1 syndicated prime-time special hosted by Geraldo Rivera.

Mr. Rivera's fifth special for Chicago-based Tribune Entertainment averaged an 8 rating (percentage of TV homes) and a 12 share (percentage of sets in use) in the A.C. Nielsen Co.'s overnight metered markets.

If those numbers hold up nationally, the two-hour program will emerge as

the lowest-rated Rivera special so far.

Jack Devlin, director of creative services for Tribune Entertainment, said advertiser makegoods will be necessary, in view of the 17 rating guaranteed to national sponsors of the show.

"It hurts," Mr. Devlin added.

The show, a two-hour look at love and sex in the age of AIDS and other sexually transmitted diseases, aired on 141 TV stations.

Among Mr. Rivera's specials for Tribune, the preliminary 8/12 for "Modern Love" compares to the 12.1/20 garnered by "Sons of Scarface" in August, the

(Continued on Page 62)

## Newest Fox late show put on hold

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—Citing creative problems, Fox Broadcasting Co. last week abruptly postponed the debut of its much-promoted late-night news spoof, "The Wilton North Report."

FBC's 123 affiliates were notified of the unexpected delay last Monday morning (Nov. 30), just hours before the show's scheduled 11 p.m. (ET) premiere.

Martin Colby, chairman of the Fox Affiliate Association's board of governors, was unavailable for comment last week, but it appeared that at least some FBC stations were angered by the last-minute decision.

"We started pre-empting Fox programming last Monday night," confirmed Alan Barrows, general manager of WDSI-TV in Chattanooga, Tenn.

"We're not real happy Fox campers right now."

Mr. Barrows said his station was notified of the postponement less than 12 hours before "The Wilton North Report" premiere and decided to begin airing off-network episodes of "Trapper John" rather than continue reruns of Fox's "The Late Show."

"We asked them what the format of the new show would be and they couldn't even tell us," Mr. Barrows said. "It's hard to run a TV station on that basis."

Fox executives said the decision to delay was made to give the program's recently hired writers and hosts more time to work together.

Sources at Fox said FBC President Jamie Kellner and Twentieth Century Fox Chairman Barry Diller had personally objected to some of the satirical material they had reviewed in rehearsal tapes of the show.

Paul Krassner, a staff writer for the new show, told ELECTRONIC MEDIA the opening segment "was the main problem" and may be dropped entirely.

He compared the segment to the seemingly impromptu discussions between film critics Gene Siskel and Roger Ebert in their syndicated weekly movie review series.

"But it may be a little heavy to start a comedy show with commentary about massacres in Haiti and Cuban prisoner sieges in the South," said Mr. Krassner, a stand-up comic and publisher of "The Realist" magazine.

"Nobody felt comfortable about it. And the segment was tak-

(Continued on Page 63)

**'We're not real happy Fox campers right now. We asked them what the format of the new show would be and they couldn't even tell us.'**

—Alan Barrows  
general manager, WDSI-TV  
Chattanooga, Tenn.

## CBS Inc. names new senior vice president

By DIANE MERMIGAS  
Senior reporter

Jay L. Kriegel, a consultant on corporate and governmental matters, has been named senior vice president of CBS Inc., a key position formerly held by William Lilley.

Mr. Kriegel, who begins his new job in New York on Jan. 4, will coordinate the company's external relationships and governmental affairs, usually handled out of CBS's Washington office.

He also will coordinate a variety of special projects. He will report directly to CBS Chief Executive Laurence Tisch.

Mr. Lilley, who was instrumental in the same position during the reign of former CBS Chairman Thomas Wyman, departed CBS at the time Mr. Tisch took command in September 1986.

CBS said the appointment of Mr. Kriegel doesn't change the role of another top executive, David Fuchs, who remains senior vice president of corporate and broadcast affairs for the CBS/Broadcast Group.

However, Mr. Fuchs will no longer oversee CBS's governmental operations, as he has in the past year, a CBS spokeswoman said.

In the CBS Washington office, Bob McConnell, vice president of Washington affairs, retains his title and will report to Mr. Kriegel.

Mr. Kriegel has been president of Kriegel Communications, a consultant for corporate matters and governmental relations.

CBS has been a client for the most of the past year.

He previously worked for Mr. Tisch from 1975 to 1978 as director of special projects for Loews Corp., of which Mr. Tisch is chairman. #

## DJ fired for on-air racial slurs

By ADAM BUCKMAN  
Staff reporter



STEVE WHITE  
Loses job in Providence, R.I.

Radio air personality Steve White was fired last week by WKRI-AM in Providence, R.I., for uttering racial slurs on the air.

In a recent on-air statement about drug abuse, the outspoken Mr. White referred to drug dealers in South Providence as "niggers" and "spics."

In response to the on-air statement, the National Association for the Advancement of Colored People demanded that WKRI fire the air personality, who had been host of the station's midday airshift for only seven weeks.

WKRI's general manager, Ken White, said the racial epithets represented the straw that broke the camel's back in the stormy relationship between the station and the air personality.

Steve White had worked at WKRI twice previously—in 1979 and 1986. Ken White said the air personality was fired both times for reasons similar to those that caused his most recent dismissal.

But Steve White told ELECTRONIC MEDIA last week that he resigned in 1979 to join another Providence station, WHJJ-AM, which he left in 1983. In March 1986, he said, he resigned from WKRI to run unsuccessfully for governor of Rhode Island in the Democratic primary.

The air personality admitted that this time, however, he was dismissed.

Ken White, who said he's not related to Steve White, said the air

(Continued on Page 63)



## Gannett agrees to buy two more TV stations

By **ROBERT HOMAN**  
Staff reporter

WASHINGTON—Gannett Co. has agreed to purchase two TV stations from Harte-Hanks Communications for \$155 million.

The stations are CBS affiliate WFMY-TV in Greensboro, N.C., and ABC affiliate WTLV-TV in Jacksonville, Fla.

If approved by the Federal Communications Commission, the sale would bring to 10 the number of TV stations owned by Gannett. According to Gannett, the 10 stations reach 11 percent of U.S. TV households.

Gannett also owns 16 radio stations, 89 daily newspapers, 39 non-daily newspapers and USA Today.

In addition to the two TV stations, San Antonio, Texas-based Harte-Hanks previously announced plans to sell seven cable TV systems and three daily newspapers.

Among other properties, the sale of the two TV stations would leave Harte-Hanks with CBS affiliate KENS-TV in San Antonio, 10 daily newspapers and a leased cable TV channel reaching 200,000 subscribers. #

## Storer Communications sells last television station

By **DIANE MERMIGAS**  
Senior reporter

Storer Communications completed the sale of its last television station, WITI-TV in Milwaukee, last week.

Also, Storer veteran Joseph Domino resigned as president of the now defunct Storer TV stations group. He will remain as a consultant to Storer, which now exists primarily as an owner of cable TV systems.

WITI, a CBS affiliate, was sold along with five other Storer stations to SCI Television, a joint venture of Storer and Gillett Corp., for a total of \$1.3 billion.

Gillett is the majority partner and will manage the stations. Sources speculate that Gillett will eventually assume full ownership of the six stations.

SCI Holdings Inc. is controlled by the New York investment firm of Kohlberg Kravis Roberts & Co.

Completion of the sale of the other five stations was made Oct. 29. Those stations are: CBS affiliates WAGA-

TV in Atlanta, WJW-TV in Cleveland and WJBK-TV in Detroit; NBC affiliate KCST-TV in San Diego; and independent WSBK-TV in Boston.

The final sale of WITI was contingent on Federal Communications Commission approval of its broadcast license. That approval came on Nov. 16.

Other than its minority equity interest in SCI, Storer now holds only cable TV systems, which it had sought to auction off earlier this year. Among those that had expressed interest were several multiple cable system operators.

However, there is evidence that those plans might be on hold. In a recent filing with the Securities and Exchange Commission, Storer said it has discharged three investment banking firms—Shearson Lehman Brothers, Morgan Stanley and Drexel Burnham Lambert—from handling the sale of the cable TV properties.

But sources said that move does not preclude the cable TV systems from eventually being sold. #



## Post-strike NFL ratings fail to reach projections

By **RICHARD TEDESCO**  
Staff reporter

NEW YORK—Ratings for National Football League games still haven't returned to the levels the networks had projected before this strike-scarred season started.

Tallying the seven weeks of games since the players' strike ended, CBS has averaged a 14.5 rating (percentage of TV homes), according to A.C. Nielsen Co., only a slight drop from the 15 rating at the same point last season.

But when the three weeks of strike games are in-

cluded, CBS has a 13.1 average.

NBC has seen a falloff to a 10.8 rating for the regular NFL games, against an 11.4 average last season. The "scab" games reduce the current overall average to a 10.1.

ABC's "NFL Monday Night Football" has witnessed a rebound in its season average during the post-strike period, with an overall 18.9 rating, close to its 19.1 average last year.

ABC executives said the season average including ratings from their three scab games wasn't available.

(Continued on Page 63)

## Canada OKs new cable, pay TV channels

By **CHRIS KUCWAY**  
Special correspondent

OTTAWA—Canada's cable and pay-TV industries are in for an overhaul following last week's government approval of eight new cable channels and a pay-TV channel.

On Nov. 30, the Canadian Radio-television and Telecommunications Commission awarded the cable licenses, including one for the country's first all-news channel, to the CBC.

At the same time, it gave two of Canada's pay-TV channels—Much-Music and The Sports Network—the option of jumping to basic cable starting next September.

Among the new English-language cable channels are a children's service, YTV Canada; a religious channel, Vision-TV; and Metromedia, a weather channel.

The French-language additions include stations devoted to news, sports, weather, children's programming and music.

Following the announcement, the CRTC came under fire for awarding the all-news channel to the CBC.

"The CBC now has a stranglehold of television news and public affairs information in Canada, and this is not in the best interest of our country," said Charles Allard, president of Allarcom Pay Television Ltd.,

Edmonton, in a written statement.

Allarcom was one of the losing bidders for the news channel.

Denis Harvey, the CBC's vice president of English television, disagrees, saying the public network is already the most strictly legislated in Canada.

"We do not have a monopoly. We have to answer to this country like no other broadcaster does," said Mr. Harvey.

Larry Durr, CRTC executive director of broadcasting, said the new licensees were chosen solely on merit.

"Don't forget there are other forms of news gathering in this country," Mr. Durr says. "The CBC does not have a monopoly on television news."

The commission said it granted the all-news license to the CBC because it's already set up to gather and disseminate news. Allarcom, on the other hand, controls two pay-TV stations and a regional channel.

Subscriber fees for the all-news channel are expected to total about \$11 million, or 77 percent of the total operating budget for the first year. Eight minutes of advertising each hour is expected to make up the remainder.

Mr. Harvey says the new channel, with a staff of 187, including 20 (Continued on Page 62)

## Aaron Spelling Productions names chief

By **RICHARD TEDESCO**  
Staff reporter

NEW YORK—Jules Haimovitz, a former Viacom International executive who participated in the failed leveraged buyout of the company, was named president and chief operating officer of Aaron Spelling Productions last week.

Mr. Haimovitz will assume the newly created position at the Beverly Hills, Calif.-based entertainment company early this month.

He has also been elected to the company's board. He will report to Mr. Spelling, who is the chairman of the company.

In his post at Aaron Spelling, the executive will

earn \$400,000 annually, according to The New York Times.

Mr. Haimovitz says his role at Aaron Spelling will be to look for opportunities to expand the business beyond television programming, possibly including media ownership and distribution. "The question is to broaden and expand it into all facets of the entire industry," he said.

He had served as president of the Viacom Networks Group, overseeing MTV Networks, Showtime/The Movie Channel and Viewer's Choice, Showtime's pay-per-view venture.

Prior to his 11-year career at Viacom International, Mr. Haimovitz worked at ABC-TV in operations and audience research.

He left Viacom in September, one of several executives to depart in the wake of the unsuccessful takeover effort. The 36-year-old executive turned down an offer to stay at Viacom after Sumner Redstone's National Amusements Inc. won control of the company in a bidding war with the company's management group.

"Basically there's a new organization in place, there are natural breaks in a person's life, and it's time to move on," he told ELECTRONIC MEDIA when he told of his intention to leave Viacom in August.

At that time, Mr. Haimovitz said he planned to seek a position in television production. He said he was exploring one employment prospect on the West Coast. #



**JULES HAIMOVITZ**  
Starts new job this month



# She's Ready To Play Everyday.



*Watch Her Take Off!*



# You're fired!

## A news director's tale of life in the unemployment line

By JAY SOLOMON

Special to ELECTRONIC MEDIA

(Editor's note: In an age when layoffs, streamlining and job turnovers consistently dominate news of the broadcasting industry, Jay Solomon, a veteran TV station executive, talks about what it's like to suddenly lose your job and offers some advice for others to follow if they find themselves back in the job market.)

"This is one of the hardest things I've ever had to do," said my boss, as he fired me.

He should have been on my side of the desk.

After nearly seven years as news director of NBC affiliate KMOL-TV in San Antonio, after some 16 years in broadcast news management and more than 20 years in radio and TV news, I was fired, out of work for the first time since I was a pup.

"Flat ratings," the boss explained. "Maybe someone new can shake things up."

That was late June. I can't say how the plan is working in my old newsroom, but it's certainly shaken up my life. Friends, peers and prospective employers alike told me not to worry about it, that it happens to everyone in this business.

Well, I'm not everyone, nor is anyone else. This is another of those things they never taught us about in school or even, to my recollection, at a Radio and Television News Directors Association seminar.

No one discusses it much. The actual firing is what you hear about, not what happens afterward. But if it happens to "everyone," we should all have a plan, just in case.

From my experience, I'd say the most important element of the plan is determining very honestly how long you can hold out financially and emotionally to get the "right" job, and banking something toward it.

Next, determine what's most important to you and your family in terms of where you go and what you do.

Finally, set up a battle plan to stay on top of openings by networking, aggressively marketing yourself, and keeping good records of contacts, follow-ups and results. Stay busy!

I've learned, since being fired, that in more ways than one I'm not alone.

The Texas economy being what it is, there are enough unemployed folks in my own neighborhood to form a tennis league.

I knew about the turmoil in our own business, of course, but I wasn't prepared for what was happening. It had the feel of spawning season in a Washington stream.

There was the traditional pressure from smaller market people who want to move up. There was the additional pressure from larger market and even network news executives who had been caught in recent cuts or who were looking for something more manageable than network or major-market news operations.

One of my first leads brought me in contact with a general manager in the South who told me, "I think I've filled the job, but I'm glad you called. It brings the number of applicants to an even 70."

That was a middle-sized market. A general manager in the 134th ADI told me he had heard from more than 100 people interested in leading his news department.

In the 86th biggest market, a potential boss said he had been "overwhelmed" by the network/major-market applicants. He hired a top-20 news director. I heard that story again and again.

I was more fortunate than many in that my company had provided both severance pay and some expense money to job hunt by phone. It's a good thing. My long-distance bill looks like Santa's list.



Illustration by Clifford Jackson

Of course, making those calls means that some will be returned. A phobia developed making me uncomfortable if I was more than three rings away from the phone.

A beach veteran told me to get an answering machine immediately, and it was great advice. I could be away from home and know that calls were being handled. I could call in from anywhere and check messages. Regrettably, there's no guarantee the message will be good news.

The voices on the machine have frequently been those of friends helping me stay on top of job rumors or just calling to say "Hi." Those calls have meant a lot. Weeks and months add up, and no matter how much of a positive thinker you are, it works on you.

One of the reasons for that, beyond the obvious, is that this business operates in two time zones: theirs and yours.



**'Housework, I found, is much like news: you work on the product all day and the next day you start over.'**

—Jay Solomon

With some notable exceptions, I've found general managers have no concept of time or date. Frequently, getting back to you by the end of the week means not getting back to you at all. Expecting a call on Tuesday and not hearing till the following week is painful.

More traumatic is being led to believe over the weeks you're a front-runner, only to find out you had been ruled out early on. It's far better to be told immediately you're out of it so that you can work on other leads and not waste time and money on something that's leading nowhere.

Having been on the other end of the phone line, I know all the reasons why a return call can be late and that it's tough to tell someone they won't get the job.

I've always tried to be good about those situations, but I know I'll be better in the future.

This experience hasn't been without merit. One of the best things has been to see family life in a new perspective. Happily for our financial situation, my wife, Joanie, who had a part-time job, was able to go full time. That left me with the house and two teen-age sons.

I found there's satisfaction in doing the washing and ironing well, that it's fun to try new recipes (you should taste my Italian chicken) and that you can take fierce pride in having the house look good just as you do in scooping the competition on the lead story.

I learned the frustrations of kids not cleaning their rooms, of the house being messed up in minutes after being worked on for hours, of dinners being spoiled because the spouse is delayed getting home and of feeling slighted because hard work on some chore went unnoticed.

Housework, I found, is much like news; you work on the product all day and the next day you start over. If you do a good job, there is joy in it and it earns you some degree of respect even if it's limited to self respect.

If that seems philosophical, maybe it's because one plus this experience has given me is the time to reflect about many things.

It's been important because in recent years I've been asking myself more and more questions about the news business, wondering where it's going and if I want to go with it.

For example, I've been concerned about cosmetics, the anchor role, the stuff we've been stuffing our newscasts with and how all that relates to our responsibility to the community. I've reached some conclusions.

I know people who subscribe to certain newspapers because of certain comics and who buy them for the advice columns or the grocery coupons. Whatever the draw, it brings the paper into the home, giving it a chance to do its job.

Television news has to compete with everything else on the tube, not just the newscasts. So in terms of "show business," does television news have to appeal? Absolutely.

If it doesn't, it doesn't have a chance to do its job. If we can't live with that then we leave the field to those who don't worry about the community and other such niceties.

Both masters can be served. Because a product has appeal doesn't preclude it from having substance.

Roast beef can be served many ways and it's still roast beef. But doesn't it seem to taste better when it's served on the good dishes, in pleasant surroundings with other foods that complement the meat?

As I've watched from the beach without emotional or employment ties, I've found the meat to be very much the same, and that how it's served makes a lot of difference.

The beach has been a learning and regenerating experience for me overall, but, you know, you can have too much of a good thing.

So give me a call if you hear of any openings, and if you want the Italian chicken recipe, that's OK, too. #





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# ABC sales staff to get big bonuses

The network sales forces at economy-conscious ABC are going to get **hefty year-end bonuses** for meeting their ad sales projections this year. "Three or four sales executives will receive bonuses slightly over \$100,000," said one high-placed ABC source. Last year, executive bonuses companywide were smaller than usual because ABC had a bad year. This year, even network sales reps will get bonuses, whereas only sales managers did in past years. However, no one in sales, under the new plan, would get a bonus if advertising revenue fell below a certain goal. The sales goal was met, and some of the bonuses are pretty impressive.

\* \* \*

**NBC Sports** has moved one step closer to putting a woman sportscaster in the booth for National Football League play-by-play. Tampa Bay news anchor Gayle Sierens was slated to record a mock broadcast of yesterday's Cincinnati Bengals-Kansas City Chiefs game. Ms. Sierens and sportscaster Leandra Reilly have been working under the tutelage of Marty Glickman, NBC's announcing coach, who is optimistic that the network can shatter the sex barrier in the NFL announcing booth by season's end. "They're both first-rate professional broadcasters. The only question is whether they can do play-by-play," Mr. Glickman said.

\* \* \*

Insiders say **Bud Grant**, former president of CBS Entertainment, is seeking to sign a production deal with Twentieth Century Fox Television for the development of series and made-for-TV movies. Mr. Grant, who left his CBS Entertainment post Oct. 30 to enter independent production, recently began renting office space on the Fox lot but so far hasn't cut any agreements with the studio. Mr. Grant is keeping his plans close to the vest.

\* \* \*

Another major player is now considering the potential of high-definition television. **Group W** has set up an HDTV committee to look at possibilities for enhanced video. Insid-

## THE INSIDER



**BUD GRANT**  
Courting Twentieth Century Fox



**RICHARD SIMMONS**  
His cooking show's fate up in the air

ers say Group W Satellite is a likely initial beneficiary of the new technology in its role as a cable TV transmission operation.

\* \* \*

**Syndicast**, which is the New York-based distributor of "D.C. Follies," says the half-hour program will be renewed for another year, but that the fate of "Slim Cooking with Richard Simmons" has not yet been determined. Syndicast executives say the low-rated "Slim Cooking" show might be revamped by adding celebrity guests. Syndicast will also launch a spinoff of "D.C. Follies" for next fall called "Redeye Express," featuring the Sid & Marty Krofft puppets in a

music/comedy setting.

\* \* \*

**Warner Wolf**, the outspoken sportscaster at WCBS-TV in New York and former sportscaster for the CBS Morning News, is now writing a book that will provide a "juicy" behind-the-scenes view of the television sports business, sources say. The book, "Let's Go to the Videotape," will be published next fall by Contemporary Books, which has offices in Chicago and New York.

\* \* \*

Consumer reporter **David Horowitz** declared a tentative victory last week in his campaign to ban the sale or manufacture of realistic toy guns in his hometown of Los Angeles. Mr. Horowitz, who appears on KNBC-TV as well as the weekly syndicated "Fight Back" series, voiced support of such measures after an Aug. 19 incident where a man wielding a toy pistol demanded Mr. Horowitz read a rambling statement on the air. Last Tuesday the Los Angeles City Council voted unanimously to enact an ordinance banning such toys. That ordinance is awaiting Mayor Tom Bradley's signature. Similar laws have been put in effect since the KNBC incident in the suburbs of Santa Monica and Burbank, where the station's studios are located.

\* \* \*

Although viewers thought the "**Max Headroom**" signal pirate had struck again, the images they saw interrupting a sports report on Chicago's WMAQ-TV recently weren't put there by the pirate who struck two other Chicago TV stations a few days earlier. The WMAQ images, which occurred twice for a few seconds each, were inserted as a joke by WMAQ sportscaster Mark Giangreco. But it wasn't funny to WMAQ's vice president and general manager, Richard Lobo, who reprimanded Mr. Giangreco for the incident. He said WMAQ's policy is to go dark in the event of an interruption from unknown outside forces, and WMAQ's engineers were close to turning the station off. #

—Written by Marianne Paskowski from bureau reports

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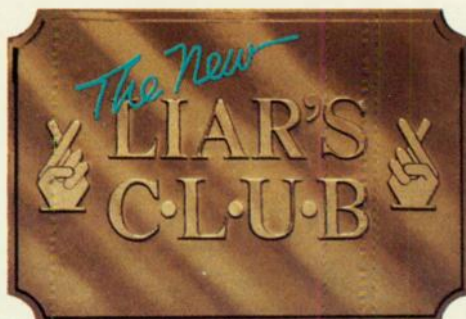
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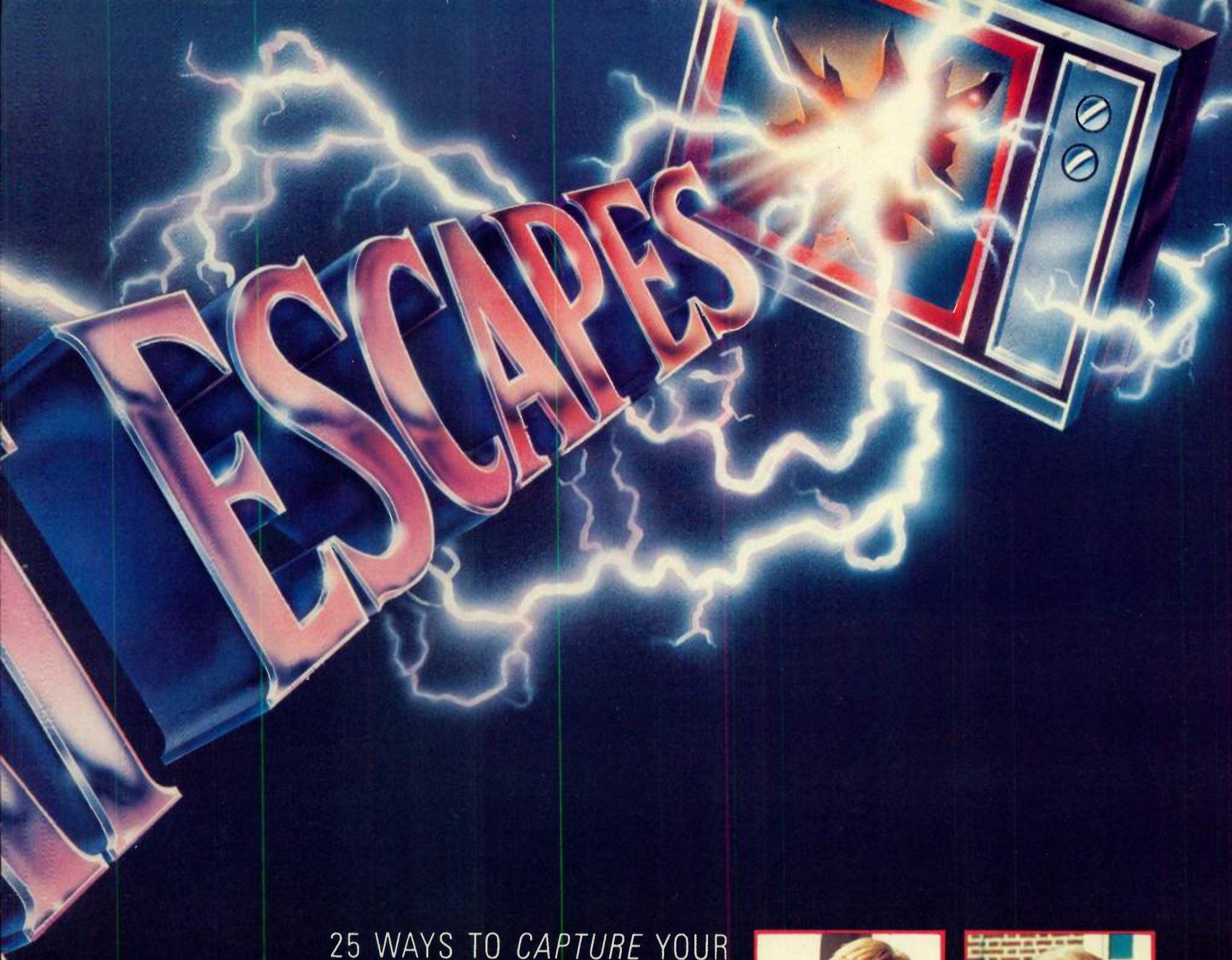


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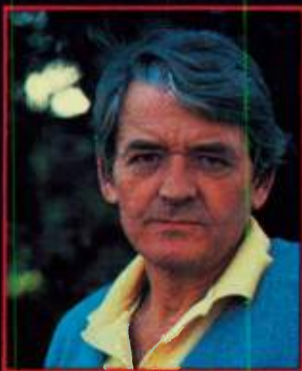


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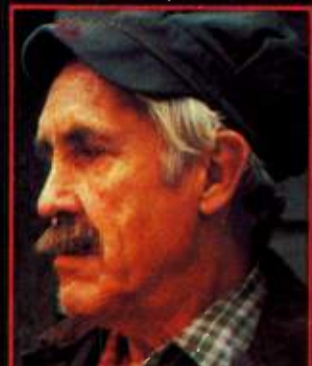
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# The 'safe harbor' snafu

The Federal Communications Commission has had occasional difficulties communicating its decisions in the past. But few communication snafus can compare to the FCC's misjudgment of how broadcasters, the public and the press would react to its announcement on "indecent" programming.

The commission apparently felt that it was due some applause for taking a tough stand on indecency by telling broadcasters they could only air shock material during a so-called "safe harbor" between midnight and roughly 6 a.m.

Instead, the commission was rocked by criticism from conservative pressure groups angry about this new late-night "blue zone," and from television and radio broadcasters who could care less about the wee-morning hours but would dearly like to know just exactly what the FCC means by "indecent" material.

It is an absurd situation. The FCC may have expected praise, but it appears to us to have rendered a decision that pleased no one and angered as many as possible.

Look at the elements at play here: No matter how the FCC would like it interpreted, the fact is that the government has now officially sanctioned the use of any and all indecent material by broadcasters, subject only to the limitations of criminal law (and the late-night boundaries).

Symbolically, at least, this is a major blow to groups working to roll back the onslaught of shock radio—and those are the very groups the FCC hoped to impress.

At the same time, the commission deliberately refuses to offer broadcasters specific guidelines on what they can and can't say on the radio during all other hours.

In other words, in addition to angering every group involved in the issue, the FCC's "safe harbor" ruling also failed to come to grips with the real issue: What actually constitutes blue radio, and how far can broadcasters go?

It's no longer clear to anyone what the FCC is trying to do—apparently not even to the commission itself. #

## LETTERS TO THE EDITOR

### FCC indecency decision is step backward for the industry

The FCC proposal to "let the pig into the parlor" by winking at indecent language and pictures after midnight on radio and TV is another backward step for an industry long regarded by the public as a tradition of normal manners and decent disciplines.

This is an open invitation to the junior perverts of program and production in New York and Hollywood to step ever closer to open porno. For the FCC to say "a little pregnancy is OK" will be followed by the Supreme Court approving the Mafia and drug cartel to run their business after

hours.

