

# Electronic Media

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## AT PRESS TIME

### 'Geraldo' switches in L.A.

LOS ANGELES—Paramount Television Distribution, sales agent for Tribune Entertainment's daily talk show "Geraldo," has sold the first-run series to CBS-owned KCBS-TV in Los Angeles for broadcast at 4 p.m. beginning March 4. The move bumps "Geraldo" from its 9 a.m. berth on Tribune-owned KTLA-TV there. Paramount is also trying to switch "Geraldo" from 10 a.m. on MCA's WWOR-TV in New York to NBC's WNBC-TV there as a 9 a.m. replacement for Group W's "Wil Shriner."

### Lorimar stock soars

NEW YORK—Lorimar Telepictures stock soared to \$13 a share early Friday on heavy trading that raised further speculation that the company may be a takeover target. One million shares of the company's stock traded Thursday on continued rumors that investor Marvin Davis is increasing  
(Continued on Page 87)

## New class system seen at INTV

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—The era of the "haves" and the "have-nots" has dawned in independent television. Speaker after speaker at last week's 15th annual convention of the Association of Independent Television Stations here talked about the emergence of a two-tiered structure among independent broadcasters and the programers that serve them.

In programming, for example, an INTV-sponsored survey found station executives agreeing that while prices for many shows have leveled off or even dropped, they're climbing for the most sought-after fare (see story on Page 3).

Distributors, according to the same report, are convinced that those falling prices will force a shakeout in their business.

As for broadcasters themselves, analyst Paul Kagan contended that "the industry's strongest stations actually became stronger the moment the program-buying bubble burst."

The Carmel, Calif.-based founder of Paul Kagan Associates told an opening INTV session at the Century Plaza that "the most significant thing that happened to indies in the past year was the kicking of the habit of over-buying programming."

"There was never going to be room for as many indie stations as wanted to be there," Mr. Kagan said. "The largest markets can support only three indies with a significant rating, less than two in medium markets and only one in small markets."

Milton Maltz, chairman and chief executive officer of the Malrite Communications Group, agreed  
(Continued on Page 87)

## Government agency seeks limits on news helicopters

By ADAM BUCKMAN  
Staff reporter

A federal agency is urging restrictions on the news media's use of helicopters near emergency scenes because it says they are interfering with rescue and clean-up operations.

The move is spurring an angry reaction from some people in the broadcast news media, which have used helicopters in covering everything from forest fires to oil spills.

But the National Transportation Safety Board recently cited several cases in which it says the media's choppers have interfered at accident

scenes, fanned the flames of fires and blown toxic vapors after a chemical spill.

The most recent incident cited by the NTSB took place last July 28, when a Navy Huey helicopter crashed in a national forest south of Santa Barbara, Calif.

An NTSB investigation concluded that the presence of a media helicopter delayed the take-off of a rescue helicopter transporting the accident's two survivors to a nearby hospital. That delay contributed to the death of one of them, the NTSB charges.

Last month, the NTSB recommended to the  
(Continued on Page 86)

## Copyright blow dealt to cable

By DOUG HALONEN  
Staff reporter

WASHINGTON—A federal appeals court here last week issued a ruling that is expected to double the cable industry's copyright costs for carrying superstations and other distant TV signals.

Sources here say the decision, which involves how cable operators

calculate their copyright fees, is expected to raise cable's payments from \$60 million to \$120 million for 1986 alone.

Left particularly vulnerable by the ruling is Cablevision Systems Corp., whose lawsuit first raised the issue over the method of payment.

The Woodbury, N.Y.-based multiple cable system operator has been sticking to its own interpretation of

what it should pay for copyright since 1979—an interpretation the court rejected vehemently in its Jan. 5 decision.

Program producers, led by the Motion Picture Association of America, have charged that Cablevision has been shortchanging them for years.

Under the law, cable operators  
(Continued on Page 87)

## INSIDE:

### 8 The bare facts

The staff of the "Sally Jessy Raphael" show is making arrangements for nudists to appear as guests.

### 24 Match made in Hollywood

Henry Thomason and Linda Bloodworth-Thomason followed varied paths to "Designing Women."

### 58 Local TV wrap-up

A review of the leading broadcast events of 1987 in the top 20 media markets.

## NEWS SUMMARY

**A federal appeals court** in Washington issued a ruling that is expected to double the cable industry's copyright costs for carrying superstations and other distant TV signals. (Page 1)

**The National Transportation Safety Board** is urging restrictions on the news media's use of helicopters near emergency scenes because it says they are interfering with rescue and clean-up operations. (Page 1)

**A number of speakers** talked about the emergence of a two-tiered structure among independent broadcasters and the programmers that serve them—the "haves" and the "have-nots"—at last week's 15th annual INTV convention in Los Angeles. (Page 1)

**Several new first-run shows** scored impressive ratings during their first sweeps month. Among the first-run programs that did well in the Cassandra report are "Duck Tales," "Win, Lose or Draw" and "Star Trek: The Next Generation." (Page 3)

**"The Wilton North Report"** has been abandoned by Fox Broadcasting Co., and the so-called fourth network will bring back the "The Late Show," starting tonight. Several Fox affiliates termed the ill-fated show "an embarrassment." (Page 3)

**Forty-two percent of independent TV station executives** say that prices for most syndicated programs—except for "The Cosby Show" and "Who's the Boss?"—declined from 1986 to 1987, according to a survey released at the INTV convention. (Page 3)

**LBS Communications took** a gamble by reviving "Family Feud," and that gamble appears to be paying off. The show has already been sold to CBS for a late-morning run on the network, while the NBC-owned stations have bought the slightly different syndicated version for a prime-access run. (Page 3)

**NBC and CBS both saw** their ratings for telecasts during the strike-torn National Football League season drop 9 percent, compared to last season. ABC experienced a 4 percent loss for its Monday prime-time games, including the replacement contests held during the players' strike. (Page 4)

**NBC is still discussing joint** programming deals with Turner Broadcasting System and The Disney Channel, Robert Wright said. The network's president and CEO said it's "not inconceivable" that NBC will soon sign agreements with the cable entities. (Page 4)

**The major reasons cited** for Viacom Enterprises' failure to sell "The Cosby Show" in 24 television markets were its high price tag and a programming surplus. Cleveland, Tampa, San Diego and Sacramento are among the markets that will not have "Cosby" reruns next fall when the show launches in syndication. (Page 4)

**The slate of college** football bowl games run by the networks on New Year's Day did not produce the stellar ratings they were hoping for. NBC had the biggest hits of the day—the Orange Bowl and the Rose Bowl. (Page 4)

**There were wide differences** once again between the results of Arbitron Ratings Co.'s fall radio ratings and those published by Birch Research Corp. The disparities appear to be most prevalent regarding urban contemporary stations. (Page 6)

**A group of nudists** is scheduled to be interviewed in the buff today during a taping of the syndicated talk show, "Sally Jessy Raphael." The nudists are creating a variety of problems for the show's producer. (Page 8)

**Wendell Triplett, owner of WWAT-TV** in Columbus, Ohio, is learning how hard it can be to keep a start-up TV station's signal on a cable system since the must-carry rules have been thrown out. (Page 8)

**Al DeVaney, vice president** and general manager at Fox Broadcasting's WFLD-TV in Chicago, has left the station to take the same post at rival Chicago independent WPWR-TV. (Page 36)

**"It's Garry Shandling's Show,"** an off-beat half-hour comedy show on cable's Showtime, will be picked up by Fox Broadcasting Co. beginning March 6. (Page 85)

**NBC's president of entertainment,** Brandon Tartikoff, is stockpiling standby shows and mapping out plans to boost summer viewership. Mr. Tartikoff promises that nine new programs will hit the air before the end of the season. (Page 86)

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# Murdoch sparks debate over cross-ownership

By **ROBERT HOMAN**  
and **RICHARD TEDESCO**  
Staff reporters

Media mogul Rupert Murdoch has sparked a huge controversy by attacking rules that are preventing him from retaining both a TV station and newspaper in New York and Boston.