The prospect of expensive hearings or revocation of license has been useful to force some elements to watch their lines of decency. Few of the FCC or owners have ever read the original Communications Act of 1934 in which the disciplines of being a licensee were laid down.

The industry will do well to rid itself of the smart alecks or exhibitionists on mike or camera who will now seek to skirt ever closer to complete "freedom," child porno, and titillating forays to boost ratings or sensationalize for profit.

The true control rests with owners and program people who will not sell out to pandering. Let them not be fooled by attempts to cloak the pig with artistic satire or cultural pretenses.

**Stephen Cisler**  
Louisville, Ky.

### WBTB has long been an LBS customer

I fail to understand why Mr. Soldinger of WCCB-TV, Charlotte, N.C., was "peevish" that "Return to the Titanic" was sold by LBS to WBTB-TV here in Charlotte (EM, Nov. 16).

WBTB has been a long-standing customer of LBS, airing two weekly programs and recurring specials from the company for many years.

It has been my experience that it is wiser

to look to many different suppliers for programming; LBS has been a useful source.

And, given WBTB's track record with the company, it would have been rather surprising if the program had not ended up on our station.

**Marion Meginnis**  
program manager  
WBTB-TV  
Charlotte, N.C.

### Ethics survey should have focused on the radio industry

Your ethics survey is an important and timely topic for a "newspaper," reporting on broadcasting, to exploit.

And, with it, I have just one criticism: You should have designed it for the part of broadcasting where the majority of people, who work and make ethical decisions, are—in radio.

And, one question: Why did you do it in the first place? Surely such a survey of any homogenous grouping of people as in newspapers, government or the fast food industry, even, would give a similar range of subjective data to draw and publish conclusions on. Why broadcasting?

Everyone's got ethics. And, everyone has their own personal and unique set of them.

You get them (ethics) from your life: from your environment, from your parents, your friends, your religion, your government and from your job. Ethics are one of the "funny" being-human traits; you may not be able to say what they are, but by your actions you tell everyone else what kind of ethics you have.

But broadcasting, in comparison with most others, is a rather unique business. If you are "in broadcasting," your work and business ethics are prescribed for you. Even in these enlightened post-deregulatory times, the Federal Communications Commission rules and regulations still specify the kind of your ethics: the how, why or what you do. And, the regulations

of broadcasting still compel broadcasters to follow the basic utilitarian ethical principle of "the most good for the most people."

That, in practice, you will, and should, find deviations from this principle in the management, programming or engineering of a broadcast station is not as noteworthy as your survey implies, or the drawn conclusions will profess.

It just means that broadcasters are human, too—JUST LIKE EVERYONE ELSE.

**Ronald Balonis**  
chief engineer  
WILK-AM  
Wilkes-Barre, Pa.

## QUICK TAKES

### Would you welcome a third local TV ratings service, as some have suggested?



**Larry Ait**  
director of programming  
WXYZ-TV  
Detroit

"I question the financial viability of a third service. The expense of two services for stations in both small and large markets is already quite extensive. Stations would do a lot more shopping around, cutting short-term deals, looking for the service that gives them the best numbers."



**Marc Doyle**  
director of station operations  
WAGA-TV  
Atlanta

"I think we've got enough difficulty right now trying to deal with two services that in many instances report substantially different pieces of information. A third service would just complicate things even more."



**Truman Taylor**  
director of programming  
WLNE-TV  
New Bedford, Mass.

"I think two services is enough. If we could get the two services to agree, before we go off inventing a third, that would be the thing to do. A third ratings service would only serve to confuse things."

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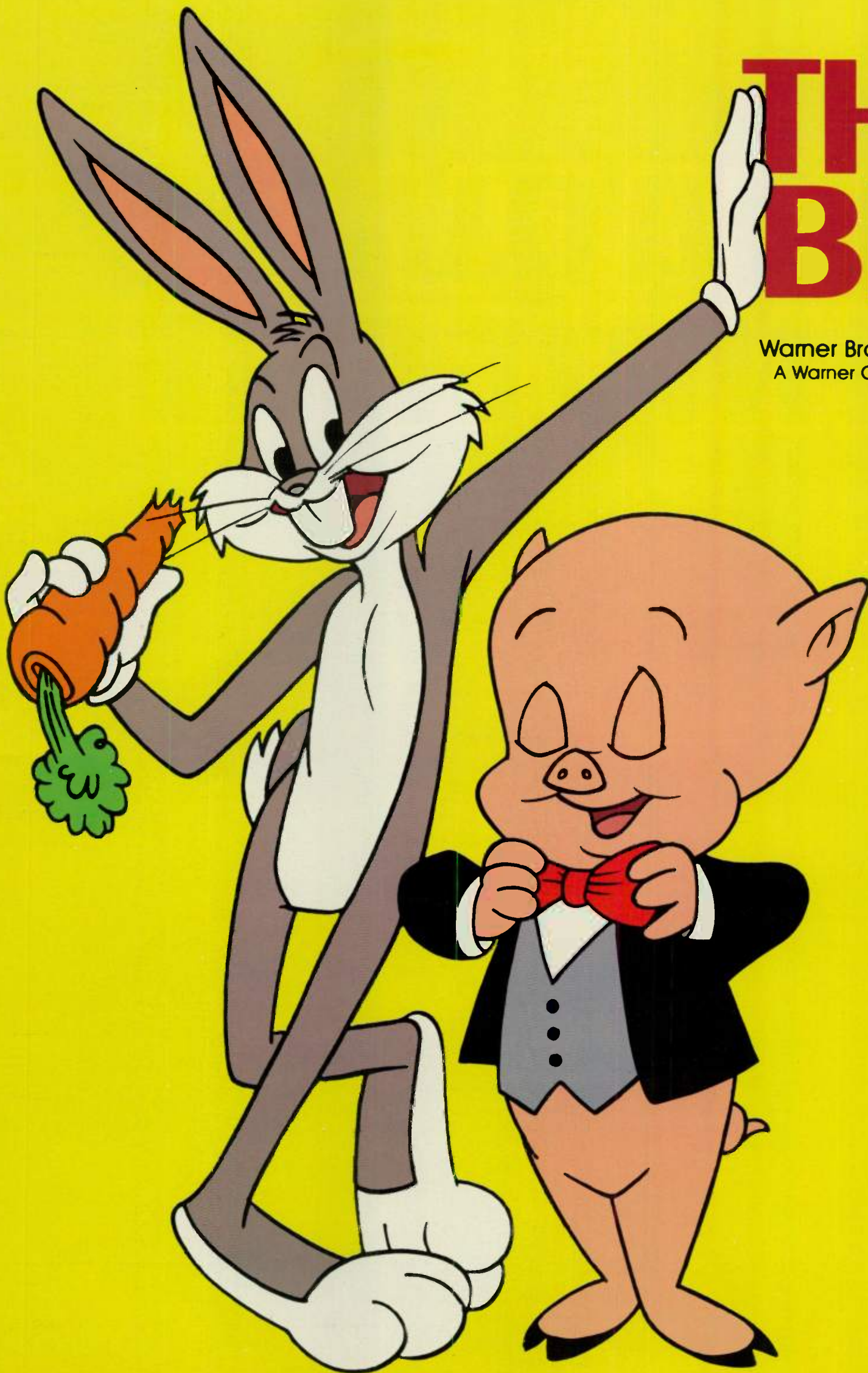
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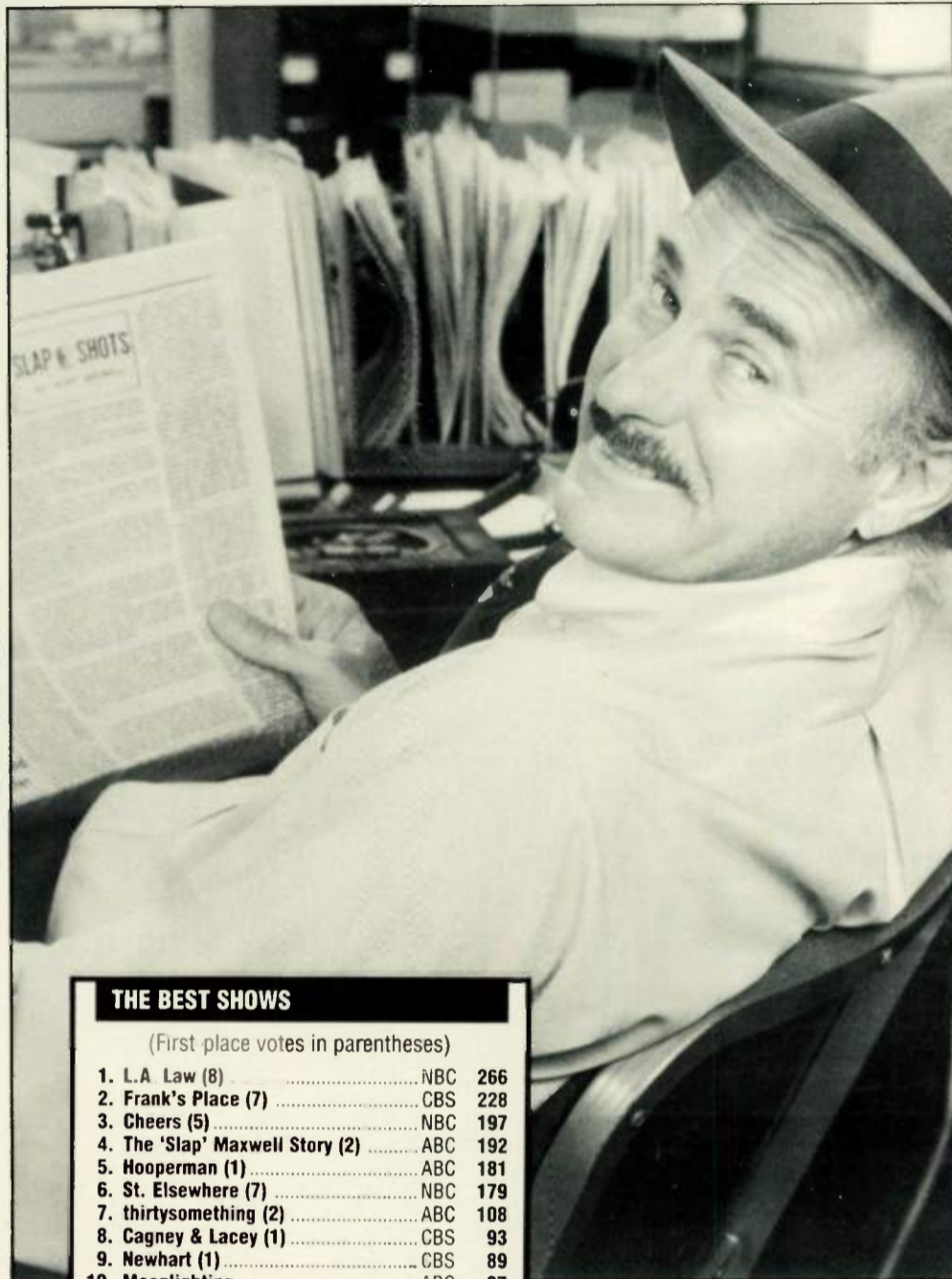


## THE WORST SHOWS

(Worst-place votes in parentheses)

- |                                      |     |    |
|--------------------------------------|-----|----|
| 1. <b>Everything's Relative</b> (10) | CBS | 80 |
| 2. <b>Full House</b> (6)             | ABC | 75 |
| 3. <b>I Married Dora</b>             | ABC | 41 |
| 4. <b>A Different World</b> (4)      | NBC | 39 |
| 5. <b>The Charmings</b> (3)          | ABC | 38 |

Everything's Relative



## THE BEST SHOWS

(First place votes in parentheses)

- |  |     |     |
|--|-----|-----|
| 1. <b>L.A. Law</b> (8)                 | NBC | 266 |
| 2. <b>Frank's Place</b> (7)            | CBS | 228 |
| 3. <b>Cheers</b> (5)                   | NBC | 197 |
| 4. <b>The 'Slap' Maxwell Story</b> (2) | ABC | 192 |
| 5. <b>Hooperman</b> (1)                | ABC | 181 |
| 6. <b>St. Elsewhere</b> (7)            | NBC | 179 |
| 7. <b>thirtysomething</b> (2)          | ABC | 108 |
| 8. <b>Cagney &amp; Lacey</b> (1)       | CBS | 93  |
| 9. <b>Newhart</b> (1)                  | CBS | 89  |
| 10. <b>Moonlighting</b>                | ABC | 67  |

The 'Slap' Maxwell Story

# 'L.A. Law' tops; 'Frank's Place' hot

America's TV critics still like NBC's "L.A. Law" the best, but CBS's new "Frank's Place" is the surprise No. 2 choice of the critics.

"Frank's Place" was one of four new shows this season to make it onto the critics' top 10 list, according to an exclusive ELECTRONIC MEDIA survey of 45 critics.

This is the first time that so many new series have appeared on the top 10 list since EM began its semiannual critics' surveys four years ago.

The other new programs on the list are all ABC offerings—"The 'Slap' Maxwell Story," "Hooperman" and "thirtysomething"—which marks another first: the first time critics have chosen four ABC shows ("Moonlighting" is the fourth) for their top 10 list.

Those four shows are also notable for breaking new ground in their blending of comedy and drama into a new genre some refer to as "dramedies." Whatever it's called, it's this year's top trend with TV critics.

For worst television show of the season, the critics chose CBS's "Everything's Relative," which has already been canceled.

The next worst show was ABC's "Full House," which remains on the air—though some critics say it won't last much longer.

"Full House" gives (star) John Stamos the unique opportunity to be the first actor to star in three series canceled by three different networks in three consecutive years," says Barry Garrison, critic for the Kansas City Star.

(The other shows, he says, were CBS's "Dreams" two years ago and NBC's "You Again?" last year.)

On the positive side, critics were effusive in their praise of "Frank's Place," a sitcom/drama, with no laugh track, about a black-owned restaurant in New Orleans.

"I loved it on the first episode and it keeps getting better," says Dave Bianculli, New York Post critic. "There's more intelligence than anything I've seen in a comedy in years. It's probably the most filmic and decent show on television."

One notable absentee from the top 10 list is NBC's "The Cosby Show," the first time since its premiere in 1984 that it hasn't made the critics' list.

"Cosby" finished 12th this year and for the first time gar-

## About the poll

ELECTRONIC MEDIA contacted 45 television critics from newspapers across the country and asked them to list their 10 favorite shows and five least-favorite shows. For favorite programs, 10 points were given to a first-place ranking. A second-place vote was assigned nine points and so on. For least-favorite programs, a first-place ranking received five points. The critics polled were:

Greg Bailey, Nashville (Tenn.) Banner; Ed Bark, Dallas Morning News; Walt Belcher, Tampa Tribune; Robert Bianco, Pittsburgh Press; Dave Bianculli, New York Post; Jeff Borden, Charlotte (N.C.) Observer; Ruth Butler, Grand Rapids (Mich.) Press; John Carman, San Francisco Chronicle; John Carrody, (Wich.) Post; Stephanie Craig, Arizona Daily Star (Tucson); Bob Curtright, Wichita (Kan.) Eagle-Beacon; Chuck Davis, The Oklahoman; Greg Dawson, Orlando Sentinel-Star; Mike Duffy, Detroit Free Press; Peter Farrell, The Oregonian; Kay Gardella, New York Daily News; Barry Garrison, Kansas City Star; Steve Hall, Indianapolis Star; Michael Hill, Baltimore Evening Sun; Ann Hodges, Houston Chronicle; Diane Holloway, Austin (Texas) Statesman-American; Barbara Holsopple, Phoenix Gazette; Noel Holston, Minneapolis Star Tribune; Tom Jicha, Miami News; David Jones, Columbus (Ohio) Dispatch; Rick Kennedy, Cincinnati Post; John Kiesewetter, Cincinnati Inquirer; Phil Kloer, Atlanta Constitution; Jerry Krupnick, Newark Star-Ledger; Sylvia Lawler, Allentown (Pa.) Call; Mark Lorando, States Item/Times Picayune (New Orleans); Lee Marksbury, Fresno (Calif.) Bee; Bruce Miller, Sioux City (Iowa) Journal; R.C. Morganwild, Tallahassee Democrat; Doug Nye, Columbia (S.C.) Record; Kathy Phillips, Richmond (Va.) News-Leader; Dan Ruth, Chicago Sun-Times; Ray Richmond, The Orange County (Calif.) Register; Rick Shefchick, St. Paul Pioneer Press & Dispatch; Debbie Snook, Cleveland Plain Dealer; Steve Sonsky, Miami Herald; Donnell Stoneman, Greensboro (N.C.) Daily News; Gordon Walek, Daily Herald (Arlington Heights, Ill.); Bud Wilkinson, Arizona Republic (Phoenix); Ron Wolf, Tulsa (Okla.) Tribune. #

nered a number of negative comments on the same general theme: "It's not covering any new ground. It's in a rut," says Rick Kennedy of the Cincinnati Post.

Adds Greg Bailey of the Nashville Banner: "I think 'The Cosby Show' may have run its course. I'm not sure we're seeing anything new. I'd rather see Bill Cosby on the concert stage."

Other highlights of the EM survey:

• While stalwart favorites such as "St. Elsewhere" and "Cosby" dropped, "Cheers," minus star Shelley Long actually moved up in the poll from last season, moving to third place

from fourth.

"I think 'Cheers' is really kicking tail. I think it's rebounding wonderfully," says Jeff Borden, TV critic of the Charlotte Observer.

Ann Hodges of the Houston Chronicle agrees: "It shows how well-written it is and how well-thought-out it is."

• ABC's "thirtysomething" got critics going both ways. Some hate it and some love it.

"I think it's just real unusual because it's very realistic, and that takes a certain amount of courage," says Diane Holloway of the Austin Statesman-American. "Every week they have something that I haven't seen in a prime-time drama. It's real refreshing."

On the other hand, says Ms. Hodges, "I hate 'thirtysomething.' Those people are absolutely the pits. They do nothing but whine. They have everything and all they do is whine. I wouldn't want to have any of them as my friends."

In short, sums up John Carman of the San Francisco Chronicle, "It's one of the only television dramas that's really capable of making people uncomfortable. It's got a squirm factor."

• ABC's \$40 million investment in Dolly Parton's new variety show appears wasted on most critics. "Dolly" just missed making it onto the list of the five "Worst Shows." In fact, it was voted the seventh worst show on TV by the nation's critics.

"It's cloying, it's too cutesy, it's embarrassing," says Bob Curtright of the Wichita (Kan.) Eagle-Beacon. "It's not corny amusing like 'Hee-Haw,' it's corny embarrassing."

• A number of non-network shows received strong approval ratings from the critics, particularly the innovative Showtime comedy, "It's Garry Shandling's Show."

Also listed by some critics as a favorite was Fox Broadcasting's "The Tracey Ullman Show."

"(Tracey Ullman) surprises me constantly," says Noel Holston of the Minneapolis Star Tribune. "I'm amazed at her versatility. I love the show."

And in first-run syndication, Paramount's "Star Trek: The Next Generation" series won first-place votes from two critics and praise from several others.

None of the first-run comedies currently being used in checkerboards won any votes for best series, and only a few had votes for worst series. #



# The Hour works...

T.J. Hooker  
The Hour





## NOVEMBER SWEEPS RESULTS IN THE TOP THREE MARKETS

# KABC-TV continues domination

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—Longtime market leader KABC-TV continued its winning ways here during the November sweeps, taking all seven time periods where the network owned-and-operated stations compete.

Meanwhile, KNBC's prime-access sitcom checkerboard failed to improve ratings from last year in Arbitron Ratings Co. figures. In A.C. Nielsen Co. numbers, KNBC's lineup of five sitcoms improved its average results by only one

## Los Angeles

ratings point and one share point compared to 1986.

Among independents, Tribune Co.-owned KTLA-TV remained dominant in the three-way prime-time movie and news races. Independent KTTV-TV's prime-access off-network sitcom combination of "Family Ties" and "M\*A\*S\*H" did well against King World's blockbuster "Wheel of Fortune" and "Jeopardy!" game show duo on KCOP-TV.

For Monday through Friday at 11 p.m., KABC averaged a 10 rating (percentage of TV homes) and a 24 share (percentage of sets in use) under Nielsen, followed by KNBC's 9/21 and KCBS's 7/16. Arbitron gave KABC an 8/24, followed by KNBC's 7/22 and KCBS's 6.5/19.

Since KCBS began airing "Simon & Simon" reruns at 3 p.m. this fall, the three network-owned stations now start head-to-head with news from 5 p.m. to 6 p.m., where KABC drew a 10/20 to KNBC's 8/16 and KCBS's 5/10. Arbitron gave KABC a 9/20, followed by KNBC with a 6/14 and KCBS with a 4.5/9.

From 6 p.m. to 6:30 p.m. (network news airs at 6:30 p.m. on KNBC and KCBS and at 7 p.m. at KABC), KABC garnered a 10/17, followed by KNBC's 8/15 and KCBS's 6/11 with Nielsen. KABC and KNBC each had an 8/15, followed by KCBS with a 6/11 with Arbitron.

The KNBC checkerboard at 7:30 p.m. averaged a 7/11 under Nielsen, well behind the 11/17 of KABC's in-house "Eye on L.A." and the 8/12 of KCBS's "2 on the Town," another in-house magazine. With Arbitron, KABC had a 10/16, KCBS a 7/10 and KNBC a 6/10.

In comparison, KTLA's 7:30 p.m. sitcom checkerboard survived its second year with a 7/11 with Nielsen and a 7/12 with Arbitron. KTLA's checkerboard finished behind KCOP's "Jeopardy!" with a 9/13 (10.5/17 with Arbitron) and KTTV's "M\*A\*S\*H" with a 10/15 (9/14 with Arbitron).

In the first half of prime access, "Family Ties" paid off for KTTV with a 10/16 in Nielsen and 9/15 in Arbitron for a close race with KCOP's "Wheel of Fortune," which had a 10/15 on Nielsen and an 11/18 on Arbitron.

Among new syndicated shows, Buena Vista's animated "Duck Tales" dominated the independents from 5 p.m. to 5:30 p.m. on KTTV with a 7.4/15 in Nielsen and a 7/16 in Arbitron, ahead of KCOP's "Diff'rent Strokes," KHJ's "Sanford & Son" and KTLA's "Matt Houston."

At 6 p.m., off-network "T.J. Hooker" improved over last year's "Fall Guy" for KHJ, and "Magnum, P.I." was up from its 1986 numbers for KTLA.

From 8 p.m. to 10 p.m., KTLA averaged an 8/12 under Nielsen and a 7/12 with Arbitron, while the movie lineups on KCOP and KTTV drew a 7/10 (7/11 on Arbitron) and a 5/8 (5/8 on Arbitron), respectively. #



King World's 'Jeopardy!' continues to dominate the New York ratings race in the 7 p.m. slot.

# 'Jeopardy!' tops CBS, NBC news

By ADAM BUCKMAN  
Staff reporter

## New York

NEW YORK—"Jeopardy!" continued to dominate all competing programs at 7 p.m., including the CBS and NBC evening network newscasts, in New York's November sweeps.

The half-hour King World game show had an A.C. Nielsen Co. rating of 14.8 (percentage of TV homes) and a 25 share (percentage of sets in use) during the sweeps period of Oct. 29 to Nov. 25.

For the Arbitron Ratings Co. sweeps—Oct. 28 to Nov. 24—"Jeopardy!" had a 14.5/25.

The game show, which has won the 7 p.m. time slot in other recent sweeps, is currently pitted against "The NBC Nightly News," "The CBS Evening News" and "Cheers" on independent WPIX-TV.

For its first November sweeps as a syndicated show in New York, "Cheers" bested the network news shows with a 9.3/16 on the Nielsen scoreboard and a 9/15, according to Arbitron.

CBS's "Evening News" had a Nielsen rating of 8.8 with a 15 share during the sweeps, while NBC's news show had an 8.3/14.

Arbitron gave CBS's news a 7.9/14 and NBC's a 6/10.

In its first sweeps period, "Fox News," airing in New York at 7 p.m. on Fox's WNYW-TV, had a 5.4/9,

according to Nielsen, and a 5.3/9 on the Arbitron scoreboard.

King World's "Wheel of Fortune" on WCBS-TV continued to dominate New York's prime-access with a 16.6/27 in Nielsen figures. Arbitron gave "Wheel" a 16.1/27.

But respectable ratings were also recorded in prime access by "The New Hollywood Squares," on WABC-TV and "A Current Affair," the Fox news magazine on WNYW.

Nielsen gave "The New Hollywood Squares" a 12.2/20 and Arbitron gave the show a 10.8/18.

"A Current Affair" scored an 8.2/13, Nielsen said, and a 7.9/13, according to Arbitron.

WNBC-TV's prime-access checkerboard sitcom lineup scored a 7.1/12, according to Nielsen, and a 5.2/9, according to Arbitron.

Among New York's local news shows, WNBC's 11 p.m. newscast narrowly beat the news shows on the two other network owned-and-operated stations. The WNBC broadcast had a Nielsen score of 12.4/24 and an Arbitron score of 10.0/21.

Nielsen said WCBS's 11 p.m. news had a 10.6/21 and WABC had an 11.1/22. Arbitron said WCBS recorded a 9.7/21 and WABC scored a 9.8/21.

(Continued on Page 52)

# WLS continues ratings dominance

By DIANE MERMIGAS  
Senior reporter

CHICAGO—ABC-owned WLS here continued its longtime dominance in all locally controlled time periods and generally posted ratings and share growth from November 1986, including in its evening newscasts.

But CBS-owned WBBM-TV here made large ratings gains in the November ratings sweeps, paved primarily by early-fringe changes introduced in September.

WBBM, according to A.C. Nielsen Co., posted a 27 percent increase in ratings and a 25 percent share improvement from November 1986 in the 3 p.m.-to-4:30 p.m. time slot now occupied by "Love Connection," "Superior Court" and "People's Court."

Also, an abbreviated half-hour version of its new "First

## Chicago

Edition" newscast at 4:30 p.m. posted a 66 percent ratings gain and a 75 percent share gain from the same period a year earlier. It earned an 8.8 rating (percentage of TV homes) and a 21 share (percentage of sets in use) in Nielsen figures.

And a new hour-long 5 p.m. newscast, anchored by the station's veteran team of Bill Kurtis and Walter Jacobson, posted a 38 percent ratings gains and share gains of 36 percent from a year ago, when the hour was split between local and network news.

In the Nielsen book, WLS's one-hour newscast at 4 p.m. led with an 11.4/28, while its half-hour newscast at 5 p.m. had a 13/27.

By comparison, WBBM's one-hour newscast at 5 p.m. earned a 9.5/19, and NBC-owned WMAQ-TV's one-hour news at 4:30 had a 5/11.

In an attempt to build on its newfound momentum, WBBM announced it will introduce "Entertainment Tonight" at 6:30 p.m., a weak link where "Truth or Consequences" has aired.

WBBM's early-fringe gains have come largely at the expense of WMAQ.

WMAQ officials last week indicated they will reshuffle their syndicated half-hour series in early fringe and delay making any major changes in their local newscasts until after the February sweeps.

One option being considered is to schedule a syndicated talk show in early fringe and return the network version of "Wheel of Fortune" to its pre-noon time slot.

In a controversial ploy, WMAQ moved NBC's "Wheel of Fortune" to 3:30 p.m. in an effort to cripple the syndicated  
(Continued on Page 52)



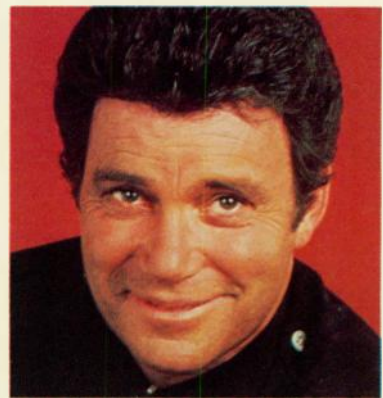
"Superior Court" is one of three programs that boosted CBS-owned WBBM's ratings performance in the 3 p.m.-to-4:30 p.m. slot in Chicago.



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Wide World photo

The funeral of Chicago Mayor Harold Washington received extensive coverage on local television stations.

# Chicago mayor's death dominates TV for days

By MARK MANDERNACH  
Staff reporter

CHICAGO—When Chicago Mayor Harold Washington was stricken with a fatal heart attack on Nov. 25, local journalists were confronted with perhaps the city's biggest story since the death of Mayor Richard J. Daley 11 years earlier.

"This story taxed the resources of every TV station in the city, stretched everyone to the limit—especially on the day before Thanksgiving," said Richard Lobo, vice president and general manager at NBC-owned WMAQ-TV.

Mayor Washington suffered a massive heart attack the morning of Wednesday, Nov. 25, while working in his City Hall office.

The news of the fatal heart attack started local TV stations working literally around the clock as they scrambled to cover the following five days of tributes, memorial services, special reports, the funeral on Nov. 30, and two days of political dealing to install new Mayor Eugene Sawyer.

The city's three network-owned affiliates—WMAQ, CBS's WBBM-TV and ABC's WLS-TV—each devoted more than 20 hours beyond normal

**'This story taxed the resources of every TV station in the city, stretched everyone to the limit—especially on the day before Thanksgiving.'**

—Richard Lobo  
general manager, WMAQ-TV

news coverage to the week-long story, according to station officials.

In addition, independents WGN-TV and WFLD-TV each broadcast more than 10 hours of extra coverage.

WBBM, for instance, had 7½ hours of added coverage the day the mayor was stricken and eight hours the day of the funeral, according to Johnathan Rodgers, WBBM vice president and general manager.

The stations are now calculating the cost of covering the story, including

lost advertising revenue, production expenses and employee costs.

"Between the loss of ad revenue and covering the story, the cost will be substantial. But we don't care," said Mr. Rodgers.

Said WMAQ's Mr. Lobo: "When you're working on a story like this, in a city that's so competitive, you don't have time to worry about the budget."

Besides the logistical problems of covering the week-long story, local TV stations also faced other challenges.

In addition to covering the story of the mayor's death, for instance, journalists had to worry about the political ramifications—always a hot topic in Chicago.

Before the mayor's death was even officially announced, factions were jockeying to offer a replacement to Mayor Washington, 65, who was first elected in 1983 and won a second term this year.

"Our goal was to report the mayor's death, but to advance the political story," Mr. Rodgers said. "We saw no value in being first on the funeral story. But in this town, you better be first on the political story."

(Continued on Page 48)



E. THAYER BIGELOW JR.  
Doesn't expect any alterations

## Time Inc. names new ATC president

By RICHARD TEDESCO  
Staff reporter

NEW YORK—Time Inc. last week named its chief financial officer, E. Thayer Bigelow Jr., as president of its American Television and Communications Corp.

ATC, which is 82 percent owned by Time, has been without a president since 1985 when Joseph Collins, ATC's former president, moved over to become president of Time's HBO pay-cable service.

Mr. Bigelow said his appointment does not signify any profound structural changes at ATC, the nation's second-largest cable company.

Mr. Bigelow, who has served as Time Inc.'s chief financial officer, said of his new role: "It's really to take over the day-to-day running of ATC."

He added that the objective was to permit

Trygve Myhren, ATC chairman and chief executive officer, to concentrate on the "long-term strategic running of the company."

Mr. Bigelow said he did not anticipate any alterations in ATC operations when he assumes his new post on Feb. 1.

"In terms of the structure and the people, it works pretty well right now," he said.

Under the new structure at ATC, Thomas Binning and James Doolittle, both executive vice presidents and chief operating officers, will report to Mr. Bigelow.

Gary Bryson, executive vice president of strategic planning and administration, will continue to report to Mr. Myhren.

Mr. Bigelow is no stranger to the cable television business. He served as vice president and treasurer and later as president of Manhattan Cable Television when that operation was a Time

subsidiary.

"Even though I left the business in an operations capacity seven years ago, I've kept in contact with it," Mr. Bigelow said.

After leaving Manhattan Cable, he was named in 1980 as senior vice president of finance and corporate development for Time-Life Films.

One year later, he became assistant to the group vice president of video for Time and was also named president of that division.

Mr. Bigelow was appointed treasurer and a vice president of Time in 1982.

He became a member of ATC's board at the time of the company's public offering last year. He's also a member of the board of Tri-Star Pictures.

Mr. Bigelow will be succeeded at Time Inc. by Glenn Britt, Time's treasurer. Mr. Britt will have the title of vice president of finance. #



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## INTERNATIONAL

# British grab lion's share of global Emmys

By RICHARD TEDESCO  
Staff reporter

NEW YORK—Winners at the recent 15th International Emmy Awards had a distinctly British accent, with programers from Great Britain bringing home four of the five awards.

Channel 4 Television won the award for best drama for "Porterhouse Blues," while the BBC took the popular arts category for the comedy series "Alas Smith and Jones," which is carried in the United States on the Arts & Entertainment basic-cable network.

Granada Television's "Sword of Islam" was the winning documentary entry, while Thames Television captured the performing arts prize for "The Belle of Amherst."

Canada's CBC won top honors in the children's category for its production of "It's Late: Degrassi Junior High."

Two special Emmys were also presented by the International Council of the Television Academy during the Nov. 23 ceremonies here.

Explorer Jacques-Yves Cousteau was honored with the Founders Award, while Jeremy Isaacs, chief executive of Channel 4 Television, received the directorate award.

The British near-sweep was not unexpected, with U.K. productions predominant among the finalists.

Granada's documentary on Islam was up against Yorkshire Television's "The Falklands: The Untold Story," while the BBC's competitors in performing arts included Yorkshire's "Room at the Bottom" and HTV Ltd.'s "The Little Match Girl."

Yorkshire also drew a nomination for "The Christmas Story" in the drama category.

Network Ten Australia's "Vietnam" was also a finalist in drama, along with RAI Italy's "The Octopus."

Societe Radio-Canada placed program finalists in the children's category for "L'Homme qui Plantait des Arbres" and the documentary category for "Le Coeur d'un Autre."#



"It's Late: Degrassi Junior High" (left) was one of the five program winners in the 15th International Emmy Awards. The CBC production won top honors in the children's category. Explorer Jacques-Yves Cousteau (above) was also honored with the Founders Award at the Nov. 23 ceremonies.

## Popular Mexican TV series to be exported

By STEPHEN DOWNER  
Special correspondent

MEXICO CITY—The TV program that some called Mexico's best series ever ended its eight-month run last month, and now it's ready to leave the country.

"Senda de Gloria," or "Path to Glory," is so good, according to its joint producer Televisa, the Mexican media conglomerate, that it's planning to sell the series to 50 networks around the world.

"We only go into Spanish markets when we have a super production, and this is the most spectacular TV production ever made in Mexico," said Ignacio de Lascurain.

Mr. de Lascurain is the Mexico City-based assistant to Marcel Vinay, director general of Televisa's marketing arm, Protele Inc. in Los Angeles.

"Senda de Gloria" is a 60-hour historical drama of a fictional Mexican family during the 21-year period between Mexico's revolution and the oil industry's expropriation in 1938.

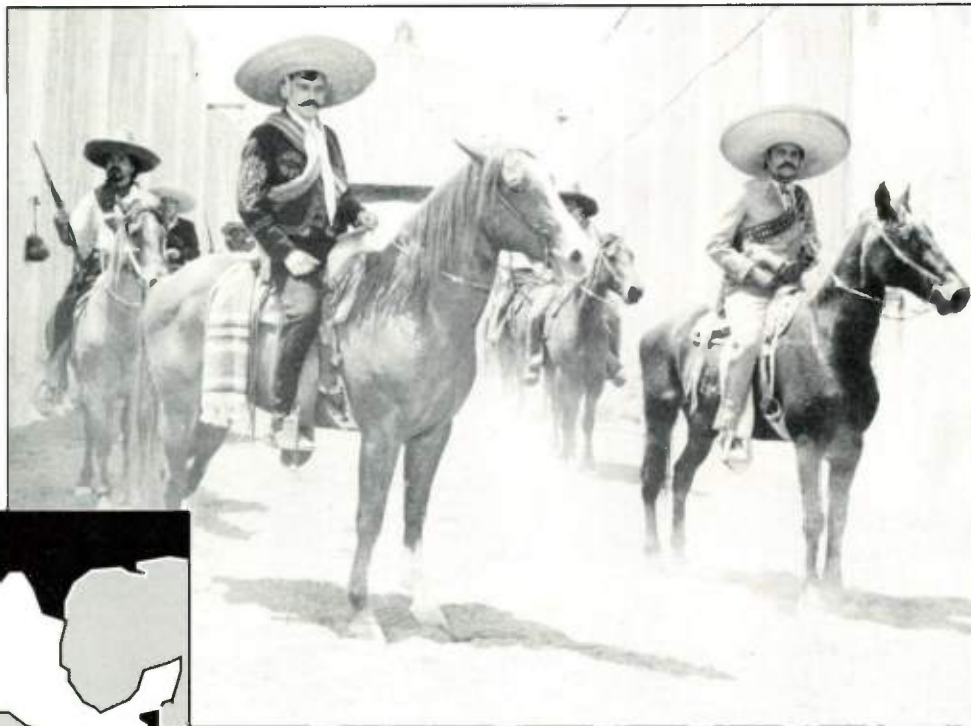
The series, which was divided into 180 20-minute shows that aired weeknights, averaged a 27.5 rating during the eight months it ran, according to its director, Raul Araiza.

While the story is interwoven with Mexican history, Mr. de Lascurain said in an interview that he believes the series' strong romantic content is in its favor when it comes to foreign sales.

"We are selling it abroad more as a love story than a historical drama series," he says.

The series will gross \$3.5 million from worldwide sales, according to Mr. de Lascurain's estimates. That's \$500,000 more than the total put up by Televisa and the Mexican Social Security Institute to finance the project.

Apart from the "captive markets" in most of Latin America, the show has already been bought by Italy's Rete 4, which will start screening it in December, Mr. de Lascurain said.



"Senda de Gloria," a TV series that some say is Mexico's best ever, is based on Mexican history between 1917 and 1938.



EYE ON MEXICO

He also expects to sell it to the People's Republic of China, as well as to several Spanish TV companies.

Despite that, "Senda de Gloria" was not made for commercial purposes and ran public service spots rather than paid advertising, according to its executive producer, Carlos Sotomayor.

"It was made to show Mexicans that we have been through a lot of crises before and that the economic crisis we are going through now is just one more of them," Mr. Sotomayor says. "The series shows that Mexico is bigger than the crisis."

The series portrays the fictional, well-

placed Alvarez family during the two decades following the revolution, when the Mexican economy was in ruins and its government was run by ruthless political bosses backed by the military.

One by one the Mexican political giants of the age make their appearance.

"We humanized the political leaders," said Mr. Araiza, when asked what made "Senda de Gloria" work. "Mexico's historical figures had always been looked upon as bronze statues."

The series, for example, shows President Plutarco Elias Calles in a dressing gown with a scotch in his hand, trying to sweat out a cold.

Another scene sees him keeping Lazaro Cardenas, his hand-picked successor as president, waiting for an hour and then greeting the new president with the question, "What's the problem, muchacho?"

"There was no censorship at all," said Mr. Araiza, whose film credits for American television include "Julius Caesar," with Anthony Quinn, and "Nefertiti," with Geraldine Chaplin.

"It's incredible that this should have happened in a country like Mexico where generally the censorship is greater than in the United States," Mr. Araiza said.

Fausto Zeron-Medina, the work's co-author and historian, agreed.

"The first that (Televisa President) Miguel Aleman and (Social Security head) Ricardo Garcia Sainz saw of the series was when it was on the air," he said.

The series was met with critical acclaim. For example, Roberto Ramirez, who has spent 30 years covering show business for Excelsior, the leading newspaper here, wrote that the series is the best ever produced for Mexican television.

In addition to starring Mexico's leading actor, Ignacio Lopez Tarso, and actress, Blanca Sanchez, the series features thousands of extras, including several hundred horsemen.

The show was shot in 17 locations, starting in December 1985 and ending last June.

"I'm exhausted," said Mr. Araiza. "I haven't left my home for several months. I feel alone and I feel as though I have dragged a train along for 30 months."

Much of the pressure, he says, was the result of producing the series, with its many special effects and battle scenes, so quickly.

"American companies would have taken six or seven years to film this series," Mr. Araiza says.

The production team's nerves were not helped by a late-night incident in September 1986 when six men, armed with submachine guns, held up 35 Televisa technical staff members in a hotel in the city of Tlaxcala. The staff members lost all of their valuables, Mr. Sotomayor said.#



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The U.S. Olympic ice hockey team will have five exhibition games on syndicated TV, four of them in prime time.

## Hockey team ready for prime time

By RICHARD TEDESCO  
Staff reporter

NEW YORK—The U.S. hockey team will hit national prime-time TV beginning this week as it begins its drive for a medal in the 1988 Winter Olympics.

Colorado Springs, Colo.-based Freedom Sports Network is syndicating a series of five Team USA exhibition games.

The five-game series from FSN starts Dec. 10 with Team USA against the U.S.S.R. national squad. The U.S. team faces off against the Soviets a second time on Dec. 19. Then it plays Olympic opponents Team Canada on Jan. 14 and 16 and Sweden on Feb. 8.

Of the five games, four will air in

prime time. The Saturday, Jan. 16, game will be played in the afternoon.

The broadcasts of the games against the U.S.S.R. have been cleared in 70 percent of U.S. TV homes, with the remaining three games drawing nearly 60 percent clearance, according to Ron DeLorenzo, FSN's president.

Stations that have cleared the games include 27 ABC affiliates, the network that has the Winter Olympics rights, and four CBS affiliates.

In grabbing the exclusive TV rights to the series, FSN got a high-profile event and is helping to promote U.S. amateur hockey at the same time, Mr. DeLorenzo said.

"We felt to be associated with an Olympic sport is something that is going

to help our identity in the industry," said Mr. DeLorenzo. "And we want to enlighten people about what the Amateur Hockey Association does."

FSN will make a 50/50 split of the game revenues with the U.S. Amateur Hockey Association, which granted the TV rights.

It also is considering providing a toll-free telephone number for viewers interested in making contributions to the AHA.

Stations carrying the games will split 26 minutes of ad time on the broadcasts with FSN. National barter advertisers include Procter & Gamble and Kodak.

The five games are part of a 54-game pre-Olympic schedule the U.S. team  
(Continued on Page 60)

# Syndicator set to launch three shows

By MARIANNE PASKOWSKI  
New York bureau chief

NEW YORK—Television Program Enterprises plans to launch two half-hour, first-run weekly syndicated programs for fall 1988: "Triple Threat" and "Dick Clark's Golden Greats."

In addition, TPE will begin selling 115 off-network half-hours of its "Fame, Fortune & Romance," available for January 1988.

All three programs will be distributed by TeleTrib, the joint distribution arm formed last June by the Tribune Co. and TPE, which is the production and distribution arm of Atlanta-based Cox Communications.

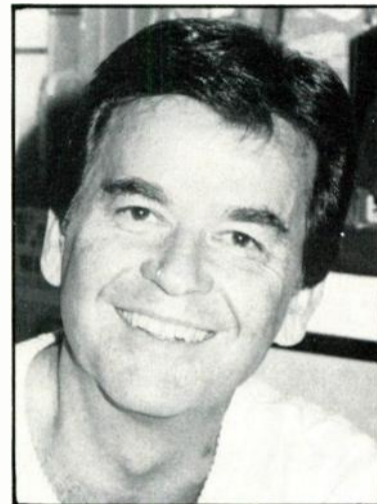
With the announcement of the three new programs, TeleTrib is now distributing a total of 24 series and 25 specials.

"Triple Threat" is a game show that features three generations of families in three rounds of competition. The family members try to identify songs from three sectors of the entertainment world.

"Dick Clark's Golden Greats," hosted by Dick Clark, will feature music from a collection of 20,000 rock 'n' roll performances in Mr. Clark's personal library.

Both of TPE's first-run shows will be available on a barter basis, the company said. Stations will keep 3½ minutes of local ad time and TPE will hold back 3½ minutes of national barter time.

"Fame, Fortune & Romance," hosted by Robin Leach, appeared on the ABC Television Network's daytime schedule from 1985 to 1986. It will be sold on a cash basis. #



DICK CLARK  
His 'Golden Hits' program slated

### SYNDICATION SPECIAL

Lorimar Telepictures has announced plans to exit the fee-spot business starting next September with the elimination of a series of 10 six-second paid promotional announcements from its "Love Connection" daily syndicated series. Revenues from the daily, which generate more than \$1 million a year for the company, will be replaced by the addition of a 30-second national barter spot to the program. The remaining 30 seconds will be filled by programming. Dick Robertson, a member of Lorimar's office of the president, said his company will not include fee spots in any new game shows, observing that "they do really junk up the programs." He declined to speculate on whether Lorimar's decision might be imitated by other syndicators, while acknowledging that some broadcasters and national advertisers have complained that the rapid-fire announcements contribute to on-air clutter.

Access Syndication is making available "Being with J.F.K." for fall 1988 to commemorate the 25th anniversary of the death of President John F. Kennedy, according to Access President Ritch Colbert. The show, which originally aired in 1979, is being offered on a cash-plus-barter basis. Stations that have cleared the two-hour documentary include KABC-TV, Los Angeles; WAGA-TV, Atlanta; KTVU-TV, San Francisco; KUTP-TV, Phoenix, Ariz.; KDNL-TV, St. Louis; WPLG-TV, Miami; and WCVG-TV, Milwaukee.

New York-based Viacom Enterprises, a division of Viacom International, has acquired an additional 82 hours of "Hawaii Five-O" from the CBS Television Network. The new hours are available for first-time syndication and will be offered in addition to the 200 hours of the show Viacom currently syndicates. The police action-adventure series,



Lorimar Telepictures plans to exit the fee-spot business starting next September with the elimination of a series of 10 six-second paid promotional announcements from its "Love Connection" daily syndicated series.

which featured Jack Lord, originally aired on CBS from 1968 to 1980.

"The Next President," a 13-part series of interviews with major presidential candidates conducted by David Frost, has been cleared in 121 markets serving 81 percent of U.S. TV

homes, according to Orbis Communications, the program's syndicator. The series, which began airing Nov. 29 and will continue through the New Hampshire primary in February, will air in each of the top 20 markets, mostly in weekend time slots. In addition, radio highlights of "The Next President" will

be heard on more than 64 Mutual Broadcasting System affiliates. The series is presented by U.S. News & World Report magazine and sponsored by the American International Group, a major insurance underwriter.

Republic Pictures Domestic Television has sold its "Hollywood Stars" classic movie package in seven additional markets, including KDFI-TV in Dallas, KSTW-TV in Seattle and WFTV-TV in Orlando, Fla. The 16-title package includes "Marjorie Morningstar," "The Enforcer" and "Only the Valiant."

New World Television plans to release New World Two, an 18-title movie package, beginning with the INTV convention Jan. 5 to 9 in Los Angeles. The lineup includes "Soul Man," "Beyond Therapy," "Death Before Dishonor" and "Wanted: Dead or Alive." The company expects revenues of about \$1 million per film, based on the success of its New World One package.

A new daily half-hour strip "about scandals past and present" is being developed for possible syndication for fall 1988 by Three Big-shot Productions. Executive producers are Loreen Arbus and Meredith MacRae. Ms. MacRae will be a co-host. "Scandals" is to be produced in association with Stephen J. Cannell Productions for distribution by TeleVentures, a syndication partnership between Cannell, Tri-Star Pictures and Witt-Thomas Productions. The magazine series will examine "the rules, forms and regulations that people abide by but regularly break (in) the worlds of politics, sports, business, entertainment, medicine and science," Ms. Arbus says. Philip Reeder has been named the show's producer, writer and director. Ms. MacRae recently co-hosted Lorimar's ill-fated "Value-Television" home-shopping program. #



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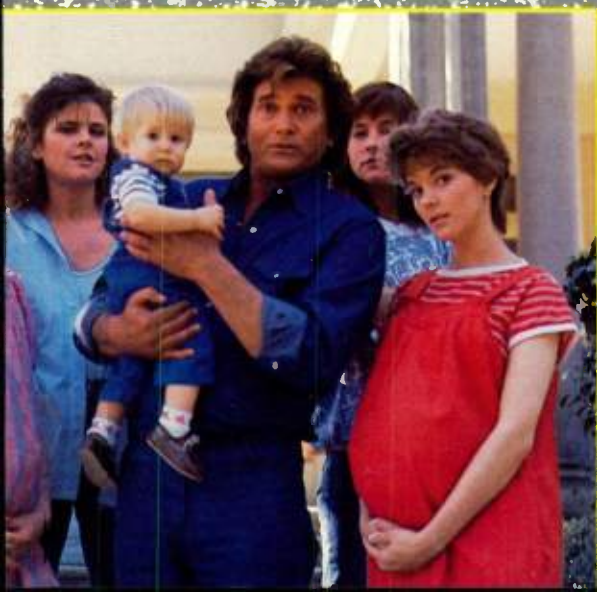
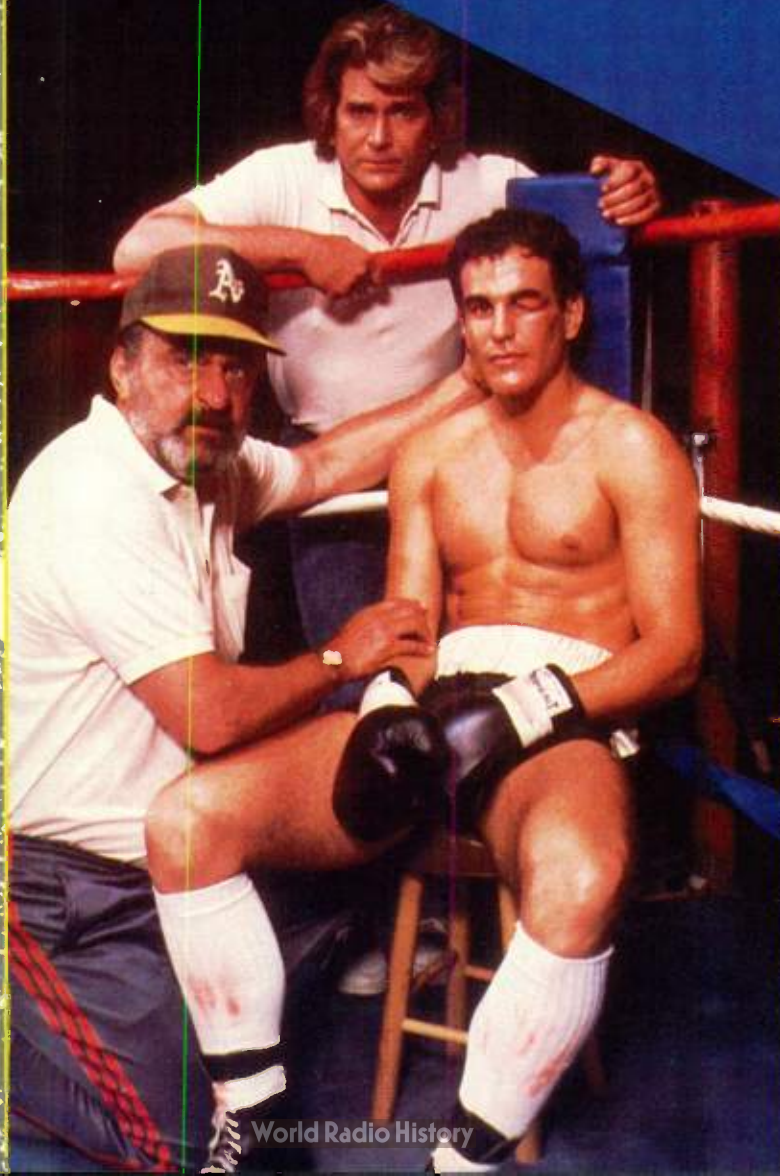
NEW WORLD TELEVISION GROUP



# To Success!

## *Highway to* **HEAVEN**

Starring  
Michael Landon  
and Victor French





# White DJ thrives on black-oriented FM



**MARY THOMAS**  
Urban-contemporary DJ

By **ADAM BUCKMAN**  
Staff reporter

NEW YORK—When radio personality Mary Thomas meets her listeners in person, they're often surprised.

That's because Ms. Thomas is a rarity in the radio business: a white air personality on a black-oriented radio station—urban contemporary WBLS-FM in New York.

"When I meet people for the first time who think I'm black—whether they're white or black—most people are open enough to say, 'I thought you were black,'" she says.

"My response is: 'Surprise! I hope it doesn't make any difference.'"

In black-oriented radio, white air personalities are hard to find. But the blonde, blue-eyed Ms. Thomas has prospered as an urban contemporary air personality since 1979.

Today, Ms. Thomas, 44, appears firmly established as host of the midday shift (10 a.m. to 2 p.m.) on WBLS, which is owned by Inner City Broadcasting.

"On most black radio stations, that is very rare," says Terri Avery, program director at urban

contemporary KMJQ-FM in Houston.

"She relates to the audience without talking down to them. That's the key," says Ms. Avery, a member of the board of the Young Black Programmers Coalition, an industry group.

Ms. Thomas's program attracts 3.2 percent of New York's midday radio audience, according to Arbitron Ratings Co.'s summer 1987 ratings report.

Arbitron says her shift is heard by 6.2 percent of listeners 12 to 24 years old, one of WBLS's principal targets and a group composed primarily of black and Hispanic youths.

But when she began her career as a disc jockey in 1979 at disco-formatted WKTU-FM in New York, Ms. Thomas felt like a fish out of water.

"I was a white, blonde woman roller-skating through a black world, and I stood out like a sore thumb," she recalls.

Prior to working at WKTU, she had seldom interacted with blacks. In her childhood hometown of suburban Bergenfield, N.J., "there were maybe two black families in the whole town," Ms. Thomas says.

"I had literally no knowledge of the black world at all."

Today, after years of live appearances and remote broadcasts from some of New York's blackest neighborhoods, she says she's established a rapport with her fans.

"We went out to the streets—to Harlem and Brooklyn—and the kids are very open. They say whatever they feel and if they had not accepted me, I would have run the other way," Ms. Thomas says.

Ms. Thomas entered the radio business in the mid-1970s as a secretary at WDHA-FM in Dover, N.J. She took the job because she was in the middle of divorcing her first husband and needed a way to support herself and her two children.

She ended up working as an announcer there and at another station before being persuaded to jump to WBLS in the early 1980s by the station's program director and star air personality, Frankie Crocker. She says her association with Mr. Crocker made her more acceptable to the black community.

She eventually left WBLS to join another New York urban station, WRKS-FM. But after a short time, she was lured back to WBLS, where she's worked for four years. Her contract expires at the end of December 1988. #

## NETWORK PRIME-TIME RATINGS

A.C. Nielsen Co. average ratings/shares for the week of Nov. 23 to Nov. 29.

	8 p.m.	9 p.m.	10 p.m.
<b>Monday</b>	abc MacGyver 13.2/21	NFL Monday Night Football: Rams vs. Redskins 19.0/33	
	cbs Frank's Place 11.4/17	Kate & Allie 14.1/21	Newhart 18.1/27
	nbc ALF 18.9/29	Valerie's Family 16.1/24	Designing Women 17.1/26
<b>Tuesday</b>	abc Who's the Boss? 20.7/32	Growing Pains 20.7/31	Rolling Stone Magazine 20 Years 12.3/20
	cbs Charlie Brown 11.2/17	First Kiss 12.3/19	Special Movie Presentation: The Gambler III, Part 2 17.4/29
	nbc Tuesday Movie of the Week: The Karate Kid 14.1/22	Crime Story 11.3/20	
<b>Wednesday</b>	abc Perfect Strangers 13.9/25	Head of the Class 14.5/25	Hooperman 15.0/26
	cbs The Oldest Rookie 8.5/15	Special Movie Presentation: Gandhi, Part 1 8.0/14	
	nbc Highway to Heaven 13.7/24	A Year in the Life 12.5/22	Dynasty 13.3/25
<b>Thursday</b>	abc Sledge Hammer! 6.4/13	Charmings 6.1/12	ABC Thursday Night Movie: Norman Rockwell Breaking Now 9.7/19
	cbs Bugs Bunny 11.6/23	Daffy Duck 13.0/25	Special Movie Presentation: Gandhi, Part 2 7.6/15
	nbc The Cosby Show 18.6/37	A Different World 16.9/33	Cheers 19.5/36
<b>Friday</b>	abc Full House 9.4/17	I Married Dora 9.1/16	Mr. Belvedere 9.8/17
	cbs Beauty and the Beast 12.7/22	Dallas 15.7/27	
	nbc Disney Celebrity Circus 13.0/23	Friday Movie of the Week: Police Academy 14.7/26	
<b>Saturday</b>	abc ABC Movie Special: Smokey and the Bandit, Part 2 8.5/15	Hotel 8.4/16	
	cbs CBS Saturday Movie: Agatha Christie Murder 9.7/17	West 57th 7.9/15	
	nbc Facts of Life 16.4/29	227 18.9/33	Golden Girls 22.9/39
<b>Sunday</b>	abc Disney Sunday Movie 11.4/17	Spenser: For Hire 10.9/15	Las Vegas: 75th Anniversary 15.1/23
	cbs 60 Minutes 24.0/35	Murder, She Wrote 23.4/33	CBS Sunday Night Movie: The Long Journey Home 21.3/34
	nbc Our House 12.7/19	Family Ties 20.2/28	My Two Dads 17.7/25

## AGB HOUSEHOLD RATINGS

For the week of Nov. 23 to Nov. 29

	Rating/share
1. Golden Girls	NBC 24.9/39
2. 60 Minutes	CBS 24.5/37
3. Murder, She Wrote	CBS 24.3/35
4. The Cosby Show	NBC 22.6/44
5. Growing Pains	ABC 21.5/33
6. Amen	NBC 21.3/34
(t) Who's the Boss?	ABC 21.3/34
8. Newhart	CBS 20.7/32
9. Hunter	NBC 20.6/35
10. CBS Sunday Night Movie	CBS 20.5/33
11. 227	NBC 20.4/32
12. Cheers	NBC 20.2/39
(t) ALF	NBC 20.2/32
14. Different World	NBC 19.9/37
15. Family Ties	NBC 19.8/29
16. Facts of Life	NBC 19.2/31
17. Designing Women	CBS 18.9/29
18. CBS Special Movie	CBS 18.5/30
19. My Two Dads	NBC 17.6/25
20. NFL Monday Night Football	ABC 17.5/33
21. Night Court	NBC 17.2/25
(t) Valerie's Family	NBC 17.2/27
23. Mama's Boy	NBC 17.0/33
24. Kate & Allie	CBS 16.8/26
25. NBC Friday Movie	NBC 16.7/30
26. This Is Your Life	NBC 16.5/33
27. Hooperman	ABC 16.3/28
28. Dallas	CBS 16.0/28
29. Walt Disney World Celebration	NBC 15.7/28
30. Head of the Class	ABC 15.6/26
31. Highway to Heaven	ABC 15.1/25
32. Jay Leno's Family Comedy	NBC 14.9/28
33. Perfect Strangers	ABC 14.6/25
34. Las Vegas: 75th Anniversary	ABC 14.4/22
35. NBC Tuesday Movie	NBC 14.3/22
(t) Falcon Crest	CBS 14.3/26
37. Cagney & Lacey	CBS 14.1/25
38. A Year in the Life	NBC 13.9/24
39. Frank's Place	CBS 13.8/22
40. Unsolved Mysteries	NBC 13.6/22
41. Monday Night at the Movies	NBC 13.5/23
42. Beauty and the Beast	CBS 13.3/23
(t) Beverly Hills Buntz	NBC 13.3/20
44. Daffy Duck's Thanks-for-giving	CBS 13.0/24
45. MacGyver	ABC 12.9/21
46. The 'Slap' Maxwell Story	ABC 12.4/22
47. 20th Anniversary Rolling Stone	ABC 12.3/20
48. Our House	NBC 12.2/19
49. Your First Kiss, Charlie Brown	CBS 12.1/19
50. 20/20	ABC 11.4/21
51. Charlie Brown's Thanksgiving	CBS 11.3/18
(t) Disney Sunday Movie	ABC 11.3/18
(t) Dynasty	ABC 11.3/21
54. Bugs Bunny's Thanksgiving	CBS 11.1/22
55. Spenser: For Hire	ABC 10.8/16
56. ABC Saturday Movie	ABC 10.5/17
57. Mr. Belvedere	ABC 10.3/18
58. Crime Story	NBC 10.1/17
59. Hotel	ABC 10.0/17
60. Oldest Rookie	CBS 9.5/16
61. CBS Saturday Movie	CBS 9.4/15
62. ABC Thursday Night Movie	ABC 9.3/18
63. West 57th	CBS 9.1/16
64. Full House	ABC 8.3/15
65. I Married Dora	ABC 8.2/14
66. CBS Special Movie (Thursday)	CBS 8.1/16
67. CBS Special Movie (Wednesday)	CBS 8.0/14
68. Pursuit of Happiness	ABC 7.9/14
69. The Charmings	ABC 7.3/14
(t) Sledge Hammer!	ABC 7.3/14

Source: A.C. Nielsen Co.