The high-stakes battle last week involved a cast of big-name characters that included Sen. Edward Kennedy, D-Mass.; New York Mayor Ed Koch; Sen. Daniel P. Moynihan, D-N.Y.; and White House spokesman Marlin Fitzwater.

The controversy began late last month when Sen. Kennedy got language attached to a federal spending bill that bars the Federal Communications Commission from changing or abolishing its cross-ownership rule.

Mr. Murdoch, who would be unable to hold onto his Boston and New York properties under the amendment, went on the attack last week.



**RUPERT MURDOCH**  
Spurs congressional action

His forces urged congressional action and threatened a lawsuit to overturn the Kennedy directive.

In response, Sens. Moynihan and Alfonse D'Amato, R-N.Y., say they plan to introduce legislation to repeal the amendment in the federal spending bill.

Additionally, Sen. Moynihan used the occasion of a public hearing in New York on Jan. 7 to discuss the rules and give Martin Singerman, president of Mr. Murdoch's News America Publishing Co., an opportunity to make a case for retaining the New York Post.

Mr. Murdoch has received temporary waivers from the FCC allowing him to hold onto his newspapers in New York and Boston, where he owns WNYW-TV and WFXT-TV, respectively.

But the waiver expires for the New York Post on March 6 and for the Boston Herald on June 30.

Mr. Murdoch has said he may have to shut down the New York Post if he can't find a buyer for the unprofitable newspaper and that, if forced, he would keep the Boston Herald and sell WFXT.

(Continued on Page 87)

## Turner board to consider control issue

By **JANET STILSON**  
Staff reporter

**NEW YORK**—Who should handle day-to-day operations at Turner Broadcasting System will be the key question when the company's board meets Friday.

The meeting comes amid reports that board members representing cable investors are pressuring TBS Chairman Ted Turner to restructure the day-to-day control of the company.

According to The Wall Street Journal, the cable representatives are asking Mr. Turner to name a chief executive or chief operating officer.

Board members will be briefed on the company's operations by the TBS executive committee.

Sources inside and outside the company, who wished to remain anonymous, say there is a growing nervousness at TBS, particularly in the New York offices, because of the uncertainty over managerial control.

The upcoming board meeting is also expected to spur conversations between TBS and NBC this week.

The broadcast network is interested in investing in the cable company, though sources reported last week that the talks have yet to produce a basic framework for an agreement (see related story, Page 4).

Capital Cities/ABC has also said it's held discussions about investing in TBS, though it hasn't revealed further details.

One topic likely to get only cursory attention at the board meeting is a refinancing of TBS's \$1.4 billion junk-bond debt.

The company had delayed plans for the refinancing, originally expected to occur in November or December, due to the stock market crash in October.

The junk-bond market's inability to rebound since then has further delayed proposals, probably until March or April, according to one TBS official.

TBS needs the cash from a refinancing or outside investment to pay dividends due this spring to the 28 cable operators that invested \$550 million in the company last year.

A topic not on the agenda but likely to spur discussions at the meeting is TBS's proposed cable television service, Turner Network Television. #

## 'Moonlighting' to do 3-D episode

By **WILLIAM MAHONEY**  
Staff reporter

**LOS ANGELES**—ABC will add yet another dimension to its irreverent "Moonlighting" series by airing a final episode in May with some scenes shot in 3-D.

This will be the first time a network series will air in 3-D; until now, only local TV stations have used the technique.

ABC joined Coca-Cola Co. on Jan. 7 to announce the 3-D project, which is a joint effort by the two.

As part of the deal, a 60-second 3-D Classic Coke spot will premiere during the episode.