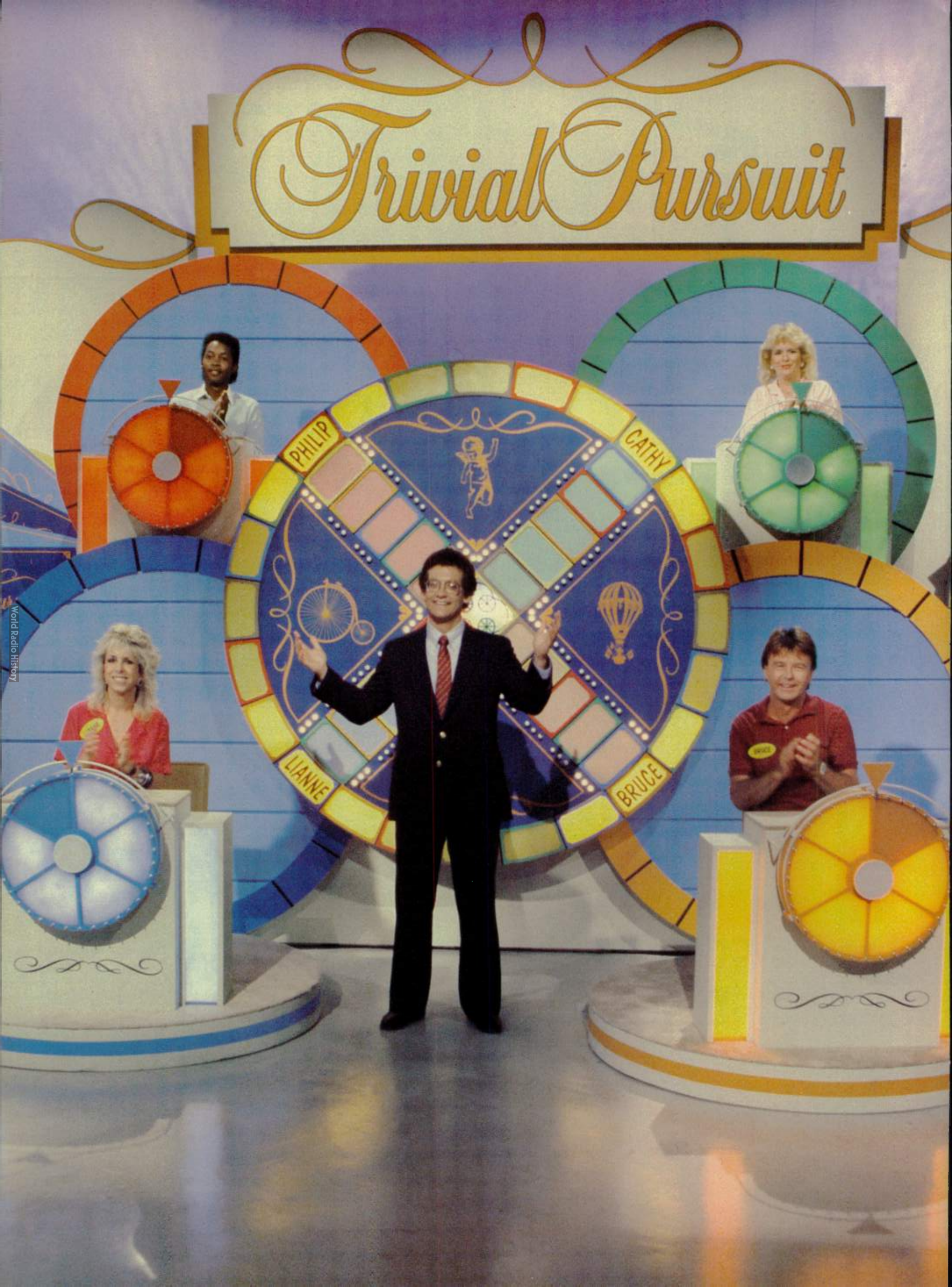


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Other producers are turning favorite family games into TV shows—why the Trivial Pursuit game?



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# Analysts see trouble spots ahead for TV

In the wake of Black Monday and continued economic instability, Wall Street's top media analysts have offered interesting forecasts of what lies ahead for the electronic media industry.

The analysts' reports, issued during the past month, outline the potential trouble spots for companies, but also manage to find some silver linings inside the dark clouds.

On the gloomier side, Richard MacDonald, analyst for First Boston, said "the utter shattering of investor confidence" caused by the 500-point stock plunge on Oct. 19 "significantly altered the economics of the TV industry."



**BUSINESS BEAT**

Diane Mermigas

predicted.

On the other hand, multiple cable system operators "could be almost totally unaffected by the market crash" or possible recession, he said.

Among the possible benefits for cable is increased demand for its programming services if consumers begin cutting back on other forms of leisure-time spending.

Mr. MacDonald's report for First Boston includes radically revised recommendations for stock buys. Among the survivors are Capital Cities/ABC, Time Inc., Tribune Co., ATC and Comcast Corp.

But if the continued stock slide leads to a recession, there actually could be some good news for certain companies, according to some analysts.

Raymond Katz, analyst for Mabon, Nugent & Co., believes Warner Communications and Comcast Corp. will perform best in a recessionary period because of strong cash flow and good operations management.

Others, like CBS, could retain their value because of their swollen cash resources, he said.

Alan Kassan, analyst for Shearson Lehman Brothers, says that of all the media, television would be the least affected by a recession.

In a Nov. 25 report, Mr. Kassan examined what occurred during recessionary periods in 1974-75 and 1982. Despite tough economic times, network revenues and advertising dollars made healthy advances.

He pointed out that network TV revenues increased 9 percent in 1974, 7.5 percent in 1975 and 11.4 percent in 1982, far exceeding advertising gains in the print media.

Also, national spot revenues rose 8.7 percent in 1974, 8.4 percent in 1975 and 16.9 percent in 1982. And local TV ad revenues increased 8.7 percent in 1974, 10.1 percent in 1975 and 12.4 percent in 1982.

But there are still many potential economic pitfalls, beyond just the stock market situation.

Mr. Kassan, for example, projects that future network TV earnings will remain "volatile." The continued decline of audience viewing levels will mean the recent strength in network advertising prices will be short-lived, he said.

Mr. Kassan said high stock prices posted earlier this year by CBS and Cap Cities/ABC reflected anticipated "above-normal demand" for TV advertising next year as a result of the elections and the Olympics.

Also, Mr. MacDonald, in a Nov. 12 report, observed that national spot television appears to be falling short of the 8 percent to 9 percent increases expected in the fourth quarter, even before October's stock market crash.

A survey of station groups found that Cap Cities/ABC was the only such group whose pace of national spot ads was running ahead of last year.

Mr. MacDonald said there is no evidence that the explosive price increases of the upfront marketplace this year have flowed through to the national spot TV market.

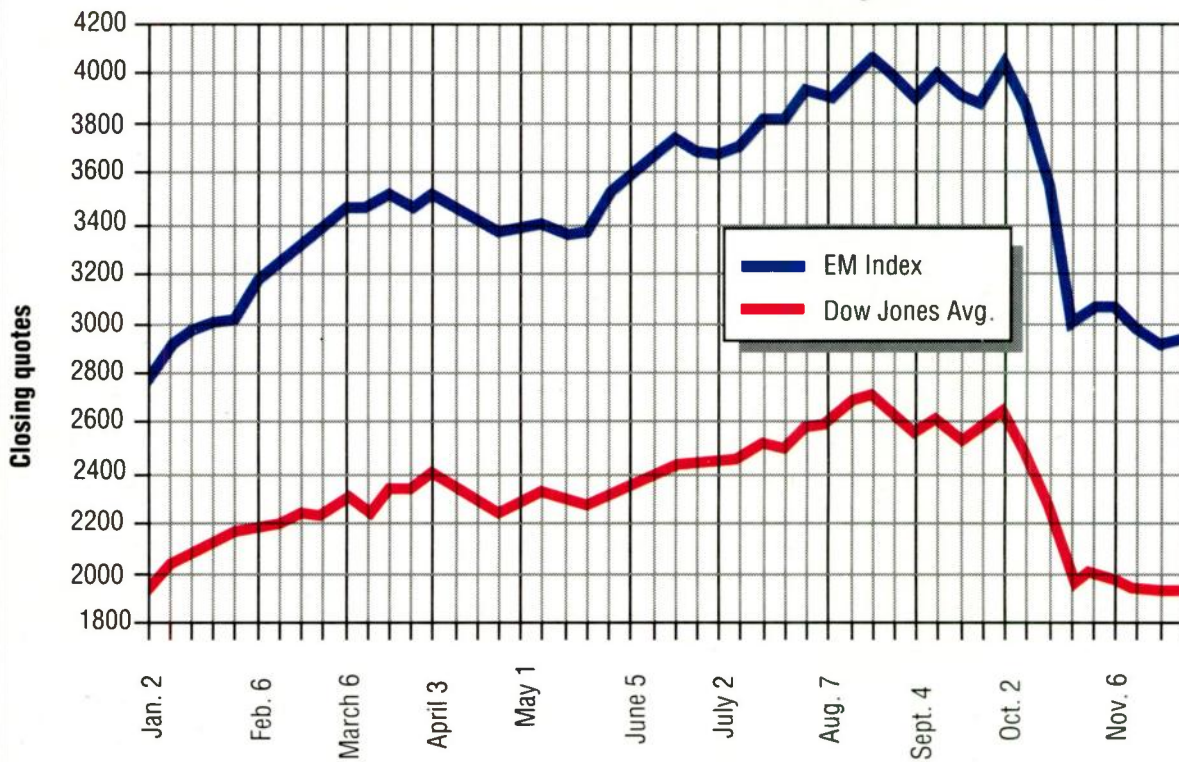
Additionally, according to Mr. Kassan's forecast, there's an above-average risk that newspaper earnings could be disappointing in 1988, which could translate into additional drawbacks for publishing-related multimedia concerns, including Tribune, Knight-Ridder and Gannett.

Entertainment companies, involved in producing and distributing theatrical film releases, face a mixed bag of economic predictions.

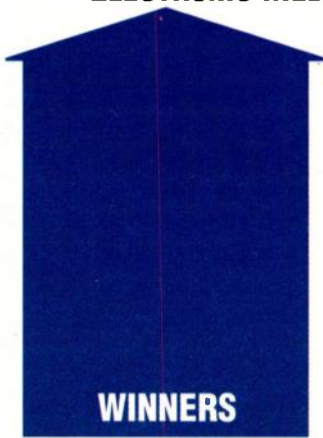
Gulf & Western, Disney and MCA "have relatively high visi-

(Continued on Page 48)

## ELECTRONIC MEDIA stock index vs. Dow Jones average

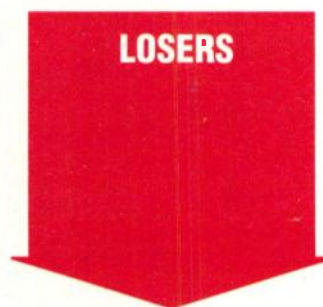


## ELECTRONIC MEDIA stock index results for the week ended Nov. 27



	Nov. 20	Nov. 27	Change
King World	\$15.38	\$17.38	13.00%
Home Shopping	\$5.88	\$6.63	12.76%
Tribune Co.	\$34.38	\$36.50	6.17%
Comcast	\$20.75	\$22.00	6.02%
Gulf & Western	\$67.75	\$70.63	4.25%
Scripps Howard	\$73.50	\$76.00	3.40%
Multimedia	\$44.50	\$46.00	3.37%
Disney	\$53.00	\$54.75	3.30%
Cap Cities/ABC	\$316.50	\$326.00	3.00%
A.H. Belo	\$48.00	\$49.00	2.08%
Turner Broadcasting	\$8.13	\$8.25	1.48%
TCI	\$20.00	\$20.25	1.25%
CBS	\$162.50	\$164.38	1.16%
Time Inc.	\$76.75	\$77.38	0.82%

	Nov. 20	Nov. 27	Change
United Cable	\$21.13	\$20.88	-1.18%
Jones Intercable	\$9.50	\$9.38	-1.26%
Cablevision	\$22.13	\$21.75	-1.72%
Gannett	\$35.50	\$34.50	-2.82%
General Electric	\$45.25	\$43.88	-3.03%
Coca-Cola	\$39.75	\$38.25	-3.77%
Viacom	\$16.00	\$15.25	-4.69%
Lorimar Telepictures	\$9.75	\$9.25	-5.13%
MCA	\$35.88	\$33.50	-6.63%



Source: Nordby International

# TVB: Ad expenditures up 4.5%

Total combined expenditures for local, national spot, network and national syndication TV advertising increased 4.5 percent for the first nine months of 1987, according to the Television Bureau of Advertising. Total expenditures for the period were \$16.3 billion, compared to \$15.6 billion in 1986. The largest dollar gain was in local advertising, which was up 5.9 percent for the nine-month period, totaling \$4.8 billion. National spot was up 4 percent, totaling \$4.7 billion, while network TV spending was up 1.4 percent, totaling \$6.1 billion. National syndication totaled \$552 million, up 41.9 percent from last year. The 1987 syndication figures for the first time include Fox Network ad expenditures; no Fox revenues were included in the 1986 data.

Austin, Texas-based Norman Fischer & Associates recently arranged two radio station transactions: Wiskes/Abaris Communications of Colorado Springs, Colo., sold KIKX-FM, Colorado Springs, and KQIZ-FM,

## BUSINESS BRIEFS

Amarillo, Texas, to San Francisco-based First Sierra Communications for \$6.2 million; and Benton Broadcasting Corp. of Benton, La., sold KDKS-FM in Benton to Dallas-based Dowe Co. for \$2 million. Both transactions are subject to FCC approval.

The Travel Channel's equity offering has been approved by the Securities & Exchange Commission, according to the basic-cable service. Shares are being offered to multiple system operators in exchange for subscribers. A maximum of 3.5 million shares, or 37 percent of common stock, are being made available.

Raleigh, N.C.-based Capitol Broadcasting Co. has acquired Metro-Crescent Communications of Belmont, N.C. Metro-Crescent operates independent WJZY-TV in Charlotte, N.C., which began broadcasting March 10. Capitol

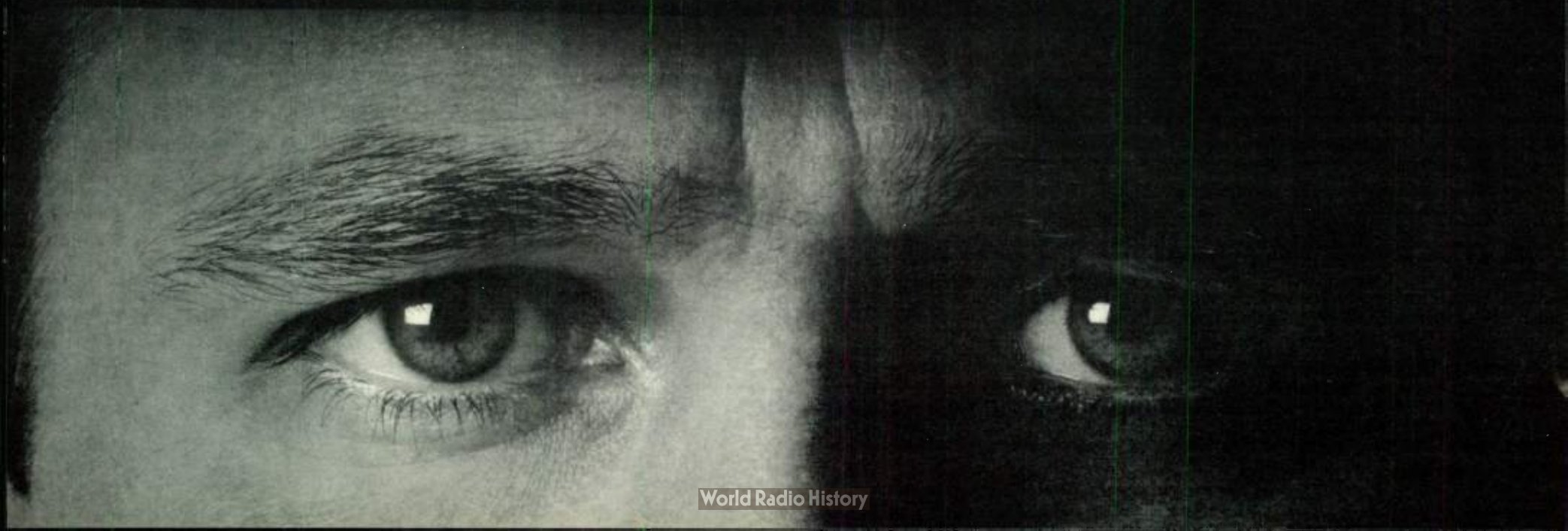
purchased 49 percent of Metro-Crescent stock last March and now owns 100 percent of the company's stock. The FCC has approved the deal. Capitol now owns two TV stations; the firm also operates WRAL-TV, the CBS affiliate in Raleigh.

WesternWorld-Samuel Communications reported a net loss of \$464,000 for the third quarter ended Sept. 30, compared to a \$1.1 million loss for the same period a year earlier. The Los Angeles-based multimedia firm reported revenues for the quarter totaled \$3.2 million, compared to \$444,000 for the same period in 1986. For the first nine months of the year, the company reported a \$918,000 loss on \$7.6 million in revenues.

National Video Inc. reported a net loss of \$465,901 on revenues of \$2.2 million for the second quarter ended Sept. 30, compared to net income of \$114,256 on revenues of \$1.8 million for the same period last year.



# CRIMINAL PAYS!





# ANNID CRIMEWATCH

## AMERICA'S NIGHTLY



### VIEWERS ARE EAGER TO TURN TO CRIME!

Across the country, the network dramas and syndication specials that capture the highest ratings are almost always crime oriented. Now, Orion introduces Crimewatch Tonight, a national, network quality program dedicated solely to crime related coverage.



### WE CAPTURE IT DAILY!

With a hard-hitting half-hour every weekday, Crimewatch Tonight will cover every facet of crime. From white collar crime to terrorism; from espionage to the mob; from street crime to government corruption; from crimes of passion to crimes of compassion.



### THE WORLD IS OUR BEAT!

Fed daily, we'll use the latest satellite technology to deliver the hottest crime stories. Our anchors and field producer/reporters will tackle the world of crime each day, utilizing our own national bureaus, plus TV stations, newspapers and wire services in the U.S. and overseas.



# PAYYS!

# TONIGHT

## CRIME REPORT



### IT'S A CRIME NOT TO BUY IT!

Crimewatch Tonight is Executive Produced by Reese Schonfeld, founding President of CNN. Crimewatch Tonight is a natural companion to your news programming as well as powerful counter programming to game shows, magazines and sit-coms. With a unique format and highly focused concept, Crimewatch Tonight delivers the payoff in Prime Access.

Crimewatch Tonight.  
When you're ready to deal in hot goods,  
call Orion, your partners in crime.

**ORION**<sup>®</sup>  
TELEVISION SYNDICATION



## WHO'S NEWS

## Broadcast TV

**Lorin Salob** to senior vice president of production, New World Television Productions, Los Angeles, from vice president of the television division, Tri-Star Pictures, Los Angeles.

Three divisional vice presidents have been named by Katz Continental Television, New York. They are **Michael Spiesman**, manager of the Southeast station group; **Mark Ryan**, manager of the South Central station group; and **Margaret Caputo**, manager of the West Central station group. Also, **Pepper Gould** to vice president, Katz Television Group, Houston. He will continue as sales office manager.

**Gail Brekke** to general manager at KITN-TV, Minneapolis, from general manager at WGBO-TV, Chicago.

**Mary Jane Roark** to director of affiliate promotion, NBC, Los Angeles, from senior news producer for the advertising and promotion department, KNBC-TV, Burbank, Calif.

**Allan Howard** to president and general manager, KHOU-TV, Houston, from vice president and general manager, KXTV-TV, Sacramento, Calif.

**Genevieve Piturro** to director of creative services, All American Television, New York, from manager of promotion and publicity.

**Donita Todd** to director of operations, WDCA-TV, Washington, from station manager, WBFS-TV,



**MARY JANE ROARK**  
NBC



**JIM RICKS**  
Barris Program Sales



**BOB COOK**  
Barris Program Sales



**ANN MILLER**  
KTVU-TV



**LEE SALZBERGER**  
KOTV-TV



**STEFAN PELESCHUK**  
ML Media Cable TV



**MANUEL GALLEGOS**  
KFTY-TV



**LORIN SALOB**  
New World Television

Miami.

**Ann Miller** to director of programming and community affairs, KTVU-TV, Oakland, Calif., from program director, KPIX-TV, San Francisco.

**Lee Salzberger** to president and general manager, KOTV-TV, Tulsa, Okla., from vice president of administration, A.H. Belo Corp., Dallas.

**Jon Findley** to program director, WNYW-TV, New York, from program director, KDAF-TV, Dallas.

**Carolyn Roberts** to promotion director, KDRV-TV, Medford, Ore., from senior promotion producer, KRBK-TV, Sacramento, Calif.

## Cable TV

**Stefan Peleschuk** to vice president and controller of ML Media Cable TV, Greenwich, Conn., from controller.

**Frank DeRose** to manager of on-air promotion, a new post, USA Network, New York, from senior producer of on-air promotion, WPIX-TV, New York. Also, **Chris Gross** to senior producer from writer/producer.

**Janice Ruh** to director of marketing information, United Video, Tulsa, Okla., from marketing and communications manager, C-E Natco, Tulsa.

**Meredith Breitbarth** to director of marketing, Viacom Satellite Networks, New York, from marketing manager, Viacom Network Enterprises, New York.

## Radio

**Johnny Biggs**, senior management executive for ABC Watermark, Los Angeles, producer of "American Top 40 with Casey Kasem" and "American Country Countdown," will resign in January.

**Sheila O'Connor** to vice president of sales, WCLR-FM, Chicago, from general sales manager. Also, **David McKay** to air personality from midday host, WLTJ-FM, Detroit.

**Barbara Crooks** to advertising sales manager, Satellite Music Networks, New York, from executive vice president, John Blair & Co.'s Radio Representation Division, New York. She replaces **Mel Diamond**, who was named director of special projects.

**Luanne Cheney** to national sales coordinator, WINS-AM, New York, from account executive.

**David Landau** to senior producer, "Classic Cuts," MJI Broad-

casting, New York, from producer. Also, **Peter Bochan** to technical director from producer, "Shortcuts," WBAI-FM, New York; **Ross Conrad** to technical assistant, "Rock Today," from morning producer, WMCA-AM, New York; **Steve Carthy** to technical assistant, "Direct Hits," from assistant engineer, Greene Street Studios, New York; and **Russell Hogan** to line producer, "Country Quiz."

**Bernard Gershon** to associate news and programming director, WCBS-AM, New York, from news director, WOR-AM, New York.

## Journalism

**Arlene Bolton** to executive producer, CBS Radio Stations News Service, Washington, from writer and producer, KCBS-AM, San Francisco.

**Ed Walsh** to news director, WOR-AM, New York, from news director and afternoon anchor, KFYI-AM, Phoenix. Also, **Sam Hall** to morning news anchor, WOR-AM, from news director and morning anchor, WSB-AM, Atlanta.

**Michael Burke** to executive producer, KARE-TV, Minneapolis, from news director, WGGB-TV, Springfield, Mass. Also, **Scott Stachowiak** to managing editor from 10 p.m. newscast producer, and **Cyndy Brucato** to reporter from anchor, KSTP-TV, Minneapolis.

**David Dutch** to executive producer of news broadcasts, WKYC-TV, Cleveland, from newswriter and producer, WNBC-TV, New York.

**Manuel Gallegos** to producer for 6 p.m., 7:30 p.m. and 11 p.m. newscasts, KFTY-TV, Santa Rosa, Calif., from assistant producer, KRON-TV, San Francisco.

**Lonnie Lardner** to co-anchor of the 8 p.m. newscast, KHJ-TV, Hollywood, Calif., from reporter, KABC-TV, Los Angeles.

**Alan Mendelson** to money reporter, KTTV-TV, Los Angeles, from business consumer reporter, WTJV-TV, Miami.

## Syndication

**Jim Ricks** to senior vice presi-

dent and general sales manager, Barris Program Sales, Beverly Hills, Calif., from Southeastern region sales representative, Orion Television, Atlanta. Also, **Bob Cook** to West Coast region vice president from vice president of marketing, World Events Productions, Los Angeles; **Jay Silha** to Midwest region vice president from Midwest region vice president, Coca-Cola Telecommunications, Chicago; and **Buddy Brooks** to Southeastern region vice president from manager of South-eastern region.

## Other

**Michael Pollack** to senior vice president at RKO Theatres Video, New York, from president of Metro Video Distributors, New York. Also **Kenneth Molnar** to vice president and director of operations and administration from director of computer operations.

**James Johnson** to executive vice president and chief financial officer, ITC Entertainment Group, New York, from executive vice president, Balcort Entertainment Co. Ltd., New York.

**Patrick O'Brien** to vice president and controller, Price Communications Corp., New York, from vice president of finance and chief financial officer, RCA/Columbia Pictures International Video, New York. He replaces **Kim Meltzer**, who was named vice president of broadcasting.

**Richard Raynis** to vice president of production, DIC Enterprises, Encino, Calif., from producer and director.

**Arthur Barron** will step down as president of entertainment operations, Gulf & Western Inc., New York, in February 1988 and will concentrate on special projects before retiring in July 1989. Mr. Barron's duties will be assumed by **Frank Mancuso**, chairman and chief executive officer, Gulf & Western-owned Paramount Pictures.

**Yuri Rasovsky** to special assistant to the president, Museum of Broadcast Communications, Chicago. He is the founder, president and producer of the National Radio Theater of Chicago.

**Robert G. Rullman**, senior scientist at AT&E Corp., San Francisco, was named a delegate to International Radio Consultative Committee, Geneva, the international body that sets worldwide technical standards for radio and television broadcasting.