Ad agency McCann-Erickson will create the commercial for Coke, which will distribute the special glasses needed to make the new Nuoptix 3D process effective.

Without the glasses, viewers will see an ordinary TV picture; with them, they'll see a 3-D picture superior to others in the past, Coke and ABC maintain.

"The Coca-Cola Co. plans to have a minimum of 40 million 3-D glasses available," said William Lynn, vice president and director of worldwide media for Coca-Cola Co.

The glasses will be offered for free in some areas but may cost up to 25 cents a pair, depending on local promotions, Mr. Lynn said.

Ted Harbert, ABC Entertainment's vice president of motion pictures, joined Mr. Lynn in unveiling a demonstration of the process at the consumer press tour in Los Angeles.

"I have always been trying to get one of our shows on in 3-D since 1980," Mr. Harbert said, adding that he doesn't expect the plan to drastically increase the cost of the one-hour episode.

The ABC-produced series is well-known for skirting traditional TV rules. It often goes over the so-called "fourth wall," for example, by including viewers in the storyline.

Since its first airing in March 1985, "Moonlighting" has featured a number of unusual episodes, including a program done in black and white, another with an expensive segment featuring Claymation and an ambitious "Taming of the Shrew" episode that cost ABC about \$3 million.

A special "Casablanca" episode is also planned for this season.

The final episode will not be shot entirely in 3-D, since the process works best during action scenes, Mr. Harbert said.

Nuoptix Associates of Los Angeles developed the new process and has an arrangement with Coke.

The technology requires about twice as much film for shooting and a different editing process, according to co-inventor and Nuoptix President Steve Beard.

Three-D effects were first introduced in movies in the 1950s. #

# INTV studies prices of shows, cable's impact

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—Forty-two percent of independent TV station executives say that prices for most syndicated programs—except “The Cosby Show” and “Who’s the Boss?”—declined from 1986 to 1987.

That’s just one of the highlights from a survey released Friday at an Association of Independent Television Stations luncheon sponsored by ELECTRONIC MEDIA.

The report, “Programming: Betting the Whole Bundle,” found that those who operate inde-

pendent stations or supply them with programming believe major changes are in store for the TV industry.

It’s based on survey results gathered from representatives of 85 stations and 55 distributors, who responded to separate questionnaires distributed by INTV late last year.

While 42 percent of station executives saw a drop in program prices last year, the survey shows that the average independent is now spending 40 percent of its budget acquiring non-barter programming.

Among distributors, 28 percent believe program prices will rise in 1988, compared to 15

percent who expect some decline.

Also, 80 percent of the distributors believe there will be fewer syndicators doing business in the 1990s.

However, 76 percent expect economic improvement in their industry this year.

Respondents generally see cable as a much bigger threat than ever before, as network audiences continue their steady decline.

Twenty-eight percent of station executives now think it’s possible that the current full-service, three-network system may no longer exist by the end of the 1990s, and 32 percent feel cable-produced programming could

“eventually replace the current audience dominance of independents” during the 1990s.

Those questioned see children’s programming, news, hour-long shows and sports events as weak areas that probably won’t improve much.

On the other hand, half-hour sitcoms and movies remain profit centers, the stations said, and “special event” shows (such as Tribune’s Geraldo Rivera specials) are viewed as new growth areas.

Thirty-nine percent of all stations said lower viewing levels and revenues would lead

(Continued on Page 85)

## LBS pinning high hopes on ‘Family Feud’

By RICHARD MAHLER  
Los Angeles bureau chief

A high-stakes gamble on an old hit game show appears to be paying off for LBS Communications.

The show is “Family Feud,” which was voluntarily withdrawn from both syndication and the ABC-TV daytime schedule in 1985 and is now being brought back in updated form as a first-run offering for later in 1988.

“Feud” already has made a splash, not only in the syndication market but in network television as well.

CBS has bought it for a late-morning run on the network, while the NBC-owned stations have bought the slightly different syndicated version of the show for a prime-access run.

An additional feather in LBS’s cap came in the form of a sale to CBS-owned WCAU-TV in Philadelphia, which also will run the show in prime access.

Although the exact size of LBS’s wager on “Feud” can’t be confirmed, reliable sources both inside and outside the company agree that it is substantial.

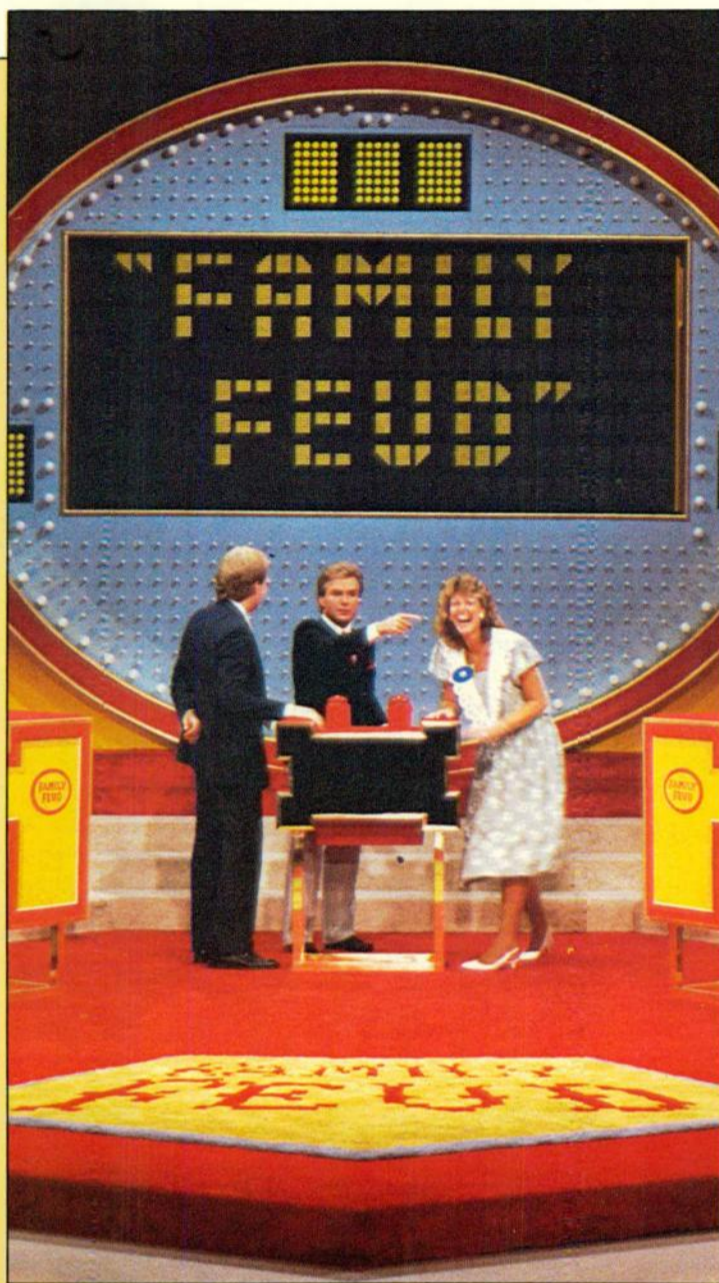
In fact, the syndicator is said to have guaranteed \$20 million a year to the producer, Mark Goodson Productions, in exchange for distribution rights to the daily half-hour series.

Sources say LBS is also accepting a distribution fee of only 15 percent from Goodson.

The customary distribution fee in the industry is 35 percent.

Coming in the wake of LBS’s highly successful “Titanic” special, “Feud” could signal a return to happy days for the syndicator, which has recently endured a not-so-happy era.

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The new “Family Feud” from LBS Communications has already been selling well.

## ‘Late Show’ in, ‘North’ out on Fox

By WILLIAM MAHONEY  
Staff reporter

LOS ANGELES—Bowing to affiliate pressure, Fox Broadcasting Co. has abandoned the low-rated “Wilton North Report” and will bring back “The Late Show,” starting tonight.