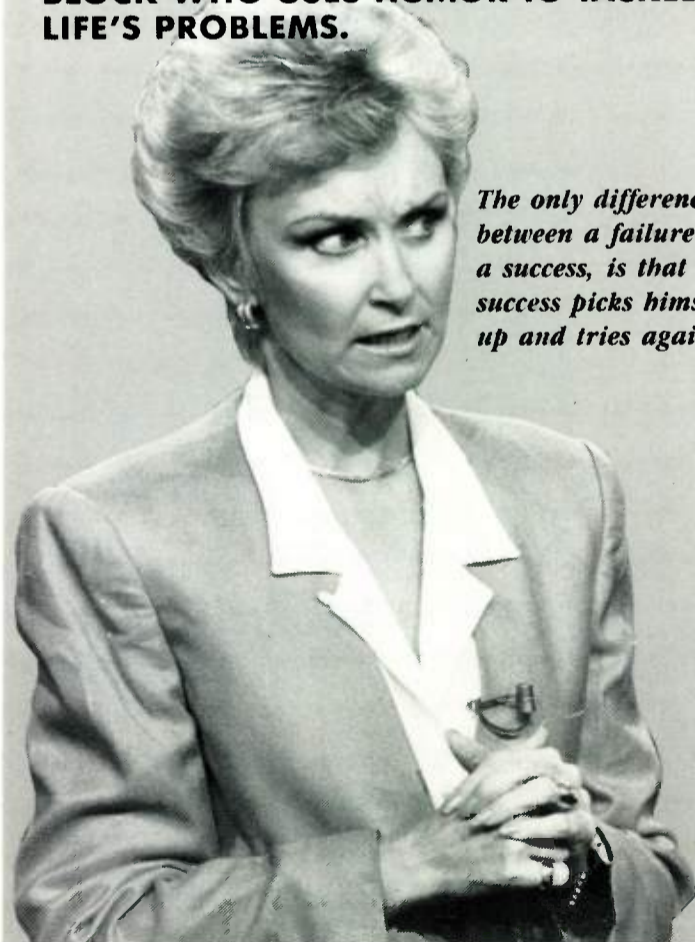
**Leo Galanis** to helicopter pilot, KUSA-TV, Denver, from helicopter pilot, KWTW-TV, Oklahoma City. Mr. Galanis continues as president of the National Broadcast Pilots Association.

## Obituary

**J. Howard Pyle**, former two-term Arizona governor and radio broadcaster, died Nov. 29. He was 81. Before beginning his political career, Mr. Pyle was vice president, program manager and announcer for the Arizona Broadcasting System and was a World War II correspondent for his own stations and for NBC radio.

**Betty Corday**, executive producer of the NBC daytime drama "Days of Our Lives" and executive consultant to the CBS daytime drama "The Young and the Restless," died on Nov. 17. Ms. Corday was 75.#

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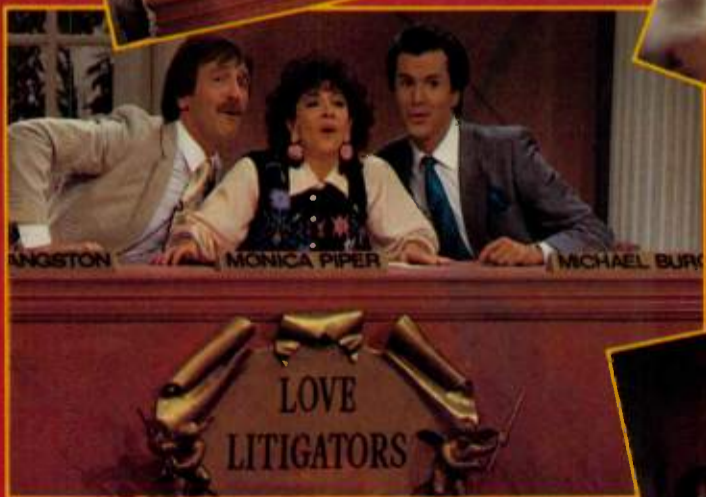


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## CALENDAR

## December

Dec. 8, **Los Angeles Television Representatives Association meeting**, Le St. Germain, Los Angeles. Information: MaryBeth Brown, 213-937-4644.

Dec. 8, **Technical seminar** sponsored by the Central Illinois Society of Cable Television Engineers, Sheraton Inn, Bloomington, Ill. Information: Tony Lasher, 800-252-1101.

Dec. 9, "An Introduction to Community Access Television" orientation sponsored by the Chicago Access Corp., Chicago Access Corp. Center, Chicago. Information: Jose Andrade, 312-738-1400.

Dec. 9, **Technical seminar** sponsored by the greater Chicago chapter of the Society of Cable Television Engineers, Embassy Suites Hotel, Schaumburg, Ill. Information: John Grothendick, 312-438-4200.

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

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

Dec. 19, "An Introduction to Community Access Television" orientation sponsored by the Chicago Access Corp., Chicago Access Corp. Center, Chicago. Information: Jose Andrade, 312-738-1400.

## January

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

Jan. 7-10, **Winter Consumer Electronics Show**, Las Vegas Convention

Center, Las Vegas. Information: Dennis Corcoran, 202-457-8700.

Jan 11-12, **13th annual course on investing in broadcast stations** sponsored by Federal Publications, Georgetown Inn, Washington. Information: J.K. VanWycks, 202-337-7000.

Jan. 11-12, **Burns Media Consultants radio studios seminar**, Registry Hotel, Los Angeles. Information: Elizabeth Curran, 800-821-8035.

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

Jan. 15, **Cabletelevision Advertising Bureau cable TV political advertising workshop**, Cannon House Office Building, Washington. Information: Lloyd Trufelman, 212-751-7770.

Jan. 16-18, **Cable session for the January press tour** sponsored by the National Cable Forum, Sheraton Redondo Beach, Redondo Beach, Calif. Information: Jim Boyle, 202-775-3629.

Jan. 18-20, **National technical seminar** sponsored by the Florida chapter of the Society of Cable Television Engineers, Hyatt Hotel, Orlando, Fla. Information: Richard Kirn, 813-924-8541.

Jan. 19, "How to Find Investors for Your Entertainment Project" seminar sponsored by the Chicago chapter of the Recording Academy, Loop College, Chicago. Information: Jay Ross, 312-372-1575.

Jan. 22, **Ninth annual ACE Awards—non-televised presentation**, Century Plaza Hotel, Los Angeles. Information: Susan Detwiler, 202-775-3611.

Jan. 23-26, **Radio Advertising Bureau managing sales conference**, Hyatt Regency, Atlanta. Information: Wayne Cornils, 212-254-4800.

Jan. 24, **Ninth annual ACE Awards—televised presentation**, Wiltern Theater, Los Angeles. Information:

Susan Detwiler, 202-775-3611.

Jan 25-29, **MIDEM International Record, Music Publishing and Video Music Market**, Palais de Festival, Cannes, France. Information: Barney Bernhard, 212-967-7600.

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

## February

Feb. 1, **Minnesota Broadcasters Association sales seminar**, Sheraton Park Place Hotel, Minneapolis. Information: Laura Niemi, 612-926-8123.

Feb. 2-3, **Arizona Cable Television Association's 1988 annual meeting**, Hyatt Regency, Phoenix, Ariz. Information: 602-257-9338.

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

Feb. 7-12, **National Association of Broadcasters management development seminars** for broadcast engineers, University of Notre Dame, South Bend, Ind. Information: Tom Keller, 202-429-5346.

Feb. 8-13, **International Film, Television and Video Market of Monte Carlo**, an international programing market, Loews Hotel, Monte Carlo. Information: Andre Asseo, 45-62-31-00.

Feb. 11-13, **Country—America's Music**, the 19th annual Country Radio Seminar, Opryland Hotel, Nashville, Tenn. Information: Frank Mull, 615-327-4488.

Feb. 12, **Southern California Broadcasters Association Third Annual SUNNY Creative Radio Awards**, hosted by Phyllis Diller, Registry Hotel, Los Angeles. Information: Gordon Mason, 213-466-4481.

Feb. 25-29, **NATPE conference**, George R. Brown Convention Center, Houston. Information: Nick Orfanopoulos, 213-282-8801.

## March

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

March 7-8, **13th annual course on investing in broadcast stations** sponsored by Federal Publications, La Playa Hotel, Carmel, Calif. Information: J.K. VanWycks, 202-337-7000.

March 13-15, **West Virginia Broadcasters Association meeting**, Marriott Hotel, Charleston, West Virginia. Information: Marilyn Fletcher, 304-344-3798.

## April

April 9-12, **National Association of Broadcasters annual convention**, Las Vegas Convention Center, Las Vegas.

## Proposed Coke/Tri-Star unit lines up top corporate officers

By WILLIAM MAHONEY  
Staff reporter

LOS ANGELES—In anticipation of the unification of Coca-Cola's Entertainment Business Sector and Tri-Star Pictures, the corporate officers of the new entity, Columbia Pictures Entertainment, were named recently.

The formation of the new company is contingent on approval by Tri-Star's shareholders, which is expected to come at a meeting set for Dec. 15 in New York.

Those appointed will join Donald Keough, president and chief operating officer of Coca-Cola, and Victor Kaufman, currently chairman and chief executive officer of Tri-Star. Mr. Keough will be the chairman of the new Columbia Pictures Entertainment and Mr. Kaufman will serve as its president and chief executive officer.

The following are the appointments to the new CPE: Lewis Korman, formerly senior executive vice president of Tri-Star, will be senior executive vice president.

Arnold Messer, formerly president of telecommunications at Tri-Star, becomes executive vice president in charge of television operations. Lawrence Ruisi, previously senior vice president of finance for Tri-Star, was named senior vice president and chief financial officer.

Also, M. Jay Walkingshaw, Tri-Star's executive vice president and chief financial officer, has been named senior vice president in charge of the development of financial strategies. Victoria Shaw Cohen, secretary and vice president of Tri-Star, will become vice president and secretary to the board and head of corporate communications. #

## Major events

## 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, 213-282-8801.

## NAB

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

## CAB

New York ..... April 10 to 12  
Information: Vince Fazio, 212-751-7770.

## MIP TV

Cannes, France ..... April 28 to May 3  
Information: Barney Bernhard, 212-967-7600.

## NCTA

Los Angeles ..... April 30 to May 3  
Information: Dan Dobson, 202-775-3606.

## Radio '88

Washington ..... Sept. 14 to 17  
Information: Hilda Jannesson, 202-429-5353.

Information: Hilda Jannesson, 202-429-5353.

April 10-12, **Cabletelevision Advertising Bureau annual conference**, Waldorf-Astoria, New York. Information: Vince Fazio, 212-751-7770.

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

April 26, **Advertising Age awards dinner and benefit** for the Museum of Broadcasting Communications, Chicago Hilton and Towers, Chicago. Information: Laura Zuckert, 312-649-5205.

April 28-May 3, **MIP TV**, Palais de Festival, Cannes, France. Information: Barney Bernhard, 212-967-7600.

April 30-May 3, **National Cable Television Association**, Los Angeles Convention Center, Los Angeles. Information: Dan Dobson, 202-775-3606.

## May

May 11-18, **Golden Rose of Montreux Television Festival for light entertainment television programs**, Montreux Convention Center, Montreux, Switzerland. Information: John Nathan, 212-223-0044.

May 17, **International Radio & Television Society annual meeting and Broadcaster of the Year luncheon**, Waldorf-Astoria, New York. Informa-

tion: Marilyn Ellis, 212-867-6650.

## June

June 5-11, **9th Banff Television Festival**, Banff Park Lodge, Banff, Alberta, Canada. Information: Anne Daniels, 403-762-3060.

June 8-11, **BPME and Broadcast Design Association seminar**, Bonaventure Hotel, Los Angeles. Information: Pat Evans, 717-397-5727.

## August

Aug. 16, **Oklahoma Cable TV Association Convention**, Marriott Hotel, Oklahoma City. Information: Steve Lowe, 405-943-2017.

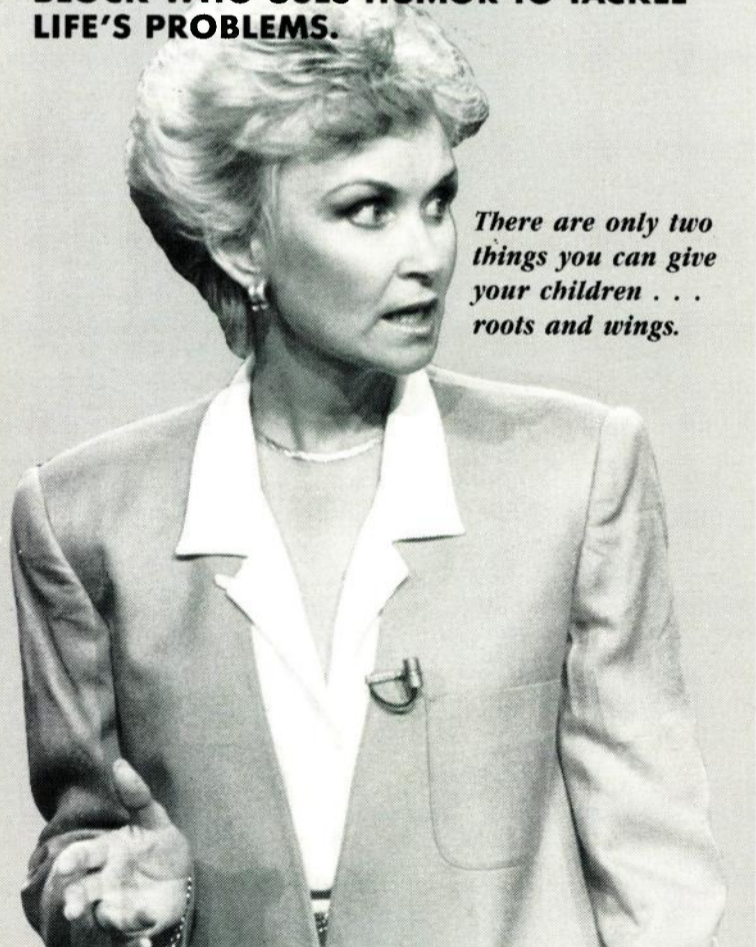
## September

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

## November

Nov. 21, **1988 International Emmy Awards gala**, Sheraton Centre, New York. Information: George Simpson, 212-308-7540.#

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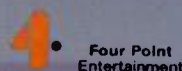
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## BRIEFLY NOTED

## Broadcast TV

**Katz Independent Television** has unveiled a comprehensive program to give its 27 client stations a greater share of political advertising revenues in 1988. The program, called the "Political '88 Project," is designed to capture a greater percentage of political ads at both the national spot and "grassroots" local station levels.

CBS-TV has canceled "\$25,000 Pyramid," the daily half-hour game show now airing at 10 a.m. (ET) on the network. The series will be replaced beginning Jan. 4 with "Blackout," an original game show with the host to be announced. In the new show, celebrity contestants will compete to determine the descriptions of four missing words contained in a pun.

**WZDX-TV in Huntsville, Ala.,** has signed on as a Fox Television Network affiliate, effective Nov. 30, according to J. Clifford Curley, spokesman for Chattanooga, Tenn.-based Media Central Inc., owner of WZDX. The Huntsville independent joins four other Media Central stations that became Fox affiliates earlier this year.

NBC's "The Bronx Zoo" and "Valerie" (awarded for an old episode before the title was changed to "Valerie's Family") and CBS's "Cagney & Lacey" have received Nancy Susan Reynolds Awards for episodes that demonstrated "sexual responsibility in the media."

Vintage Bugs Bunny, Woody Woodpecker, Popeye and Porky Pig cartoons returned to Saturday

morning New York TV on Nov. 28 on Fox Television's WNYW-TV. The one-hour presentation of cartoon classics airs at 9 a.m. and is hosted by a puppet, D.J. Kat, and a human companion, Elizabeth Rose.

Hollywood, Calif.-based **Cannell Studios** has spent \$4.5 million to expand its Vancouver, British Columbia studios, according to Cannell President Michael Dubelko. Cannell has three TV series based in Vancouver: "21 Jump Street," "Wiseguy" and "J.J. Starbuck."

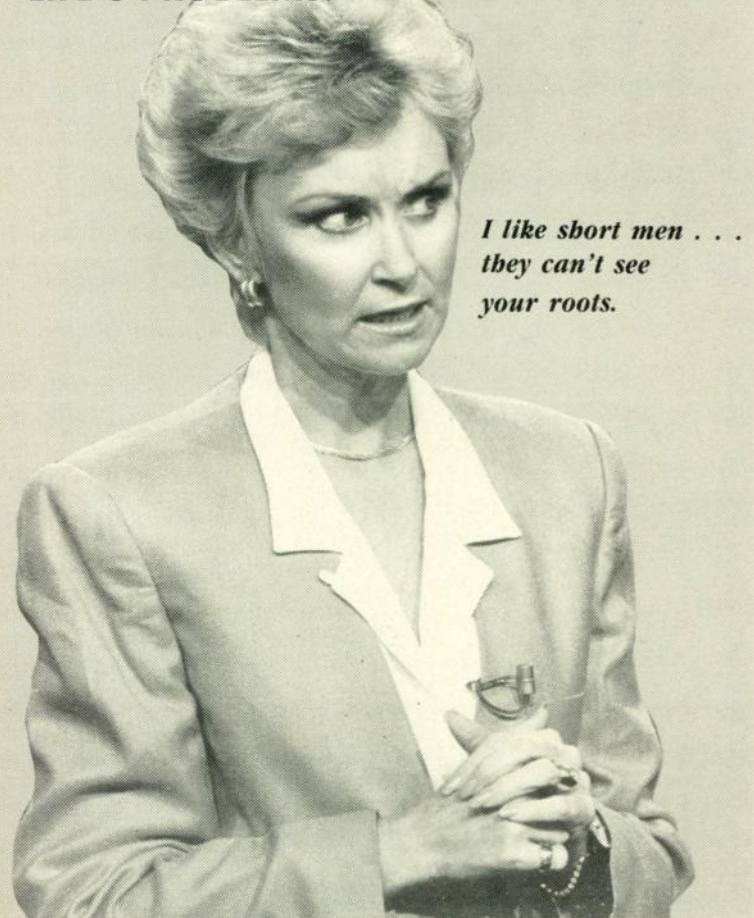
Giant Group Ltd. has raised its stake in **Barris Industries** to 31.3 percent. In a Securities and Exchange Commission filing, Giant said it owns 2.5 million of Barris' common shares for investment purposes "to enable it to increase its ownership in the company." Both firms are based in Beverly Hills, Calif.

The first annual "**Grammy Lifetime Achievement Awards Show**" makes its debut on CBS on Wednesday at 9 p.m. (ET). The program will honor six legendary recording artists: Roy Acuff, Benny Carter, Ray Charles, Fats Domino, B.B. King and Isaac Stern.

**Vestron Television**, a division of Vestron Inc., is making its first move in TV production with a presentation of the Tony Award-winning Broadway play "I'm Not Rappaport" and a half-hour pilot based on the feature film "Dirty Dancing."

NBC is developing "And the Band Played On," a best-selling book by Randy Shilts about the history of the AIDS epidemic in America, into

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## NATIONAL SYNDICATION STANDINGS

## For the week ended Nov. 22

	Rating	Stations	Coverage
1. Wheel of Fortune	18.3	214	98%
2. Jeopardy	14.7	210	99%
3. Star Trek: Next Generation	12.7*	229	96%
4. WWF Wrestling	10.5*	233	95%
5. Oprah Winfrey Show	10.3	203	99%
6. People's Court	8.1*	200	98%
7. Friday the 13th	7.3*	166	92%
8. Entertainment Tonight	7.1*	157	91%
9. Donahue	6.6	207	98%
10. Mama's Family	6.5*	143	89%
11. Hollywood Squares	6.2	136	92%
12. New Newlywed Game	5.8	154	90%
Star Search	5.8*	162	94%
14. All-Star Wrestling Network	5.7*	118	82%
She's the Sheriff	5.7*	167	92%

\*Includes multiple airings. (b) Show broken out for individual plays due to pre-emptions.

Source: Nielsen Fast Weekly Syndication and Occasional Network Report. Includes only subscribers to the service and only barter or cash/barter shows.

a four-hour miniseries. In 1982, Mr. Shilts, a San Francisco Chronicle reporter, became the first journalist to cover the AIDS crisis full time.

## Cable TV

**Continental Cablevision** reported receiving commitments from nine banks for a \$765 million increase in its revolving credit/term loan for its announced acquisition of American Cablesystems Corp. The Bank of Boston is the agent for the group financing the acquisition, which is expected to be completed in the first quarter of 1988.

Combined gross advertising billings for cable TV networks, which are forecast to reach \$883 million in 1987, could reach \$1.06 billion in 1988, according to the latest projections in an industry newsletter published by Carmel, Calif.-based Paul Kagan Associates.

## Home video

**Lorimar Home Video** has sued its former president, Stuart Karl, for allegedly diverting more than \$250,000 in corporate funds "for his own use and benefit" and failing to meet terms of an agreement to restore the money. Mr. Karl and two other senior executives were forced to leave the company last March amid conflict-of-interest charges. The complaint, filed last month in Los Angeles Superior Court, seeks more than \$340,000 that Lorimar claims Mr. Karl had previously agreed to return to the company, plus a thorough accounting of the former executive's activities while he headed the unit. Mr. Karl has declined to comment on his financial affairs since his March 11 resignation.

Hollywood Family Entertainment has produced "**The Ultimate Video Guide to Earthquake Survival and Safety**." The one-hour program, hosted by Shelley Duvall, is intended to provide step-by-step instruction on how to cope with a powerful earthquake. Priced at \$19.95, the video was produced by the Los Angeles-based company, with the cooperation of the American Red Cross.

## International

**Fox/Lorber Associates**, a New York-based subsidiary of Prism Entertainment, says it sold more than \$1 million worth of TV and theatrical product at the recent MIFED

exhibition in Milan, Italy. Television deals include distribution of "Wild, Wild World of Animals," "Wilderness Alive" and "The World We Live In" to outlets in West Germany, Australia, Italy and Latin America, plus home video sales of "Romance Theater" to Australia and Spain.

## Radio

"Country: America's Music" is the theme for the 19th annual Country Radio Seminar scheduled to be held Feb. 11 to 13 at Nashville's Opryland Hotel. The seminar, which is organized by the Nashville-based **Country Radio Broadcasters**, is the most important gathering of the year for broadcasters working in country radio. In terms of the number of radio stations carrying it, country continues to be the nation's leading programming format.

Houston's KPRC-AM has signed a new partnership agreement with the **CBS Radio Network**, according to Harry Schultz, KPRC president and general manager. The station will end its affiliation with NBC and begin with CBS Radio on Feb. 15, 1988.

Radio station owner **Clear Channel Communications** says it has received permission from the FCC to move the transmitter site for one of its stations, KHYS-FM, to a new location that would allow the station's signal to enter Houston, the nation's eighth-largest market. Currently located in Port Arthur, Texas, KHYS's transmitter is expected to be moved to Liberty, Texas, near Houston, in about six months at a cost of \$2.5 million.

CBS News correspondent Douglas Edwards, who has worked at the network since the early 1940s, will broadcast his 39th annual interview with **Mr. and Mrs. Santa Claus** on Dec. 17 on the CBS Radio Network. The yearly fictional interview provides details about Santa's lifestyle, his origins and how he and his elves prepare for Christmas.

Capital Cities/ABC's **KGO-AM**, the highest-rated radio station in San Francisco, has upgraded its traffic reports with the formation of the Traffic Spotters Network, a joint venture with Cellular One and PacTel Mobile Services, providers of mobile telephone services. An announcement from KGO says the formation of the network will encourage users of car phones "to be active participants in reporting traffic conditions." Participants inform the

station of traffic conditions using a special telephone number they call from their cars.

## Sports

The Nov. 29 San Francisco 49ers-Cleveland Browns game was the most-watched telecast in **ESPN's history**, according to the cable network. ESPN estimated that the game was watched in 6.34 million homes, breaking the record of 6 million set Nov. 22 with the Miami Dolphins-Dallas Cowboys game.

**WKRK-AM/FM** in Mobile, Ala., has been given a new five-year contract to originate the annual **Senior Bowl college all-star football game**. This year's game will be played Jan. 23, 1988.

**ESPN** plans to cover 14 skiing events from the World Cup circuit as part of 30 telecasts on Alpine competition scheduled through April. ESPN will also produce exclusive coverage of the Revlon NHK Skating Championships in Kuchiro, Japan, this month. The series represents the final prelude in international amateur figure skating competition to the Calgary Olympics.

"**The Official 1987 World Series Video**" has been screened by ABC Sports, Major League Baseball and CBS/Fox Video, the distributor. The 60-minute video is narrated by ABC play-by-play announcer Al Michaels. Retail price for the Minnesota Twins-St. Louis Cardinals World Series video is \$19.98.

## Other

Hispanics view 32 percent more TV than non-Hispanics, according to a recent study by **Information and Analysis**, a subsidiary of Audit of Great Britain. The study reports that Hispanics spend 41 hours a week watching TV on average, against an average 31 hours per week for each non-Hispanic viewer. Spanish-language TV shows represent two-thirds of the viewing time for Hispanics, according to the study commissioned by Univision, the Spanish-language network.

The following programs are now **closed captioned** for hearing-impaired viewers, according to The Caption Center: CBS's "60 Minutes" and "Sunday Morning With Charles Kuralt"; Fox Broadcasting's "Duet"; and the syndicated "Small Wonder," "The Judge" and "Star Trek: The Next Generation."

Nyhl Henson, former head of Country Music Television, and Michael Marcovsky, who was involved in developing Nickelodeon and The Disney Channel on cable TV, have joined forces to form **NAC Productions**. The new company will focus on production of music videos, home video productions and pay-per-view events.

A recently released Roper Organization survey shows that when U.S. TV viewers want to see **what's on TV**, two out of three pick up the local newspaper. Thirty-eight percent pick up TV Guide, and 24 percent use local cable TV guides.

In its seventh study on the TV viewing habits of U.S. farmers, **Katz Television** reports that farmers watch more TV in the fall and winter than in the other two seasons of the year. And in all seasons, farmers are heavier TV viewers than males in other occupations, watching nearly 38 percent more TV in the 7 a.m.-to-9 a.m. period and approximately 11 percent more in prime time.#



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# Mayor's death dominates news

(Continued from Page 22)

Another challenge was offering a unique perspective for viewers, considering the blanket coverage of the event.

Mr. Rodgers said WBBM relied on its No. 1 anchor team, Bill Kurtis and Walter Jacobson, who covered the death of Mayor Daley in 1976.

WGN took advantage of its wealth of file news footage, along with clips from the last extensive interview the mayor gave, just two weeks before his death, according to Paul Davis, WGN news director.

Mr. Lobo said WMAQ used its black reporters and anchors to offer a unique perspective on the mayor's death.

The station was also lucky enough to have anchorwoman Carol Marin on the road covering the Rev. Jesse Jackson, who was in Kuwait when the story broke. As a result, WMAQ was the first station to interview Rev. Jackson, a powerful figure in Chicago politics.

"We did our best to have our reporters give every unique twist they could," said Al Devaney, vice president and general manager of Fox-owned WFLD, whose fledgling news operation was covering its biggest story so far. "But with the shared feeds and information being released at the same time, sometimes it's hard to be unique."

Local outlets pooled a lot of coverage, including the funeral, the viewing of the body and the primary memorial service.

Station officials also raised the concern of covering the story with good taste and compassion. The funeral story could have deteriorated into a political drama, station officials said.

"There were a lot of dilemmas, a lot of questions of taste," Mr. Davis said. "For example, we knew the mayor was dead before it was officially announced. I covered the death of President Kennedy, and I found myself going through a lot of the same rhythms and rituals."

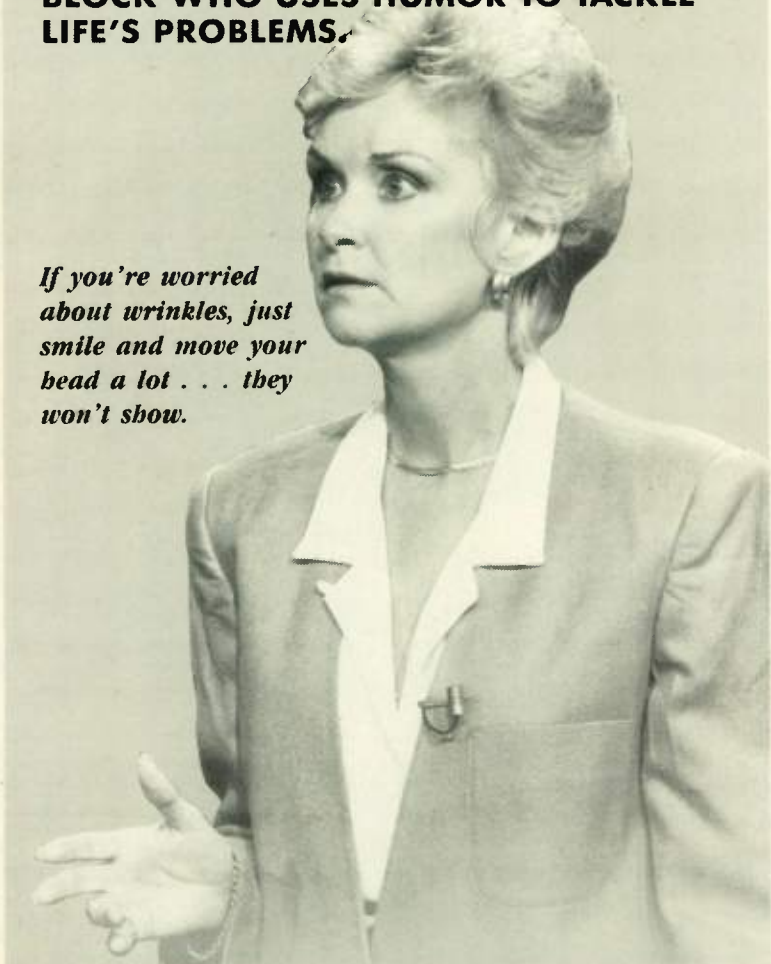
As for ratings, station officials said numbers basically remained the same, except during daytime when WMAQ and WBBM saw improved numbers. According to Mr. Davis, normal viewing patterns held throughout the coverage of the story, with only slightly higher homes using television levels—for most of the story, that is.