“Wilton North,” which made its debut Dec. 11, was to have its 21st and final broadcast last Friday.

Last week, several Fox affiliates termed the ill-fated show “an embarrassment.” They said they would rather have the 3 rating they were getting with “The Late Show” instead of the 1 rating they were getting with its replacement.

“Late Show” reruns will appear for at least the next three weeks while the company firms up its plans for late

Related editorial, Page 14.

night.

The future is uncertain for “Wilton North” Executive Producer Barry Sand, who was hired away from NBC’s “Late Night With David Letterman” last summer to create a replacement for “The Late Show.”

The hosts of “Wilton North,” Phil Cowan and Paul Robins, will not be retained to host the returning “Late Show.”

At press time, Fox was unsuccessful in an attempt to lure back comedian Arsenio Hall as host of “The Late Show.” A Fox source said he believed the latest rejected offer made to Mr. Hall was for about \$2 million for one year.

Mr. Hall had been building a following in the last months of “The Late Show” but moved on to a film career when Fox lost interest in “The Late Show” and turned its attention to “Wilton North.”

When “The Late Show” returns to production, the title and the format of the original program may be retained, although a Fox spokesman said plans could change.

(Continued on Page 85)

## Several first-run shows score well in Cassandras

By RICHARD MAHLER  
Los Angeles bureau chief

Although King World still won the top positions in the rankings of all syndicated TV programs for November, several new first-run shows scored impressive ratings during their first sweeps month.

Following are some of the highlights of A.C. Nielsen Co.’s just-released Cassandra report:

• Buena Vista, the syndication arm of The Walt Disney Co., took first-place honors among all children’s shows with its “Duck Tales,” a new strip garnering a 4.3 rating (percentage of TV homes) and a 12 share (percentage of sets in use).

The show is carried in 145 markets representing 78 percent coverage.

“The New Ghostbusters,” introduced last September by Coca-Cola Telecommunications,

premiered in third place among all children’s fare with a 3.4/10.

• Buena Vista’s half-hour daily game show “Win, Lose or Draw” cracked the top 10 list for all syndicated fare, the only new first-run show to do so. It pulled a 7/18 on 128 stations serving 75 percent of the United States.

• Paramount’s hour-long “Star Trek: The Next Generation” proved to be the second most popular series among men age 18-49, with a 6/14 on 181 outlets reaching 95 percent of TV households. The “Star Trek” revival was ranked 17th overall.

• “Family Ties,” the off-network comedy released this fall by Paramount, led the sitcom parade with an 8/15.

The same studio also did well with “Cheers,” which checked into its first off-network season with a 6.8/15.

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### NOVEMBER 1987 CASSANDRA OVERALL LEADERS

	1987	1986	Difference
1. Wheel of Fortune	19.0/32	19.3/33	-1.6%
2. PM Magazine	12.3/21	9.7/18	+26.8%
3. Jeopardy	12.1/26	12.3/26	—
4. Oprah Winfrey Show	10.5/31	7.7/31	+36.4%
5. Big Spin	9.9/18	6.9/12	+43.5%
6. Family Ties	8.0/15	not on in 1986	
7. People’s Court	7.9/20	8.2/21	-3.7%
8. M*A*S*H	7.5/17	8.7/19	-13.8%
9. Donahue	7.4/29	7.6/29	-2.6%
10. Win, Lose or Draw	7.0/18	not on in 1986	
11. SWC Football	6.9/23	7.7/25	-10.4%
12. Cheers	6.8/15	not on in 1986	
13. Entertainment Tonight	6.6/14	7.5/15	-12.0%
14. Hollywood Squares	6.4/15	7.2/17	-11.1%
15. ACC Football	6.3/24	7.1/24	-11.3%
Three’s Company	6.3/14	7.9/18	-20.3%

Source: A.C. Nielsen Co.