At 2 a.m. Wednesday, Dec. 2, as the Chicago City Council held a tumultuous all-night meeting to elect a new mayor, about 480,000 households were tuned in to one of the five local stations airing live coverage. The combined ratings were more than 50 percent higher than usual for that hour, according to A.C. Nielsen Co.

Between 10:30 p.m. Tuesday and 2 a.m. Wednesday, WBBM had an 11.5 rating (percentage of TV homes) and a 31 share (percentage of sets in use). WLS had a 7.7/21, followed by WMAQ's 5.6/16, WFLD's 3.8/10 and WGN's 3.7/9. #

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# Analysts assess TV's future

(Continued from Page 38)

bility for earnings gains in 1988," Mr. Kassan said.

But for Warner Communications, films and cable businesses should be recession resistant, while its records division could be adversely affected. And at the same time, its foreign operations would benefit from a weak dollar.

Disney is in somewhat the same boat. While Disney could benefit from its holiday theatrical releases, attendance at its theme parks may drop if recessionary-concerned consumers cut back on their discretionary spending.

Another major concern shared by a number of Wall

Street's top media analysts is network television's declining audience base—essentially a 10 percent decline both in TV households and in audience shares.

Dennis McAlpine, analyst for Oppenheimer & Co., said only some of the falloff can be attributed to people meters.

"The decline in network viewership makes us dubious about the long-term outlook for Capital Cities/ABC and CBS," Mr. McAlpine said.

"For the short term, a strong initial surge of advertising and the benefits of last year's cost cutting are masking the problem. But the 1988-89 season may be a difficult one for both companies." #

## JOBS

### Broadcast TV

**KJAC-TV** in Port Arthur, Texas, is seeking a **maintenance engineer** with experience in RCA VHF transmitters, Ampex quads, VPR-2s and Sony ENG equipment. Send resumes to: KJAC-TV, chief engineer, P.O. Box 3257, Port Arthur, Texas 77643. Phone: 409-985-5557.

**WFTS-TV** in Tampa, Fla., is seeking a **public affairs director** with experience in public affairs programming, P.S.A. production, ascertainment and community affairs projects. Send resumes to: Personnel Department, WFTS-TV, 4501 E. Columbus, Tampa, Fla. 33605. Phone: 813-623-2828.

**KTVU-TV** in Oakland, Calif., is seeking a **traffic person** with experience to be trained in all aspects of TV traffic. Send resumes to: Mary Godshall, traffic manager, KTVU-TV, 2 Jack London Square, Oakland, Calif. 94623. Phone: 415-874-0195.

**WXIX-TV** in Cincinnati is seeking a **writer/producer** with two years experience promoting movies and syndicated programming. Hands-on editing a must. Send resumes to: Lynn Cantey, WXIX-TV, 10490 Taconic Terrace, Cincinnati, Ohio. 45215. Phone: 513-772-1919.

**WCYB-TV** in Bristol, Va., is seeking an **art director** with a minimum of two years experience. Strong print and graphic design background helpful. Send resumes to: Terry Dugas, operations manager, WCYB-TV, P.O. Box 2069, Bristol, Va. 24203. Phone: 703-669-4161.

**KERO-TV** in Bakersfield, Calif., is seeking an **art director**. Print, photographic and on-air graphic experience preferred. Send resumes to: Louis Rapage, KERO-TV, P.O. Box 2367, Bakersfield, Calif. 93303. Phone: 805-327-1441.

**WPLG-TV** in Miami is seeking to fill two positions:  
**Full-time technician.** Electrical engineering experience is preferred.  
**Transmitter supervisor** for its engineering department. Three to five years experience is preferred. Send resumes to: Don Hain, chief engineer, WPLG-TV, 3900 Biscayne Blvd., Miami, Fla. 33137. Phone: 305-576-1010.

**WGBS-TV** in Philadelphia is seeking to fill two positions:  
**Assistant production manager/producer** with a minimum of two years production experience with an emphasis in sports and programming. Commercial production, management, scheduling experience and college degree or equivalent preferred.  
**Production assistant** with a minimum of two years production experience. Knowledge of sports and college degree or equivalent preferred. Send resumes to: Michael Rubin, operations manager, WGBS-TV, 420 N. 20th St., Philadelphia, Pa.

19130. Phone: 215-563-5757.

**KDLT-TV** in Sioux Falls, S.D., is seeking an experienced **general sales manager** with local and national marketing experience. Send resumes to: Jack Donahue, general manager, KDLT-TV, 3600 S. Westport, Sioux Falls, S.D. 57116. Phone: 605-361-5555.

**KPTM-TV** in Omaha, Neb., is seeking a **promotions writer/producer**. Must be able to shoot and edit on beta format and write copy. Send resumes to: Bruce Binenfeld, KPTM-TV, 4625 Farnam St., Omaha, Neb. 68132-3222. Phone: 402-558-4200.

### Journalism

**WPLG-TV** in Miami is seeking to fill three positions:

**News reporter.** Broadcast journalism, writing, film and/or videotape experience is preferred. Send resumes to: Steve Wasserman, vice president of news, WPLG-TV, 3900 Biscayne Blvd., Miami, Fla. 33137. Phone: 305-576-1010.

**Associate producer** for the news department. College degree in journalism and/or equivalent experience in TV journalism and/or production is preferred. Send resumes to: Personnel Department, WPLG-TV, 3900 Biscayne Blvd., Miami, Fla. 33137. Phone: 305-325-2302.

**Assistant assignment editor.** Journalism degree and/or equivalent broadcast news experience preferred. Send resumes to: Tom Sweeney, assignment editor, WPLG-TV, 3900 Biscayne Blvd., Miami, Fla. 33137. Phone 305-576-1010.

**WPBT-TV** in Miami is seeking an **assignment editor** for "The Nightly Business Report" with two years TV news experience covering business and the economy. Send resumes to: Human Resources, WPBT-TV, P.O. Box 2, Miami, Fla. 33261-0002. Phone: 305-949-8321.

### Radio

**WGVC-FM** in Allendale, Mich., is seeking a **development/promotion manager**. Considerable fund-raising experience is required and a knowledge of public radio is preferred. Send resumes to: Sam Eiler, station manager, WGVC-FM, Grand Valley State University, Allendale, Mich. 49401. Phone: 616-895-3128.

### Syndication

**Total Video** in New York is seeking a **sales assistant** to assist in day-to-day operation of syndication sales. Experience in advertising would be helpful. Send resumes to: Ruth Kaplan, Total Video, 136 E. 57th St., New York, N.Y. 10022. Phone: 212-759-3900.

### Academic

The Youngstown State University

**department of speech communications** in Youngstown, Ohio, is seeking an **assistant or associate professor** to instruct courses in advanced theory, policy and video production. Must possess or be completing Ph.D. in mass communications. Three years of media/teaching experience is preferred. Send resumes to: Alfred Owens, chairman, department of speech communications, Youngstown State University, 410 Wick Ave., Youngstown, Ohio 44555. Phone: 216-742-3630.

**The Ohio University School of Telecommunications** in Athens is seeking an **assistant/associate professor** to teach courses in broadcast and cable management and the finances, sales and economics of television. Candidate must be an industry professional with significant experience and a master's or doctorate degree. Send resumes to: Mike Mirarchi, School of Telecommunications, Ohio University, Athens, Ohio 45701. Phone: 614-593-4855.

### Other

**F & F Productions** in St. Petersburg, Fla., is seeking a **broadcast television editor** with five years experience in television production and engineering. Must be able to operate tape machines, editors, graphics devices, general television production equipment and be familiar with all editing procedures. Send resumes to: Jan DeCamp, F & F Productions, 10393 Gandy Blvd., St. Petersburg, Fla. 33702. Phone: 813-576-7676.

**BusinessVideo Communications** in White Plains, N.Y., is seeking to fill two positions:

**Advertising/sales/marketing representative** for its biweekly video business magazine. Must be New York-based and have extensive contacts in the broadcast, cable programming and hardware industries. Editorial or public relations experience preferred.

**Associate producers**, on a project basis. Candidates must have experience in television business journalism and a knowledge of television news. Send resumes to: Victor Livingston, BusinessVideo Communications, 42 Macri Ave., Suite 201, White Plains, N.Y. 10604. Phone: 914-946-5436.

The "Jobs" column is an editorial feature compiled by Elizabeth Edgerton of our Chicago staff. Media companies having job openings they would like to list in this column should send the job title and a brief job description to Ms. Edgerton at ELECTRONIC MEDIA, 740 N. Rush St., Chicago, Ill., 60611. She can be reached by telephone at 312-649-5453. Items submitted for publication must include a telephone number for obtaining further information and an address where resumes can be sent. Please advise us when the job has been filled. Decisions on which items are published and what wording is used are made entirely by the editorial staff. #



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TELEVISION SYNDICATION

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World Radio History



# WLS keeps lead in Chicago

(Continued from Page 18)  
version of the program, which is a blockbuster prime-access hit on WLS.

Overall, WBBM secured second-place ratings honors over WMAQ in most locally controlled time periods, according to the Nielsen book.

WBBM and WLS subscribe solely to Nielsen, while WMAQ subscribes only to Arbitron.

One noticeable exception to WLS's increases was its 10 p.m. news ratings, which slipped slightly in both Nielsen and Arbitron.

In the late news race, WBBM's 10 p.m. news scored a 28 percent share gain in Arbitron and a 14 percent share gain in Nielsen, while WMAQ had a 21 percent share increase, according to Arbitron.

"There doesn't appear to be much viewer loyalty in this market at 10 p.m. anymore," said Richard Lobo, WMAQ-TV vice president and general manager.

According to Nielsen numbers supplied by the stations, WLS's 10 p.m. newscast scored a 15.8/26, WBBM got a 14.8/24 and WMAQ had a 13.5/22. WLS's newscast on Mondays generally isn't averaged in due to overruns of ABC's "NFL

## 'Jeopardy!' tops NBC, CBS news

(Continued from Page 18)  
During the early news hour of 5 p.m. to 6 p.m., WABC led the other two stations with an 8.9/18 on Nielsen's scorecard and an 8.9/20 on the Arbitron system.

WCBS had an 8.4/18 and WNBC's "Live at Five" had an 8.1/17, Nielsen said. According to Arbitron, WCBS had a 7.7/18 while WNBC scored a 5.2/12.

But WNYW's 5 p.m.-to-6 p.m. lineup of "Diff'rent Strokes" followed by "The Facts of Life" combined to beat or equal the news shows.

"Diff'rent Strokes" had an 8.6/18, Nielsen said, and a 7.9/19, according to Arbitron. "Facts" had a 9.2/19, according to Nielsen, and a 9.6/21, Arbitron said.

WNYW's lineup of "Three's Company" followed by "Family Ties" in the 6 p.m.-to-7 p.m. time slot performed strongly, too.

Nielsen gave "Three's Company" a 9.8/19 and "Family Ties" a 10.9/20. Arbitron said "Three's Company" had a 10/20 and "Family Ties" scored a 12.4/23.

Among the local news shows at 6 p.m., WNBC's hour-long show had a Nielsen rating of 10 with a 19 share.

Nielsen said WCBS's one-hour news show at 6 p.m. had an 8.8/15.

WABC, which airs a half-hour of news at 6 p.m. followed by ABC's "World News Tonight" at 6:30 p.m., had a Nielsen score of 8.4/16 from 6 p.m. to 6:30 p.m. Nielsen gave "World News Tonight" a 9.5/17.

Arbitron scored the hour this way: WNBC, 6.2/12; WCBS, 9.1/17; WABC, 9.5/19; and "World News Tonight," 9.7/18.

"Oprah Winfrey" on WABC was the sweeps winner in early fringe with a 10.2/24 on the Nielsen scorecard and an 8.7/24 on Arbitron.

On WNBC at 4 p.m., "Donahue" had a Nielsen score of 7/17 and an Arbitron tally of 4.7/13.

Nielsen said WCBS's "Superior Court" at 4 p.m. received a 7/18, and "People's Court" at 4:30 p.m. had an 8.7/20. Arbitron scored it "Superior Court," 5.5/16, and "People's Court," 6.5/17. #

Monday Night Football."

Meanwhile, both WMAQ and WLS took WBBM to task for bolstering its 10 p.m. numbers by eliminating its late newscast from the sweeps average on at least two occasions.

On Nov. 16, WBBM countered a live Chicago Bears "Monday Night Football" telecast on WLS by retitling and shortening its 10 p.m. news to 15 minutes and completing the half-hour with a locally produced special on the economy.

Another instance was Nov. 25, the day Chicago Mayor Harold Washington died. That night, WBBM's 10 p.m. news ran 90 minutes and suffered in part from a significantly weaker prime time lead-in than WLS and WMAQ had.

"We followed the rules. The other

stations had the same options and chose not to exercise them," said Johnathan Rodgers, WBBM vice president and general manager.

WMAQ officials said they will file a written objection with Arbitron to the Nov. 16 incident.

WLS officials wouldn't say if they would file an objection with Nielsen.

Meanwhile, Chicago's warring independents continued their competitive showing in early fringe.

For example, Fox Broadcasting-owned WFLD-TV on the average last month beat Tribune-owned WGN-TV and WMAQ from 3 p.m. to 6 p.m. weekdays.

Also, from 6 p.m. to 7 p.m., WGN earned higher ratings than WFLD, WMAQ and WBBM with reruns of "Cheers" and "Barney Miller." #

# NBC's Washington outlet gets new general manager

By ROBERT HOMAN  
Staff reporter

WASHINGTON—Jerry Nachman has resigned as vice president and general manager of WRC-TV, the NBC-owned station here.

Mr. Nachman has been replaced by Allan Horlick, who has been station manager of WMAQ-TV, the NBC-owned station in Chicago, since 1985.

From 1979 to 1984, Mr. Horlick served as manager, then director of sales at WRC.

Mr. Nachman joined NBC in 1981 as vice president and general manager of WRC radio. He later became vice president of news for the NBC TV Stations and was director of news for WNBC-TV in New York before being appointed general manager of WRC-TV in October 1986. He spent most of his broadcast career as an on-air reporter for WCBS radio and TV in New York.

Mr. Nachman said the resignation was his decision, and that he plans to "rest, read, think and plot the next caper." #

# We not only report



## The New York Times

NEW YORK, TUESDAY, OCTOBER 27, 1987

### FNN Moves Into the Spotlight

By ALEX S. JONES

For Financial News Network, the cable television channel that covers daily stock market activity, last week presented the long-sought chance to make a reputation for itself.

"This is what FNN was born for," said Eve Krzyzanowski, vice president of news programming, who noted that there had not been a bear market since the channel was launched in 1981, much less a market

### Crisis was show time for financial channel

Detroit Free Press

### Multichannel News

### FNN Comes Out a Winner In Stock Market's Plunge



# ABC newsmen wounded

By ADAM BUCKMAN  
Staff reporter

Two ABC News crew members were wounded when a polling place was fired upon during election-day violence Nov. 29 in Haiti.

ABC News correspondent Peter Collins narrowly escaped injury when unknown assailants opened fire on the polling place in Petionville, a suburb of Port-au-Prince, the Haitian capital.

A Haitian driver accompanying Mr. Collins also was wounded in the shooting incident.

One of the wounded news crew members was soundman Alfredo Mejia of El Salvador, who underwent surgery in a Miami hospital last week to remove bullets from his arm, according to an ABC News spokeswoman.

Wounded less seriously was cameraman Javier Carillo of Mexico, who was treated and released from the same hospital in Miami, the spokeswoman said.

The driver, Franklin Ver, was shot in the chest. His condition was unknown to ABC last week, the spokeswoman said.

She said the assailants took the crew's sound and video equipment after the crew members were wounded.

According to a separate report, a cameraman from the Dominican Republic was killed in the assault. The identity of the cameraman, who wasn't employed by American TV networks, was not known last week.

NBC and CBS reported that none of their news personnel were injured in the election day violence.

However, a CBS crew was robbed at a roadside checkpoint by a group of assailants brandishing machetes, according to a CBS News spokesman. Among those who were robbed were CBS News correspondent Victoria Corderi, her producer, a cameraman, a sound man and a Haitian driver.

The assailants took the crew's equipment after ordering the group to get out of their car, the spokesman said.

But then they gave back the equipment and took the victims' money and jewelry instead, he said. #

# New home satellite association to provide programming, services

By RICHARD TEDESCO  
Staff reporter

NEW YORK—A new home satellite organization is being established to provide dish owners with everything from programming to lightning insurance.

The American Home Satellite Association, which describes itself as "the first non-partisan service association" for home satellite users, plans to start operations early next year, according to a statement by its

president, Hans Giner.

AHSA said it is in negotiations with "major suppliers" of satellite TV programming to offer members discounted access to programming packages.

AHSA also will maintain a toll-free "Technical Hot Line" to provide members with assistance on installation and operation of home dishes.

The AHSA will be a complementary organization to the Satellite Broadcasting and Communications Association, an Alexandria, Va.-based organization that represents the interests of the home-dish industry's commercial dealers, an SBCA spokeswoman said.

The AHSA will be a for-profit organization, the SBCA spokeswoman said.

SBCA, the product of the merger between the satellite TV group known as SPACE and the Direct Broadcast Satellite Association, claims 2,000 member companies.

Mr. Giner, who was unavailable for comment last week, was formerly associated with SBCA as chairman of its earth segment group.

He is also the former president of Luxor Corp., a defunct vendor company in the home-dish field.

In a prepared statement about the new group, Mr. Giner said AHSA would "meet the growing demand for a truly professional membership service organization in the field, providing the kind of services the American Automobile Association gives to American automobile members." #

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TIMES-DISPATCH

**STATION BREAKS**  
By Katherine Phillips  
News Leader television writer

Anyone trying to make sense of this week's events on Wall Street without benefit of cable television missed the big picture. Oh yes, the "big three" networks gave the "crash of '87" its due — five-minute reports and periodic news breaks interspersed with reports from the Persian Gulf even gave low-profile Monday night news a comprehensive and unnerving

for deciding to let FNN run over into time normally reserved for other cable services that share FNN's channel. CNN (Continental Cable Channel 10, Storer Cable 2), the little news channel that has many times over proved its big capabilities, also was right on the Street story, pulling bureaus

**CableVision**  
When market plunged, FNN was first and best

"With all these world crises going on," joked Michael Fuchs at the recent Cable Academy luncheon in Los Angeles, "don't you have a suspicion these 24-hour news services are sort of causing this a little bit. Ted (Turner) is running around with these great ratings on Baby Jessica in the well. He's sending (Robert) Wussler out to put candy on the ledge of every well in America. And Wussler is doing it."

That bit of black humor got a good laugh, but the phenomenon of cable ratings soaring every time a story of national interest breaks is a serious matter that goes to the heart of cable's popularity. It is now an accepted fact of cable programming that Americans have developed an ingrained reflex to turn to cable for all the news, now.

**Los Angeles Times**  
FNN and KWHY Keep Track  
**NEWS**  
FNN: The



WALLY JORGENSON  
Expected on job next month

# NAB official has surgery

By DOUG HALONEN  
Staff reporter

WASHINGTON—Wally Jorgenson, National Association of Broadcasters joint board chairman, is recuperating at his Charlotte, N.C., home after surgery for prostate cancer.

Walt Wurfel, an NAB senior vice president, said Mr. Jorgenson, who is also president of Jefferson-Pilot Communications, is doing "fine" and is expected to resume his duties as NAB chairman next month.

Ted Snider, immediate past chairman of the NAB, filled in for Mr. Jorgenson at the association's executive committee meeting in Washington last week. #



# NAB seeks AM sound standards

By ADAM BUCKMAN  
Staff reporter

The National Association of Broadcasters is hoping the Federal Communications Commission will adopt new technical standards that could reverse the decline of AM radio.

In its latest move toward AM improvement, the NAB last month asked the FCC to incorporate new technical standards in its broadcast rules that would greatly enhance AM sound, making it more like FM.

With better fidelity to work with, radio officials say, AM might start to attract such music formats as urban contemporary, light rock and Contemporary Hit Radio.

"As the (sound) quality improves, programmers will be more willing to program music on AM," says Charles T. Morgan, vice president of engineering for Susquehanna Radio Corp. in York, Pa., which owns seven AM and 10 FM stations.

Mr. Morgan is chairman of the National Radio Systems Committee, which is made up of AM radio engineers and representatives of consumer electronics companies that manufacture AM and FM receivers.

The committee, which has been working on improving AM fidelity for nearly two years, developed the technical enhancements—dubbed the NRSC standards—now being considered by the FCC.

The standards' goals are twofold. One enhancement would reduce interference between AM stations broadcasting on adjacent frequencies.

The other would standardize the level of "pre-emphasis" AM broadcasters use to compensate for weaknesses inherent in AM radio receivers.

According to the NAB, pre-emphasis boosts the already high-toned AM sound even higher.

"If you were to hear pre-emphasis, it would sound much like the effect you get when your home stereo's 'treble' is increased," according to an NAB booklet on the NRSC.

AM broadcasters boost their sound with extra doses of pre-emphasis because receivers "detrimentally affect" the high AM frequencies, according to the NAB.

"AM stations compensate for this effect by boosting high frequencies prior to transmission," the NAB says. "Without pre-emphasis, AM stations would sound lifeless and dull."

By establishing a standard level of pre-emphasis for AM transmission, receiver manufacturers could then incorporate a standard level of de-emphasis of those transmissions in their receivers, the NRSC says.

Currently, there are no standards for receiver manufacturers because AM stations use varying levels of pre-emphasis.

Under the NRSC standard, AM pre-emphasis would be described by a 75-microsecond curve, which is close to the pre-emphasis curve used in FM broadcasting, according to the NAB.

Interference between adjacent AM stations would be alleviated with the use of a "band-pass filter," Mr. Morgan says.

"Many engineers have noticed an increase in clarity once the filter was installed in their transmitter," he adds.

(Continued on Page 60)



Photo by Scott Robinson

Within hours of the Cuban prisoners' riot in the Atlanta Federal Penitentiary, electronic news crews had taken over the lawns and curbs across the street from the prison.

## Live coverage of prison revolt employs latest TV technology

By DANA BLANKENHORN  
Special to ELECTRONIC MEDIA

ATLANTA—When Cuban prisoners grabbed control inside the Atlanta Federal Penitentiary on Nov. 23, TV and radio news crews soon took over outside the prison.

Inside, Cuban inmates had taken 90 hostages after rioting and setting fires in the 85-year-old prison. The uprising was sparked by the prisoners' fears of deportation under a new immigration agreement between the United States and Cuba, which was announced Nov. 20.

Outside, news teams rapidly set up various equipment, taking over the adjoining neighborhood.

Cellular phones, the latest Ku-band satellite equipment, sophisticated camera systems and police band scanners kept the world—and the prisoners—informed even before authorities began regular press briefings of the situation, which hadn't been resolved at press time.

One of the first people on the scene was Richard Wirth, president of The Network Group, an Atlanta-based uplink company that was formed by veteran technicians from NBC, mainly for sports remotes and complex business videoconferences.

He was parked at the UpSouth uplink facility in Atlanta at 12:15 p.m. (ET) Nov. 23 when he got a call from NBC

owned-and-operated stations looking for live coverage of the crisis.

Mr. Wirth was at the site by 3 p.m. and "got on the bird minutes before we fed" at 4:30 p.m.

"We had to jockey around the trees and wires to get up a signal," Mr. Wirth said. "We were under thick, acrid black smoke coming over the penitentiary."

Gannett Broadcast Group's WXIA-TV in Atlanta soon solved the problem of ground obstructions by renting the roof of a house across the street from the penitentiary, getting a clear shot of the front entrance.

Mr. Wirth matched that view by mounting a camera on a T-frame atop his truck and then controlling it from the ground.

Steve Handelsman of WRC-TV, the NBC o&o in Washington, was Mr. Wirth's on-air talent. He arrived by 3:15 p.m. and had a 20-minute wrap-around report to file 75 minutes later.

At 4:55 p.m., he began doing 10-minute live updates with local anchors in New York, ("Hello, Jack and Sue"), then Washington ("That's right, Joel and Susan"), then Boston, Miami, Chicago, Denver, Los Angeles and Seattle, until 8:37 p.m.

The only time he stepped off camera was so Mary Mer-  
(Continued on Page 60)

## Alta offers digital still store and retrieval system



ALTA'S CENTAURUS BANDWIDTH STILL STORE SYSTEM

The Alta Group has introduced a full bandwidth **digital still store and retrieval system**. The new system, Centaurus, offers special effects, A/B roll video switching, stereo audio mixing and dual infinite window time base correction/frame synchronization. Centaurus was designed for Y/C 3.58 component processing, making direct interface with the new S-VHS format automatic. With hard disk, the new Centaurus system costs \$16,900. Alta Group, San Jose, Calif. 95126.

Pinnacle Systems is offering a new **desktop video workstation** that enables broadcasters, news editors and video producers to add digital effects and transitions to their cuts-only editing. The Super V-1000 desktop video workstation is S-VHS and composite switchable. It will also work with other broadcast and industrial formats, including U-Matic, Betacam and MII. It produces transparent image quality and can process non-time base-corrected

### PRODUCT UPDATE

video, eliminating the need for a TBC in many instances. The Super V-1000 workstation sells for \$13,900. Pinnacle Systems, Santa Clara, Calif., 95051.

The new **Gyrozoom FP-1 Image Stabilizer Lens** from Schwem Technology fits most 2/3-inch electronic news-gathering cameras and eliminates virtually all image vibration. The Gyrozoom FP-1 has a pan/tilt rate of 30 degrees per second; 60mm to 300mm zoom to subjects up to 1,000 feet away; and weighs 7 pounds, 4 ounces. Schwem Technology, 3305 Vincent Road, Pleasant Hill, Calif. 94523.

Montage Group Ltd. has introduced its new **Montage Picture Processor (System II)**, an updated and enhanced version of the original Montage electronic editing system. The Montage System II features in-

creased flexibility in film edge number recognition, and new software has been developed to support new hardware configurations. The new system consists of a picture-processing console, a C.P.U. cabinet, source memory modules and a terminal with custom keyboard and stand. The Montage System II sells for \$150,000. Montage Group Ltd., 1 W. 85th St., Suite 3A, New York, N.Y. 10024.