# NBC continues Disney, TBS talks

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—Robert Wright last week said NBC is still talking with Turner Broadcasting System and The Disney Channel about possible programming deals.

Mr. Wright, NBC's president and chief executive officer, said it is "not inconceivable" that the broadcast network will soon sign agreements with the cable entities.

Mr. Wright spoke by way of satellite—from "one of Ted Turner's plantations," he said—to TV critics here during the semi-annual Consumer Press Tour.

The NBC executive has been talking to Mr. Turner about NBC buying a share of TBS, a deal that likely would include involvement

by the network in the planned Turner Network Television service.

However, sources close to the discussions last week said that if a basic framework for a potential deal isn't decided upon in the next several weeks, the discussions would be discontinued.

An NBC executive said the conversations so far have failed to produce that basic framework.

In the meantime, NBC also has been talking with The Disney Channel about producing fare for that cable service.

Later during the press tour, NBC Entertainment President Brandon Tartikoff said NBC is very close to finalizing a deal with Disney.

"The shows we're talking about are properties that could play with a limited window on

The Disney Channel and then come over to NBC and possibly run on Saturday morning television or be stripped, say, in the summertime in daytime at 10 a.m., like we have with 'Family Ties,' 'Facts of Life,' and other series," he said.

But, Mr. Tartikoff stressed, "If you are operating under the assumption that the property that we are talking about with The Disney Channel would be programming that would be for prime time on NBC, I would say you are probably operating under a misassumption."

Mr. Wright said that among the issues still to be resolved with Disney is the "enormous cost differential" between network and made-for-cable productions.

"One of the difficulties is that the cable networks don't pay very much for their program-

ing," Mr. Wright observed. "This would be much more expensive than what they're used to."

He cautioned that it's "not entirely clear" what types of shows NBC might produce for cable.

"You can't make a generalization," Mr. Wright said. "Some programs might be shown only on cable and others might also be shown on the network."

Because of Mr. Turner's strong preferences and TBS's "diverse" shareholder group, Mr. Wright said the situation regarding possible NBC involvement in the Turner empire "is very confusing. (Progress) is likely to be slow, and it's possible that nothing will develop."

He said he accepts the fact that "affiliates of  
(Continued on Page 86)

## NFL ratings drop from '86

By RICHARD TEDESCO  
Staff reporter

NEW YORK—Final ratings for telecasts during the strike-torn National Football League season were down 9 percent for CBS and NBC, compared to last season.

ABC experienced a 4 percent loss for its Monday prime-time games, including the replacement contests held during the players' strike.

However, excluding the strike games, the final tallies were off only slightly from last year.

CBS, including the "scab" games, showed an overall average rating (percentage of TV homes) of 13.9 for the 1987 season, compared to 16 for the 1986 NFL telecasts.

NBC dropped to 11.2 from an average of 12.1, while ABC's "NFL Monday Night Football" had an average rating of 17.8, against 18.5 last year.

While NFL broadcasts showed renewed strength toward the end of the season, the networks—particularly CBS and NBC—remained hamstrung by the underperformance of traditional league powerhouses.

"I think the strike problem lingered all the way through," said Richard Hussey, director of programming for NBC Sports.

For NBC, American Football Conference teams featured in games widely distributed to network affiliates, such as the New York Jets and Los Angeles Raiders, suffered through lackluster seasons.

"We had some major-market disappointments," Mr. Hussey observed.

Mr. Hussey also pointed to the "tremendous schedule" of Sunday-night games aired by ESPN in its rookie NFL season in leaving the broadcast networks fewer strong

pro football games to use in their schedules.