The **468 Series GOES Synchronized Clock Systems** from Kinometrics/Truetime offer 24-hour coverage in the Western Hemisphere, are completely automatic and have better than plus or minus 1.5 msec accuracy. The 468 Series clocks are complete systems with matched antennas and a variety of options. Kinometrics/Truetime, 3243 Santa Rosa Ave., Santa Rosa, Calif. 95407.#



**WHAT HAS 5 VTR'S,  
2 ROBOTS,  
3 ROTARY LIBRARIES,  
1,184 CASSETTES,  
A COMPUTER,  
THE ABILITY TO PLAY  
15-SECOND SPOTS  
BACK TO BACK  
CONTINUOUSLY,  
IS AVAILABLE NOW,**

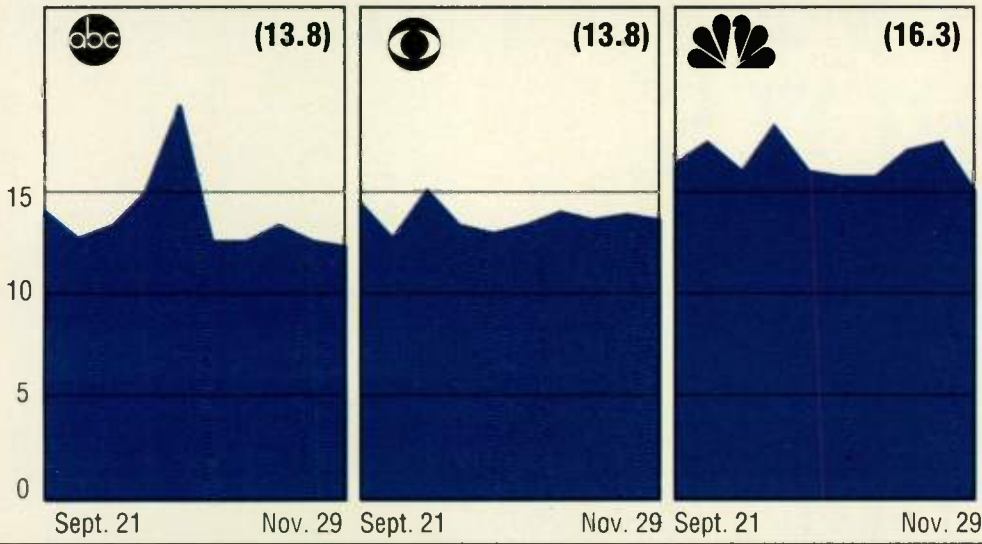
**AND IS SURE TO TURN  
THE BROADCAST INDUSTRY  
UPSIDE DOWN?**



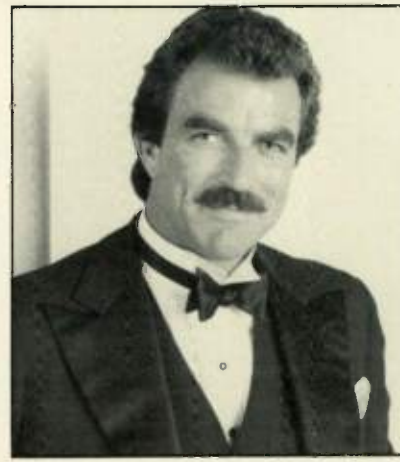
**SEASON-TO-DATE RATINGS (AVERAGES)**

**WEEKS 1-10: SEPT. 21 THROUGH NOV. 29**

**NETWORK PRIME TIME**



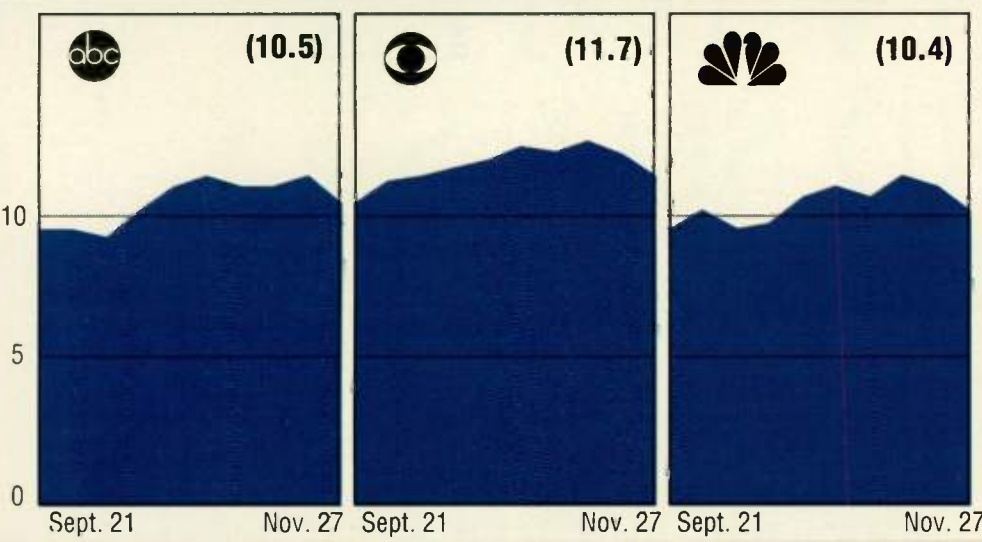
**IN THE SPOTLIGHT**



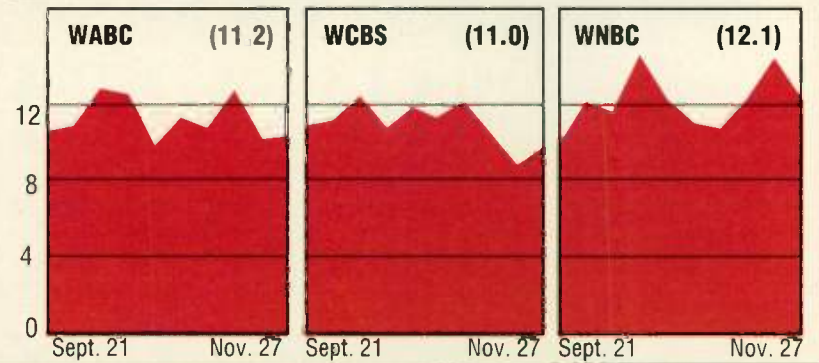
**"Magnum, P.I." ratings/shares**

1980-81	20.8/32
1981-82	20.9/34
1982-83	22.6/35
1983-84	22.4/34
1984-85	19.1/29
1985-86	14.6/22
1986-87	16.1/25
1987	14.4/23 (to date)

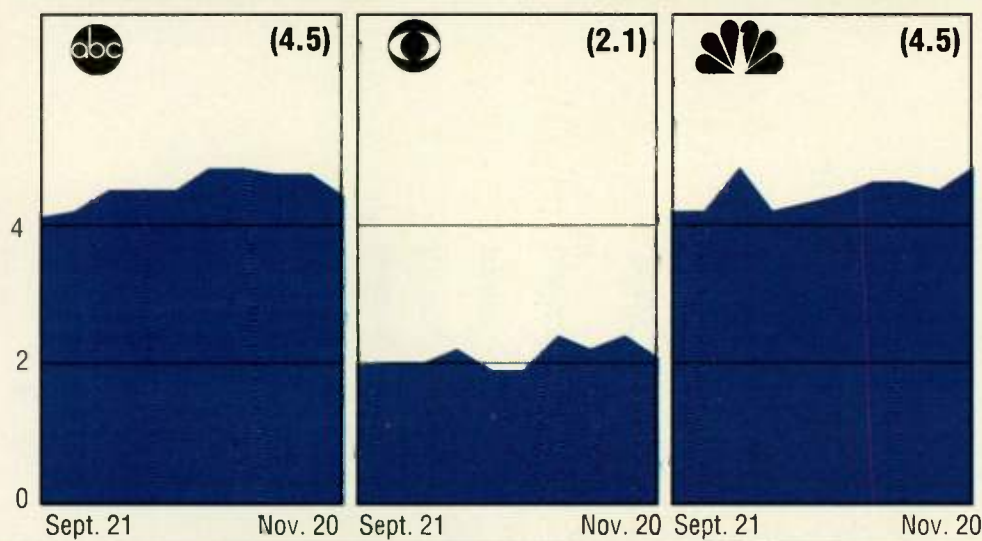
**NETWORK EVENING NEWS**



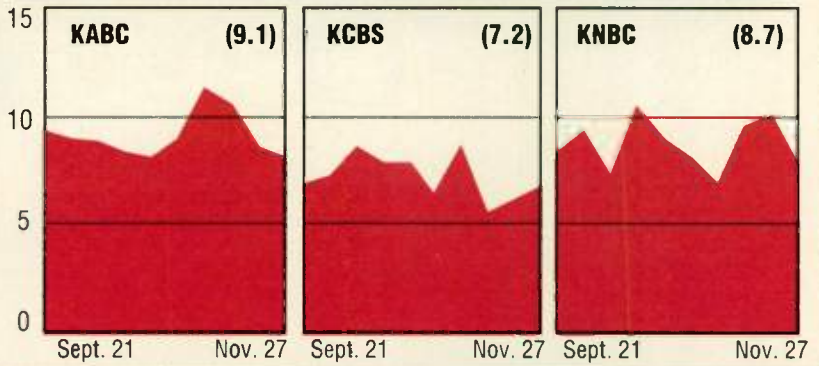
**NEW YORK 11 P.M. LOCAL NEWS**



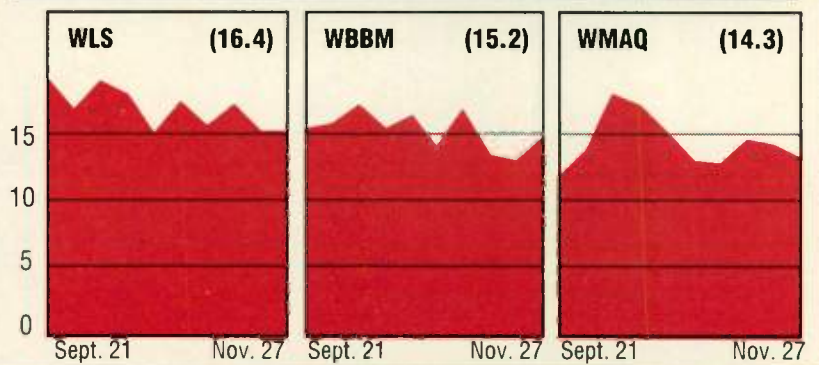
**NETWORK MORNING NEWS—SEPT. 21 TO NOV. 20**



**LOS ANGELES 11 P.M. LOCAL NEWS**



**CHICAGO 10 P.M. LOCAL NEWS**

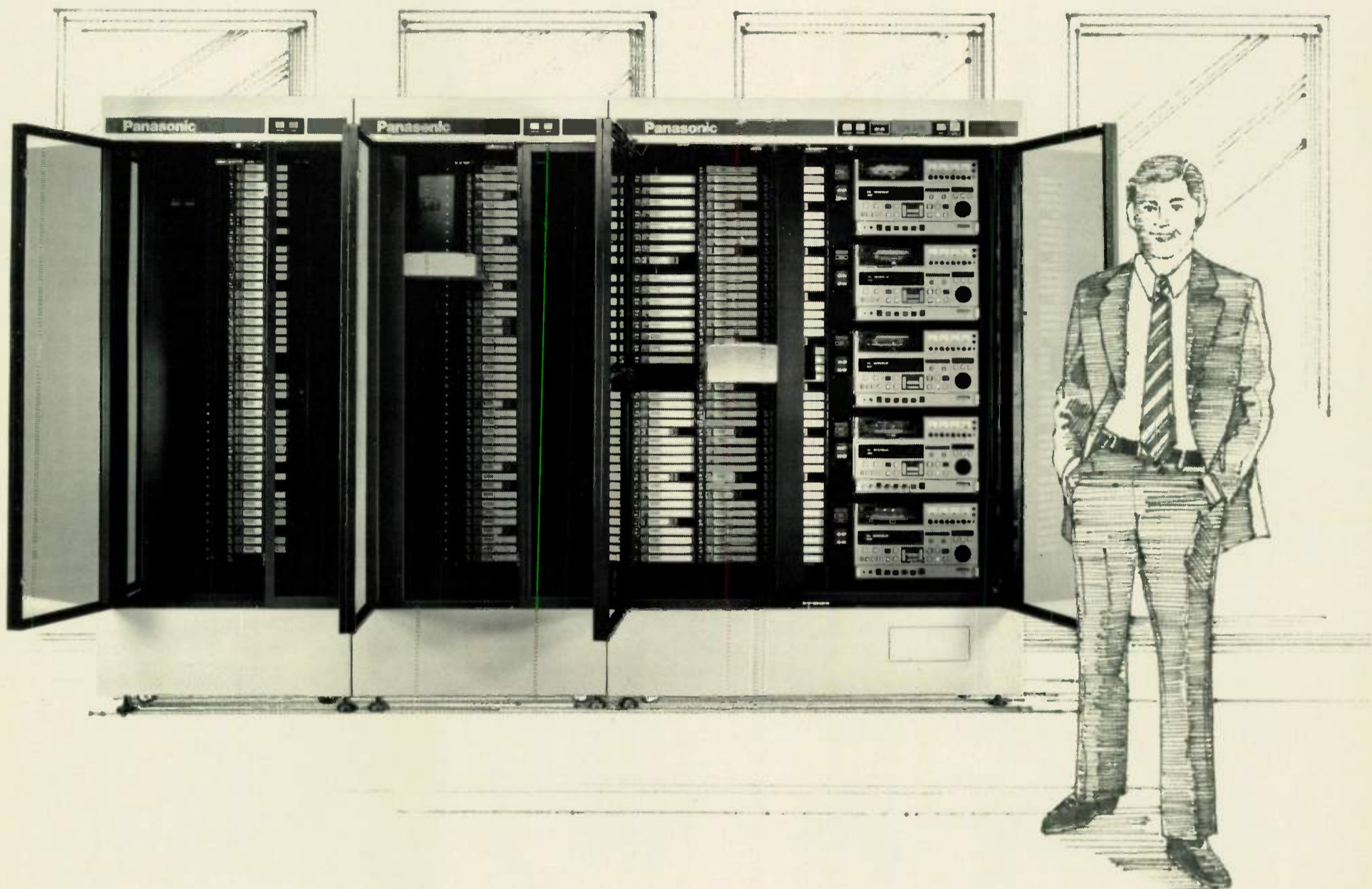


**SEASON-TO-DATE RATINGS/SHARES OF REGULAR PRIME-TIME NETWORK PROGRAMS**

1. The Cosby Show	NBC 29.4/47	(t) Matlock	NBC 17.2/26	41. 'Slap' Maxwell	ABC 13.7/22	61. I Married Dora	ABC 10.4/18
2. A Different World	NBC 25.6/42	(t) 227	NBC 17.2/27	42. Equalizer	CBS 13.6/23	(t) Oldest Rookie	CBS 10.4/17
3. Cheers	NBC 25.3/40	(t) NBC Monday Night Movies	NBC 17.2/27	43. Beauty & the Beast	CBS 13.2/23	(t) Rags to Riches	NBC 10.4/18
4. Night Court	NBC 24.1/38	(t) NBC Sunday Night Movies	NBC 17.2/27	44. St. Elsewhere	NBC 13.1/23	64. Houston Knights	CBS 10.2/16
5. Growing Pains	ABC 23.9/36	25. NFL Monday Night Football	ABC 17.0/30	45. MacGyver	ABC 12.8/20	65. Full House	ABC 10.1/18
6. Who's the Boss?	ABC 22.7/36	26. Head of the Class	ABC 16.9/27	46. J.J. Starbuck	NBC 12.7/20	66. ABC Thursday Night Movie	ABC 9.8/16
7. Golden Girls	NBC 22.2/39	27. Hooperman	ABC 16.4/26	47. Frank's Place	CBS 12.6/19	67. Hotel	ABC 9.2/18
8. 60 Minutes	CBS 21.7/35	28. Designing Women	CBS 16.3/25	48. 20/20	ABC 12.3/23	68. Ohara	ABC 9.1/16
9. Murder, She Wrote	CBS 21.2/31	29. Perfect Strangers	ABC 16.1/27	(t) Jake & the Fatman	CBS 12.3/19	69. CBS Saturday Movie	CBS 8.7/15
10. Moonlighting	ABC 20.8/33	30. Dolly	ABC 15.6/24	50. Crime Story	NBC 12.1/21	70. Pursuit of Happiness	ABC 8.6/15
11. L.A. Law	NBC 19.5/33	31. Kate & Allie	CBS 15.3/23	(t) Our House	NBC 11.9/19	71. Sable	ABC 7.9/14
12. Family Ties	NBC 19.4/29	32. Facts of Life	NBC 15.2/28	52. A Year in the Life	NBC 11.9/19	(t) Charmings	ABC 7.9/13
13. ALF	NBC 18.9/29	33. Knots Landing	CBS 15.1/26	53. Wiseguy	CBS 11.7/18	73. Sledge Hammer!	ABC 7.7/13
14. CBS Sunday Movie	CBS 18.3/29	34. Falcon Crest	CBS 14.8/27	54. Buck James	ABC 11.1/19	74. My Sister Sam	CBS 7.3/14
15. Amen	NBC 18.0/32	35. Dynasty	ABC 14.7/26	55. Disney Sunday Movie	ABC 10.9/17	75. West 57th	CBS 7.0/14
16. My Two Dads	NBC 17.8/26	36. Miami Vice	NBC 14.5/24	(t) Law & Harry McGraw	CBS 10.9/19	76. Max Headroom	ABC 6.6/12
17. Newhart	CBS 17.6/27	37. Magnum, P.I.	CBS 14.4/23	57. Mr. Belvedere	ABC 10.7/18	77. Everything's Relative	CBS 6.5/11
18. Hunter	NBC 17.4/34	38. thirtysomething	ABC 14.3/25	58. Tour of Duty	CBS 10.6/17	78. Leg Work	CBS 6.2/11
19. Dallas	CBS 17.2/30	39. Highway to Heaven	NBC 14.0/23	(t) Private Eye	NBC 10.6/20	79. Once a Hero	ABC 4.1/8
(t) Valerie's Family	NBC 17.2/26	40. Cagney & Lacey	CBS 13.8/23	60. Spenser: For Hire	ABC 10.5/16		



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World Radio History



The Power  
of the Next  
Generation.



## The Power of the Show.

*Double Dare* is proven. A game show for kids with so much built-in appeal, Nickelodeon's time period ratings more than tripled.

## The Power of the Kids.

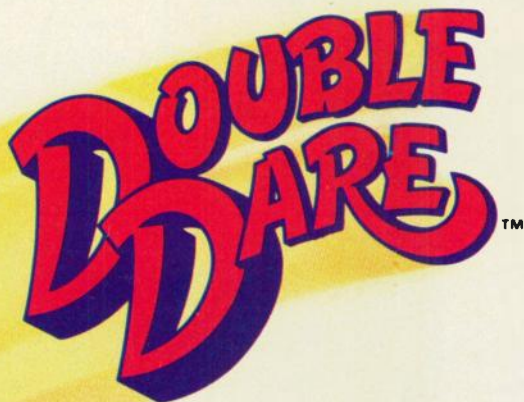
They're bored with animated superheroes. *Double Dare* gives them something completely fresh and different. And, *Double Dare* attracts teens and young adults. That adds up to a remarkable early fringe franchise.

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Viacom, Fox Television and Nickelodeon have joined forces to bring you the next generation of children's programming.

## The Power of the Future.

*Double Dare* will change the future of children's programming in your market beginning February 22, 1988. Be there.

The logo for the game show "Double Dare" features the words "DOUBLE" and "DARE" stacked vertically in a bold, red, bubbly font. The letters "D" and "D" are significantly larger and more stylized, overlapping each other. A yellow and orange rainbow-like swoosh is positioned behind the logo. A small trademark symbol (TM) is located to the right of the word "DARE".



# Latest TV technology used to cover prison uprising in Atlanta

(Continued from Page 54)  
ciano, a reporter from Miami's WSVN-TV, could "talk to her folks."

Shared feeds were especially common the first night of the siege. During that night, reporter Bill Nigut and WSB-TV, Atlanta's ABC affiliate, gave live updates to more than 20 stations at once.

That sharing was also seen in the lack of network trucks at the site. Rather than CBS, NBC or ABC, trucks there were marked for WJXT-TV, Jacksonville, Fla.; WXII-TV, Winston-Salem, N.C.; WTVT-TV, Tampa, Fla.; and WTVF-TV, Chattanooga, Tenn.

The first network to get its own uplink to the scene was CNN, which used a satellite feed for three days even though its studios are only two miles from the news site. Charlie Hoff, managing director of Newsbeam, which handles CNN's satellite feeds, says that Ku-band satellites have revolutionized coverage.

"They require less power to achieve the same ends, so you don't need as big a dish or as much power at a transmit point," Mr. Hoff says.

"The transmitter we're using at the pen is a flight pack," he adds. "The whole thing packs in cases, and we can fly it as baggage anywhere in the world. For this story we put it in an ordinary truck. We were set up in two hours."

CNN used the satellite from 1 p.m. Monday, Nov. 23, through Thanksgiving Day for live drop-ins at the top and bottom of each hour. By Friday, Nov. 27, those drop-ins were running hourly by microwave.

"We looked at it Wednesday and asked, how long are we going to be here?" Mr. Hoff says. "We wanted an alternate path for redundancy and cost. We went to microwave partly because we can do it a lot cheaper."

ABC relied on affiliate WSB, with a microwave link, in the first few hours of the crisis. But as the week passed, the network rented two Ku-band satellite trucks to feed both the network and News One, which provides uplinks to its affiliates.

Local reporters from ABC stations did their stand-ups through News One live, so a second uplink became necessary to keep the network on-line with the story.

As the homes, fast-food stores and gas stations across from the prison gates quickly turned into an electronic village that reporters shared with inmates' families, it became apparent that the local reporters would be the stars of this show, even on a national level.

The first day of the siege, WSB's Mark

Pickard hailed an official on a live feed and got an exclusive, without a camera, observing negotiations with four prisoners. Mr. Pickard later explained, again on live air, that the prisoners had seen him reporting on an early newscast and invited him in.

At 2 a.m. Wednesday, WXIA-TV, Atlanta's NBC affiliate; WAGA, the city's CBS affiliate; and CNN were asked to send reporters inside the walls to interview prisoners and hostages. These exclusives sparked some grouching among the news services, especially Mr. Pickard's. But as the week went on, a pool system was established.

National producers from CBS, NBC and ABC were on hand with their national talent, but had to rely on their local affiliates for equipment.

John Paul Jones, a regional coordinator for CBS News based in Tallahassee, Fla., praised WAGA's new custom-made Ku-band uplink truck. He said the producer's controls in the WAGA truck were better than in many studios.

WXIA fed its network, NBC, a live shot of the prison's front entrance whenever it wasn't sending live feeds to NBC or other Gannett stations.

WSB was turning tapes around from its on-site production facilities and putting them on the air 30 seconds later.

But TV reporters weren't the only ones arriving with fancy equipment. Gerald Bodlander of AP Radio, for example, sported a Motorola cellular radio and a tape jack to do live national reports. He got out clear sound and taped voice-bites with just a few pounds of equipment strapped to his belt.

Print reporters were reduced to listening in on conversations among prisoners, hostages, families and the police on scanner radios, and interviewing their TV competitors as they emerged from visits inside the walls.

By the third day of the siege, Southern Bell had installed extra lines and a set of six pay phones for the media as well.

The 24-hour live coverage was prestigious but costly. Don Johnson, an engineer from WSB in Atlanta, came with a microwave truck at 11:15 a.m. on the first day of the siege but counted 18 WSB employees manning the site by Wednesday afternoon.

It stretched the station's facilities pretty thin, he admitted.

"Yesterday there was a plane crash with (local stock-car driver) Bill Elliott, and they had to scramble a helicopter," he said. It was the only equipment available.#



AM outlets can standardize pre-emphasis with equipment such as Orban's Optimod-AM 9100B.

## NAB seeks AM standards

(Continued from Page 54)

However, engineers admit that many listeners won't immediately notice a change in the sound of AM stations.

"The immediate improvements noticed by listeners will be less apparent in well-engineered AM stations," Mr. Morgan said. "But the long-term advantages will be in the newly designed NRSC receivers. Here the listener will definitely hear the difference."

The NRSC enhancements are related indirectly to AM stereo, a technology that continues to be mired in uncertainty because no stereo technical standard has been established.

Because the sound quality of AM stereo would also be improved by adopting the NRSC standard, engineers say the committee's enhancements are now more important than AM stereo.

"I firmly believe the NRSC standard is far more important," Mr. Morgan said.

The NRSC hopes to begin seeing NRSC-equipped receivers by the middle of next year.

Since their creation, the NRSC standards have been billed as "voluntary" by the committee.

However, if the FCC approves the NAB's peti-

tion for a rule-making, which was filed Nov. 6, AM stations will be required to install equipment necessary to transmit at a standard pre-emphasis level.

By requiring AM stations to adopt the standard, manufacturers will be more willing to incorporate the standard in radio receivers, the NRSC says.

In its NRSC booklet, the NAB tells its AM radio members that converting to the NRSC standard will cost about \$400 if their existing audio processors are made by Circuit Research Labs, Tempe, Ariz.; Gregg Laboratories, Tustin, Calif.; Orban Associates, San Francisco; or Texar Inc., Monroeville, Pa.

For any other audio processor, conversion will cost about \$800, the NAB says.

The FCC "seems favorably disposed to the standard," said Michael C. Rau, the NAB's director of spectrum engineering and regulatory affairs. The recipient of the NAB's recent filing, Wilson LaFollette, assistant chief of the FCC's Policy and Rules Division, says it's too early to tell how the commission will react to the petition for a rule-making.#

the crowd.

Mr. Connal is also hoping to pin a microphone on U.S. coach Dave Peterson and Dave King, his Canadian counterpart.

Also, radio frequency mikes will carry sound from the goals, and one of the officials in each game might also be miked—a device the NHL has avoided because of concerns about profanity.

"It adds another perspective on the game," Mr. Connal says of all that sound.

By the final game against the Swedish squad on the eve of the Olympics, American fans should have a clear view of the U.S. team's prospects in the Olympics.

FSN, now in its second year of operations, also hopes the games will build its standing so that it gets a shot at the rights for pre-Olympic events for the 1988 Summer Olympics in Seoul, South Korea.#

will play on its way to the Winter Games in Calgary, Alberta.

## U.S. hockey hitting prime time

(Continued from Page 30)

The broadcast team includes sportscasters Pat Clement, Al Michaels and Mike Eruzione. Messrs. Michaels and Eruzione are part of the ABC Sports broadcast team for the Winter Games.

Apart from seeing the U.S. national team for the first time, viewers will be treated to a new dimension in sound on the telecasts, according to veteran sports producer Allan Scotty Connal, who is FSN's media consultant for the games.

"The audio is going to be far more than normal National Hockey League audio—audio that really puts you into the game," Mr. Connal said.

He plans eight microphones to cover the rink surface, with an audio engineer "opening and closing" sound controls on them to follow the action. Four additional mikes will provide the sounds of

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## Programming

## Programming

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## Help Wanted

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360 East Avenue  
Rochester, NY 14604  
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Attn: President  
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New York, NY 10019 EOE

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If you qualify, send your resume and salary history to: Personnel Assistant, Medstar Communications, Inc., 5920 Hamilton Boulevard, Allentown, PA 18106 (no phone calls please). And grow with a growing company.

The Department of Media Arts at the University of Arizona seeks two tenure-line faculty members for the academic year 1988-1989. Candidates must have demonstrated interest in an arts-oriented curriculum that integrates production, history, theory, and criticism in audio, video, and film. Normal teaching load is 4-6 courses per year. Rank and Salary (both positions): Assistant Professor, negotiable. **Position 1.** The primary responsibility of the person filling this position is to teach a required American broadcast genres course. Teaching assignment also will include history or criticism courses according to interest and department need. **Qualifications:** Ph.D., college-level teaching experience in areas directly related to the assignment, and a strong publication record. **Position 2.** The primary responsibility of the person filling this position is to teach introductory production courses in audio and video (studio and field). Additionally, this person will teach in such areas as intermediate audio and video production, broadcast history, media and society, or related areas of expertise. **Qualifications:** Ph.D. or M.F.A., college-level teaching experience in areas directly related to the assignment. Completed audio/video productions are required; publications and/or film productions are desirable. **Applications:** Send a letter describing qualifications and interest in the position, complete vita, and 3 letters of recommendation to: Peter Lehman, Chair, Faculty Search Committee, Department of Media Arts, Modern Languages Building 221, University of Arizona, Tucson, AZ 85721. **Deadline:** January 15, 1988. The University of Arizona is an Equal Employment Opportunity/Affirmative Action Employer.

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**Camelot Entertainment Sales Inc.,** seeks Research Analyst with some experience including knowledge of NTI data. Send resume to: Noreen McGrath, Camelot Entertainment Sales, Inc. 1700 Broadway  
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# Radio executives say FCC failed to clarify rules

By ADAM BUCKMAN  
Staff reporter

To radio station executives, the Federal Communications Commission failed in its recent attempt to clarify its indecency rules.

In addition, those interviewed last week said their stations aren't planning adult programming in the FCC's "safe harbor" after midnight.

"The ruling is just absolutely ridiculous," said Bill Wise, program director at Miami's WGTR-FM. "They did less than nothing."

The FCC's new after-midnight harbor for adult programming misses the point, according to some station executives.

WGTR's Mr. Wise said he thought the FCC's war on indecency was aimed at reining in "blue radio," in which scatological humor and sexual innuendo are integral parts of radio stations' a.m. drive programs.

"What does that have to do with midnight to 6 a.m.?" Mr. Wise asked. "When you analyze (blue radio) and then ignore it completely, you haven't done anything."

Ed Wodka, general manager of Contemporary Hit Radio KEGL-FM in Dallas, asked: "What is the standard? I don't think the FCC ruling really says anything."

Ken Stevens, general manager of WYSP-FM in Philadelphia, also said the FCC's recent clarification didn't clarify anything.

WYSP, a classic rock station, is one of three radio stations that were warned by the FCC last year about the risque nature of their programming. That warning was aimed at Howard Stern, whose morning show on WXRK-FM in New York is simulcast on co-owned WYSP.

"It was never clear—in any specific sense—what they found objectionable in Howard Stern's show," Mr. Stevens said.

"The FCC has utterly failed to clarify for broadcasters what can be aired," said David Salniker, executive director of Berkeley, Calif.-based Pacifica Foundation. "The new standard is entirely subjective

and based only on the judgment of individual commissioners."

The FCC last year accused a Pacifica radio station—KPFK-FM in Los Angeles—of airing an "obscene" program, which consisted of excerpts from a sexually explicit homosexual play.

Despite the FCC's ruling, the radio station executives insisted they won't be tempted to develop adult programming for the midnight-6 a.m. time period.

However, some of them said they wouldn't be surprised if other radio programmers would take advantage of the newly established "radio blue zone."

"There will always be a renegade out there that will try something," said KEGL's Mr. Wodka. Some stations could be tempted to sell blocks of their overnight air time to individuals who would broadcast adult-oriented shows, he added.

"I think you'll see some stations adopt a 'shock' mentality from midnight to 6 a.m.," said Greg Solk, program and operations director for WLUP-FM in Chicago.

But for WLUP, "the ruling means absolutely nothing," he said. Radio station audiences from midnight to 6 a.m. are so negligible that the ratings companies don't provide ratings for the daypart, he said.

Mr. Solk said he's afraid the FCC could change its mind about allowing adult programming after midnight. That's another reason why WLUP will avoid the adult programming issue altogether, he said.

Most radio executives said their stations will avoid adult programming after midnight because such shows wouldn't conform to the stations' images.

"I'm a firm believer in family radio," said Randy Kabrich, program director at WRBQ-FM in Tampa/St. Petersburg, Fla., which airs a Morning Zoo program that has a reputation for controversial skits. "I think there would be so much advertiser backlash in the long run that adult programming after midnight wouldn't work." #

# FCC upset by reaction to its 'indecency' ruling

(Continued from Page 1)  
misleading insofar as the coverage suggested that the FCC had liberalized its rule."

Yet he conceded that the FCC is partially responsible for the fallout.

"We didn't do a very good job of communicating what it is we did, and at least some members of the media didn't do a very good job of communicating the net effect of what we did to their readers," Mr. Patrick said.

Among the stories that got the agency's goat was a report on "The CBS Evening News With Dan Rather" in which anchorman Dan Rather said: "The deregulation-minded Federal Communications Commission today loosened further its guidelines against what some people call indecent and obscene programming on the nation's airwaves."

"That was misleading at best," said John Kamp, director of the FCC's office of public affairs. He asked CBS to consider a clarification or correction, but he said he was turned down.

"The concern we had was it gave the impression overall that after midnight anything goes and that what the FCC did significantly loosened the rules," Mr. Kamp said.

The FCC released a fact sheet several days after its ruling that tried to portray a much different reading of its action. The headline says: "FCC takes strong stance on enforcement of prohibition against obscene and indecent broadcasts."

In its Nov. 24 ruling, the FCC created a safe harbor for broadcasters to air potentially indecent material. Stations can air such material only after midnight, while extreme material is still subject to obscenity laws, the FCC said.

Commission sources said the FCC majority reluctantly agreed to create the safe harbor because the agency's attorneys were warning that the courts otherwise would have no choice but to shoot the whole ruling down for being unconstitutionally vague.

"There was a lot of concern that we were going to lose (in the courts), and that we would have to (rule on indecency) again and again," said one well-placed agency source.

Last week, FCC officials said that even with the creation of the post-midnight safe harbor, the agency's posture toward indecency was toughened.

## How they called it

**CBS News:** "The deregulation-minded Federal Communications Commission today loosened its guidelines against what some people call indecent and obscene programming on the nation's airwaves."

**The New York Times:** "The Federal Communications Commission ruled today that radio and television stations could broadcast indecent programming between midnight and 6 a.m. and not risk government sanctions."

**The Associated Press, first version:** "The Federal Communications Commission told radio and television broadcasters yesterday they may air indecent programming between midnight and 6 a.m. without fear of FCC action."

**ELECTRONIC MEDIA:** "The Federal Communications Commission created a broadcasting 'blue zone' last week, allowing radio and TV stations to air unlimited indecent programming after midnight."

**The FCC "fact sheet":** "The Federal Communications Commission, after a 12-year hiatus, has made clear that it intends to take enforcement actions against broadcasters who air obscene or indecent programming in violation of the law." #

Last week, agency officials said the commission didn't backpedal by creating the new safe harbor.

Jeff Baumann, senior vice president and general counsel for the National Association of Broadcasters, said that since the FCC was without such a safe harbor since April, the adoption of a new one "represented a pulling back from the April decision."

But the FCC didn't pull back as far as some broadcasters and other parties had hoped. Broadcasters had been urging the agency to adopt a new 10 p.m. safe harbor, not one after midnight.

In its fact sheet, the agency said it declined to restore the 10 p.m. limit because there was a "reasonable risk" of children being in the audience that early.

The agency also explained, in the last paragraphs of its fact sheet, that it had concluded that it couldn't legally ban "non-obscene" programming from the airwaves altogether.

Andrew Schwartzman, executive director of the watchdog Media Access Project, speculated that part of the agency's problem was that advocates of the restrictions on broadcast speech would have preferred leaving the agency's April ruling alone. Its practical effect was to ban indecent broadcasts from the airwaves altogether, he said.

And, indeed, Morality in Media, one of the groups originally pushing for restrictions, now says it's considering a lawsuit. #

# 'Modern Love' special falls short of projections

(Continued from Page 3)

9.6/15 for "Innocence Lost" in April and the 14.9/22 a year ago for "American Vice: The Doping of a Nation."

Geraldo Rivera's first special, "The Mystery of Al Capone's Vaults," which was co-produced by Westgate Group and Tribune Entertainment, scored a record 34/48.

Despite the ratings, "Modern Love" placed second in its time period in Los Angeles and it was the third most-watched show in Chicago, Denver, Miami and Philadelphia.

The program performed best in San Francisco, where independent KTVU-TV posted a 13.5/20.

But the show got a 2.6/4 on independent WDCA-TV in Washington, which dramatically pulled down the national average.

Analysts cited three probable causes for "Modern Love's" relatively low ratings: competition from a syndicated Fox Broadcasting special on overseas TV commercials that same

night; a possible oversaturation of Mr. Rivera through his daily syndicated talk show and "Entertainment Tonight" reports; and audience "burn-out" on the subject of AIDS.

However, Mr. Rivera is due for two more Tribune specials in 1988, one of which is scheduled to focus on phony medical practices and therapies. Company officials say the first will probably air in August.

"Modern Love" was syndicated by Tele-Trib, a barter advertising partnership between Tribune and Cox Broadcasting.

Other ratings included: 8.1/12 on WPIX-TV, New York; 11.3/17 on KTLA-TV, Los Angeles; 9.1/13 on WGN-TV, Chicago; 9.7/15 on KTVT-TV, Dallas; 11.5/17 on KWGN-TV, Denver; 9.4/13 on WKBD-TV, Detroit; 4.2/11 on KSTW-TV, Seattle; 6.1/9 on WGNX-TV, Atlanta; 5.6/8 on WTIC-TV, Hartford, Conn.; 6.4/10 on KHTV-TV, Houston; 7.6/11 on WCIX-TV, Miami; and 7.6/12 on WTAF-TV, Philadelphia. #

# Canada approves new cable, pay-TV channels

(Continued from Page 4)

journalists, will draw material from the CBC's existing international and regional networks.

Programming on the all-news channel will be 90 percent Canadian. The new cable stations will follow a rule of 50 percent Canadian content during prime time and 60 percent in non-prime-time hours.

Meanwhile, the decision to move MuchMusic and TSN to basic cable is up to individual cable operators. If the operators want either service on basic, they will negotiate the move with the cable services.

"We simply asked to have our license adjusted to be offered on either basic or discretionary cable," said TSN President Gordon Craig.

But cable operators aren't likely to move the services to basic. The CRTC is only allowing a markup of a half-cent per subscriber per month. As pay services, both cost between \$6.05 and \$6.81 a month, a markup of more than 100 percent over the

wholesale price.

What's likely to happen over time is that smaller cable companies will take on MuchMusic and TSN as basic services.

"There will be evolutionary change, not revolutionary change," says Mr. Craig.

Both MuchMusic and TSN say they would like to stay on discretionary or pay services in Canada's large cities and move to basic cable in rural areas.

Even with such a split, another pay operator is worried. First Choice, a movie channel, and the new service, The Family Channel, would remain as the only English-language specialty cable channels.

Both are owned by Allarcom and Toronto-based First Choice Communications Corp.

Traditionally, First Choice has been sold in a package with MuchMusic and TSN to attract a larger subscription base.

Without the other two, viewers—and profits—would probably drop at First Choice. #





Paul Robins and Phil Cowan are the co-hosts of "The Wilton North Report."

## Fox's newest late-night effort postponed; due by Dec. 11

(Continued from Page 3)

ing about six or seven hours of work."

Barry Sand, creator and executive producer of the show, said the decision was made Sunday, after a meeting with Fox executives.

In a prepared statement, Mr. Sand said he'd asked Fox "for a little extra time to get the team better acquainted and they told us to take it."

Added Jamie Kellner, FBC's president, "In the long run, it doesn't matter whether it debuts now or in two weeks. When Barry Sand tells us he's ready, we're ready."

Josh McGraw, vice president and general manager of Fox affiliate WPXT-TV in Portland, Maine, agreed that he'd "rather not put on a show that isn't ready."

But he added that he was "very disappointed" by the delay. "We'd been promoting the show and it makes both us and Fox look unprofessional and disorganized."

Mr. Sand, the former producer of "Late Night With David Letterman," has been working on the new program since last summer. But it wasn't until mid-November that he hired Paul Robins, 29, and Phil Cowan, 30, as co-hosts of "The Wilton North Report."

The two worked together as a drive-time radio

team for KAER-FM in Sacramento, and also worked on "TV Lite," a daily magazine series produced by KCRA-TV there.

Mr. Robins and Mr. Cowan have been characterized by Mr. Sand as "reviewers" of the day's news, anchoring reality-based segments and conducting topical interviews.

No studio audience or band are planned for the series, which will air live from Fox-owned KTTV-TV here.

No exact date for the debut has been set, but a Fox spokesman said last week that "Wilton North" would now premiere "no later than Dec. 11."

Repeats of "The Late Show" with comedian Arsenio Hall continue in the meantime.

Fox has had problems with its hour-long late-night vehicle almost since its inception in October 1986.

Original host Joan Rivers was forced to resign last May, after which FBC tried a series of rotating guest hosts under "The Late Show" banner before settling on Mr. Hall as a regular host last August.

Mr. Sand was hired in July to come up with a totally new concept for the series.

Fox said it is sticking with the current personnel on the show, although it was trying out possible new commentators last week. #

## NFL post-strike ratings failing to meet projections

(Continued from Page 4)

Overall, NFL ratings have been rising since the strike ended, after suffering the same sort of dip that occurred after the 1982 players' strike.

CBS scored a 19.6 rating in overnight Nielsen results for the first game of its regional doubleheader on Nov. 28, with an eight-market 15.6 average for its second game. NBC had a 16 rating on its single game that day.

Likewise, the 19.9 rating for the Nov. 29 Los Angeles Raiders-Seattle Seahawks Monday night game was a bright spot for ABC. In fact, ABC is already ahead of the 18 rating it guarantees regular advertisers for "Monday Night Football," according to Jim Wasilko, ABC vice president of sports sales.

"We're a little concerned about (the ratings) for the remainder of the season," said Peter Tortorici, vice president of programming for CBS Sports.

Network programmers are working to build better NFL ratings by adjusting regional exposure of games to offer the games to more affiliates.

For example, yesterday's Cleveland Browns-Indianapolis Colts game was "more heavily networked" than NBC originally planned, according to Richard Hussey, NBC Sports director of program planning.

**'We're a little concerned about (the ratings) for the remainder of the season.'**

—Peter Tortorici  
CBS Sports

He said the same will be true for next week's San Diego Chargers-Pittsburgh Steelers game.

The presence of ESPN's Sunday night cablecasts is another factor in the broadcast networks' scheduling.

"From our perspective, any time there's a game we would have had, that has an impact," said Mr. Tortorici.

Mr. Tortorici pointed to last night's Minnesota Vikings-Chicago Bears matchup on ESPN as an example.

He noted that the Nov. 29 San Francisco 49ers-Cleveland Browns game, which produced an estimated season-high 13.5 rating for ESPN, would have been a good game for CBS.

But he doubted the Sunday night games on ESPN are stealing network ratings points. #

## NBC News scores with three events

(Continued from Page 3)

NBC's third special last week, on Thursday, Dec. 3, was joined by CBS, ABC and CNN: A round-table interview of President Reagan by each network's prime anchor.

ABC and NBC aired the taped half-hour at 8 p.m., while CBS aired it at 11:30 p.m. CNN carried highlights in its segment on the presidential campaign at 6:30 and the interview in its entirety at 8:25 p.m.

NBC was largely responsible for the Reagan interview, said Tim Russert, NBC vice president of news programs.

He said the network had submitted a written request for an exclusive hour-long prime-time interview with the President Reagan prior to getting the go-ahead on the interview with the Soviet leader, Mr.

Gorbachev.

When the Soviet leader was lined up, NBC informed the White House and repeated the request for an exclusive interview with president Reagan.

Howard Baker, White House chief of staff, subsequently phoned NBC News President Larry Grossman to tell him that Mr. Reagan would do the interview, but with the three broadcast networks and CNN included.

"Obviously, the president's conversation is a result of the Gorbachev interview," Mr. Russert explained.

He said he views the week's three news events as part of the peacock network's objective to be "the dominant news organization in America." #

## Rhode Island DJ fired for on-air racial slurs

(Continued from Page 3)

personality wasn't providing the kind of program that adult contemporary WKRI wanted.

"I wanted him to do a two-hour show of music and news and then two hours of talk with no racial slurs or dirty language. He didn't do that," Ken White explained.

The general manager described Steve White's personality as "off the wall."

Besides the recent racial slurs, the general manager said, Steve White referred to elderly ladies as "old bags" and to WKRI's area of license as "scum valley."

"Hey, all I wanted was a nice, friendly show," Ken White said.

Despite Steve White's record at WKRI, the station brought him back one more time "because he assured me in writing it would be the kind of show I wanted, and I believed him," Ken White said.

In the aftermath of his firing, Steve White said the words "niggers" and "spics" were taken out of context by the NAACP.

He said he used the words to refer to "low-life individuals" whose aim is to undermine Providence's black and Hispanic communities. In using the words, he said he wasn't referring to the black and Hispanic communities as a whole.

Before he was fired, Steve White refused a

demand by the NAACP that he retract his statement on the air.

He said he told the NAACP and the management of WKRI, "I stand firm, and to retract this statement would be the ultimate hypocrisy."

As a result of his experience with the NAACP, he told ELECTRONIC MEDIA: "It is now clearly evident to me that just as there exists in the ghetto the nigger element dealing drugs, the same element exists in the upper echelons of the NAACP and the Black Media Coalition."

Steve White said he's not disappointed about being fired.

"I could have predicted it," he said of his dismissal.

The air personality, who says he's in his mid-40s, now plans to turn his attention to politics.

He said he has announced his intention to run for lieutenant governor of Rhode Island in November 1988, although he hasn't decided whether to run as a Democrat or a Republican.

For now, Steve White says a radio stint is a remote possibility.

"I don't think there's a station in Rhode Island that would hire me," he said of his future in radio. #



# ABC cancels two replacement shows

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—ABC has canceled two mid-season replacement shows, "Sable" and "The Pursuit of Happiness," and will add two new programs next month, including a sitcom from Academy Award-winning movie director Mike Nichols.

"Sable," a one-hour 8 p.m. (ET) Saturday series that replaced "Once a Hero" on Nov. 7, traded places with "Ohara" at 9 p.m. Saturday, Dec. 5, before leaving the air Dec. 26.

"Juarez," an hour-long drama starring Benjamin Banda as El Paso Sheriff's Department Sgt. Rosendo Juarez, will move into the 8 p.m. Saturday slot Jan. 16. The program is produced by Big Name Films, in association with Columbia/Embassy Television.

"The Thorns," the first TV show from Mr.

Nichols in 11 years, begins airing Fridays at 9:30 p.m. on Jan. 15, a week after the last broadcast of "Pursuit," which premiered Oct. 30.

The new "irreverent" family-oriented comedy stars Tony Roberts and Kelly Bishop as Sloan and Ginger Thorn, heads of an eccentric household "living beyond its means in a fashionable New York neighborhood." The series is from MTI, in association with Reeves Entertainment.

"Pursuit," 68th in the Nielsen rankings to date, was produced by Twentieth Century Fox Television, while "Sable," placing 72nd, was from Taft Entertainment.

In an unrelated development, CBS Entertainment last week named the vice president of CBS Sports programming, Peter F. Tortorici, to the newly created post of vice president of planning and scheduling.

The executive will oversee daily and long-range planning and scheduling of series, movies, miniseries and specials, with Mr. Tortorici reporting to Kim LeMasters, the new president of CBS Entertainment.

In his past position, Mr. Tortorici was responsible for the development, acquisition and scheduling of all CBS Sports broadcasts.

The appointment is part of a restructuring that had been anticipated following Mr. LeMasters' promotion to his new job in early November.

NBC, meanwhile, has signed a deal with Eddie Murphy Productions for production of a comedy/variety show pilot, which could air as soon as next summer. Although Mr. Murphy will appear in the pilot, he is expected to make only occasional appearances in the program if it gets picked up as a regular weekly series for the 1988-89 season. The co-

median is currently under a long-term movie contract with Paramount Pictures.

NBC has also ordered eight episodes of "Highwayman," a new midseason series from Glen Larson Productions, in association with Twentieth Century Fox Television, that's based on a two-hour pilot that aired earlier this fall.

The action-adventure series is expected to replace "Rags to Riches," also from Fox, at 8 p.m. Friday nights.

The program, which doesn't yet have a premiere date, is an hour-long series about a truck with special powers enabling it to turn into a helicopter.

Although Mr. Larsen didn't return calls last week, the producer reportedly has agreed to deficit-finance the production through his own company, with Fox retaining future distribution rights. #

## Lifetime buys rights to 'Cagney'

(Continued from Page 1)

its distributor, Orion Pictures, will begin syndicating the show to broadcast stations—including about 10 stations it signed up before the Lifetime deal was formed.

Lifetime will continue to run the series through December 1990 and have exclusive rights among cable services.

Orion has pitched the female cop series, which airs on CBS, to broadcast outlets for more than two years, station rep sources say.

The difficult marketplace for off-network, hour-long series in syndication is only part of the reason why "Cagney & Lacey" was a hard sell, said Janeen Bjork, vice president and director of programming at the TV rep firm Seltel.

While many broadcast executives considered "Miami Vice" too trendy to make it in syndication, "Cagney & Lacey" is perceived as too female oriented, she said.

"Because of the structure of the deal, it shouldn't be considered as a total failure for Orion," said Larry Gerbrandt, a senior analyst for Paul Kagan Associates. "It's not like 'Miami Vice,' which will be out of the (syndication) market for years."

He estimated Orion earned back nearly all its production costs, roughly \$900,000 an episode, with its CBS Network license fee, which he estimates is in the \$850,000 range. Officials at Orion could not be reached for comment.

Sources said Lifetime outbid Turner Broadcasting System for the cable rights.

The purchase "has in no way drained our coffers," said Thomas Burchill, Lifetime's president and chief executive officer. He added Lifetime's plans call for a doubled programming budget every two years.

Not all recent off-network shows have performed well for Lifetime. For instance, "Falcon Crest's" poor ratings caused the network to re-vamp its schedule this fall.

But Mr. Burchill said "Cagney & Lacey's" chief attributes—an off-network action-adventure series with female appeal—have proved a powerful combination in the past.

"Lady Blue" and "Partners in Crime" on Lifetime attracted 25 percent to 30 percent higher ratings in weekend and 8 p.m. weekday positions than previous programs in the time slots, he said.

Lifetime plans to strip "Cagney & Lacey" at 8 p.m. and 11 p.m. weekdays and fill weekend time periods, as well. #

## AT PRESS TIME CONTINUED

doch's News International and a consortium of EBU members.

● NEW YORK—NBC is expected to announce it will remain headquartered at Rockefeller Center here in exchange for tax incentives. NBC had been considering relocating to New Jersey.

● WASHINGTON—The Senate Judiciary Committee last Thursday approved a bill aimed at curbing TV violence. The bill, introduced by Sen. Paul Simon, D-Ill., would exempt members of the TV industry from the antitrust laws for three years to consider voluntary TV violence standards. It is expected to be taken up by the full Senate in January.

● NEW YORK—Dan Cordtz will end his 13-year tenure as economics editor for ABC News this Friday to produce 90-second business briefs and other related reports for independent and affiliated TV stations. His Econoclast Inc. will join forces with New York-based Troika Productions in the new venture.

● NEW YORK—ABC News said late last week that Ted Koppel would continue as "Nightline" anchor despite the Dec. 4 expiration of his contract. ABC News sources said Mr. Koppel and ABC haven't conducted "serious" negotiations.

● CLEARWATER, FLA.—Home Shopping Network here last week reached an agreement to sell KHSP-TV in Portland, Oregon, for \$5.1 million to Blackstar Communications. The agreement also allows Blackstar to exercise HSN's option to buy WMOD-TV in Orlando, Fla.

● DENVER—David E. Lane and Bruce Carroll Pierce were each sentenced in federal district court here last week to 150 years in prison for the 1984 murder of Denver's KOA-AM talk show host Alan Berg. #

## NBC-TBS spurs interest

(Continued from Page 1)

But Time, which owns 11.5 percent of TBS, has an option to gain full control of CNN if Mr. Turner reduces his stock in TBS to less than 51 percent.

Time, which shares the CNN option with Tele-Communications Inc., is said to be unwilling to part with that right.

During the Western Show opening session, John Malone, a member of the TBS board and president of TCI, denied reports he was "frustrating" the NBC negotiations with Time.

Sources close to the talks suggested that a possible three-way cooperative arrangement involving Time, NBC and CNN is being explored.

NBC and TBS initially began exploring a 25 percent, \$400 million interest by NBC in the Atlanta-based cable concern. In return, NBC would play a role in TBS's proposed new service, Turner Network Television.

On Nov. 30, Mr. Turner, Mr. Malone and N.J. Nicholas, president of Time, met with NBC President Robert Wright in New York.

Before his convention address on Dec. 2, Mr. Turner said, "There's nothing much to talk about at this point. But when people want to do something, they usually work things out."

As for NBC, its interest in cable is by no means limited to the TBS deal.

An agreement by NBC to produce programming for a cable service is expected to be announced as early as this week, according to sources. But those sources wouldn't reveal which service.

Meanwhile, many of the approximately 8,700 attendees at the Western Show regarded an NBC-TBS alliance favorably.

"I take it as a much more positive sign than a negative sign," said David Bohmer, president of Centel Cable Television Cos.

NBC's Mr. Wright "has a strong cable back-

ground," he noted, referring to Mr. Wright's time as president of Cox Cable Communications. "It may make TBS more viable and make TNT a concept you might want to grab onto."

"We invested in Turner's refinancing so it would remain cable friendly," says Frank Intiso, Falcon Cable TV's chief operating officer. His only concern is whether the NBC deal would cease to make Turner a cable-friendly operation, "but right now there's a lot of rhetoric."

NBC, in addition to a role with TNT, is seeking representation on the TBS board, sources said.

However, a flat-out equity interest in TBS could pose a legal problem for NBC. The law prohibits NBC from owning any interest in a second TV station in a market, and it has an affiliate in Atlanta, home of TBS's superstation WTBS.

Variations on the equity theme could include the issuing of a new class of TBS stock or having the two companies simply engage in a joint venture, sources said.

Since the Nov. 30 meeting, executives from NBC and TBS have been trading information and contemplating different ways a deal might be struck.

Another meeting is expected soon. "This would be a very complicated deal," said a high-level source close to the talks. "I still don't give it more than 50-50 odds. They are a long way from a deal. But the one thing both sides have going for them is genuine needs and genuine interest."

Although he is adamant about not wanting to relinquish control of his company, Mr. Turner has been seeking ways to find capital to launch TNT, sources said. #

Senior Reporter Diane Mermigas contributed to this report.

## Tax, fairness advance

(Continued from Page 2)

However, many of the administration's objections may be rectified by modifications during a House and Senate conference.

"I'm not sure what he'd do if the fairness doctrine was the only thing he objected to in there," Mr. Cooper said.

While NAB President Eddie Fritts appeared to be close to proclaiming victory over the tax proposal last month, he was offering no such assurances by the end of last week.

"We're working our butts off. We're not declaring anything at the moment," said Walt Wurfel, an NAB senior vice president.

Yet John Summers, NAB senior executive vice president, said he thought the chances were "pretty good" that broadcasters could get the tax proposal stripped out.

Last month, Mr. Fritts was claiming that more than 50 senators had indicated they were "firmly committed to our position" against the tax. Whether that translates into votes to strip out the measures could be made

clear soon.

Sen. John Danforth, R-Mo., according to an aide, is expected to make an effort to strip the measures out, largely because he believes the appropriate congressional procedures were short-circuited in bringing the proposals to the fore.

Also, Sen. Bob Packwood, R-Ore., whom the NAB also considers a potential champion, is likely to make an effort to strip the measure out if he determines that it's "doable," according to an aide.

NAB officials also said they consider Sen. Lloyd Bentsen, D-Texas, chairman of the Senate Finance Committee, as an ally.

The effort to codify the fairness doctrine enjoyed strong support from the House leadership, including House Speaker Jim Wright, D-Texas.

Indeed, 13 chairmen of House committees joined House Energy and Commerce Committee Chairman John Dingell, D-Mich., in urging their colleagues to "repudiate" the FCC's "insulting" elimination of the doctrine last summer. #

## ABC, affiliates planning to discuss compensation

(Continued from Page 2)

cific problem. ABC has gone through a drastic change in its ownership and in many other ways. It is time to take a historical look at the nature of our relations."

In recent weeks, well-placed industry sources have said that Cap Cities/ABC is contemplating changes in its relationship with affiliates or the system of distributing its network programming.

However, Mark Mandala, president of the ABC Television Network, last week emphatically denied the rumors.

"We have every intention of maintaining our current affiliate relations and protecting the stations' first-call and exclusivity rights," he said.

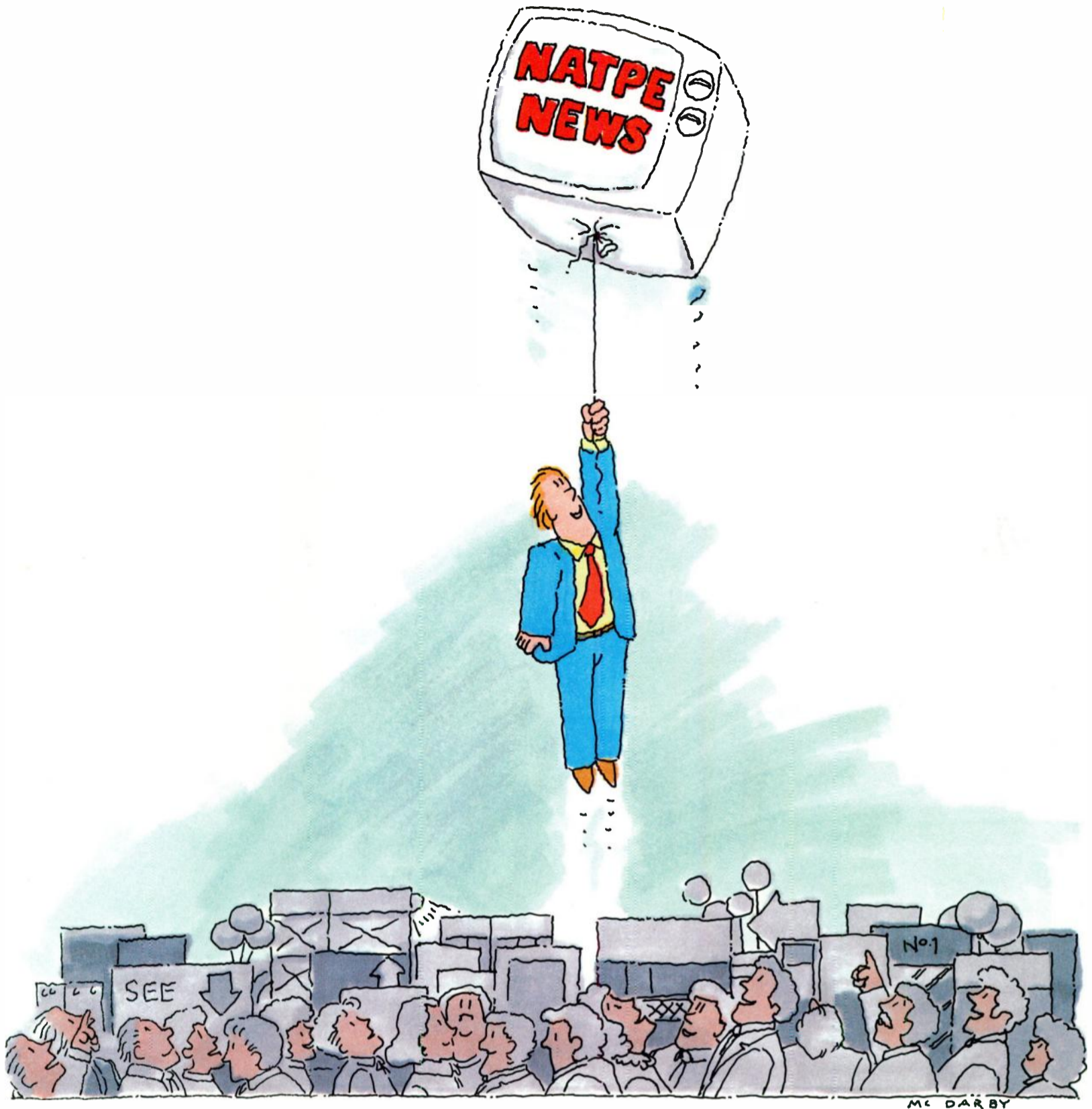
The anticipation that the ABC-TV Network will post at least \$20 million in profits, compared to last year's estimated \$70 million loss, has prompted affiliates to request that full compensation to stations be restored.

Since the time of Cap Cities' takeover of ABC nearly two years ago, there has been industry speculation that the company eventually might spin off its network or dramatically alter network affiliate relations.

Also last week, the affiliate board took the unusual move of issuing a formal statement of support for the network in its plea to stations to improve their weekly clearances of network programming in prime time and daytime. #



# RISE ABOVE THE CLUTTER



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