The poor performances by the New York Giants and the Los Angeles Rams were a "more significant factor than the strike" for CBS, which covers the National Football Conference, according to Val Pinch-

**'We set ratings records against excellent prime-time competition, which is a testament to the power of the NFL.'**

—J. William Grimes  
ESPN president and CEO

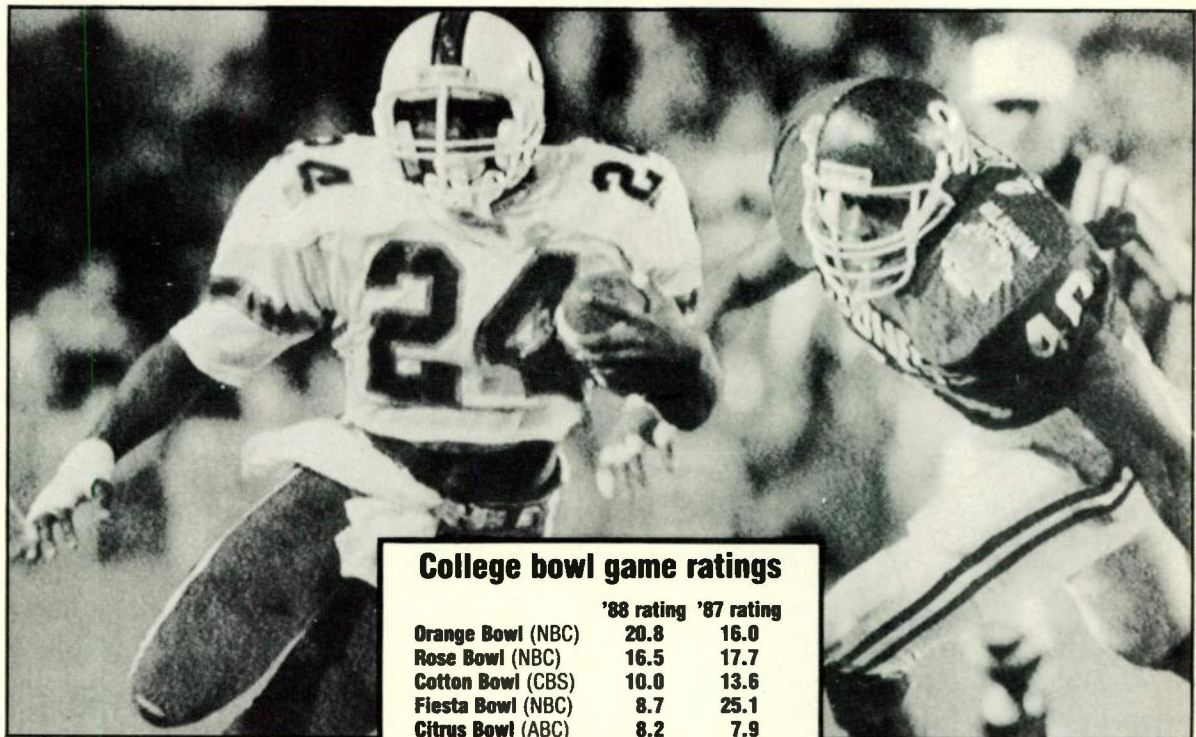
beck, director of broadcasting for the NFL.

For its part, ESPN was predictably pleased with a rookie year that surpassed its expectations, showing a 10.6 average basic cable rating for eight games and a combined broadcast/cable average of 12.4.

"We set ratings records against excellent prime-time competition, which is a testament to the power of the NFL," said J. William Grimes, ESPN president and chief executive officer.

Meanwhile, NBC viewed the NFL numbers with the same distrust with which it has been viewing all ratings under the new people-meter measurement system, according to Ken Schanzer, executive vice president of NBC Sports.

"Our guys feel very strongly that it's having an unfortunate impact," said Mr. Schanzer. #



The Orange Bowl

### College bowl game ratings

	'88 rating	'87 rating
Orange Bowl (NBC)	20.8	16.0
Rose Bowl (NBC)	16.5	17.7
Cotton Bowl (CBS)	10.0	13.6
Fiesta Bowl (NBC)	8.7	25.1
Citrus Bowl (ABC)	8.2	7.9
Sugar Bowl (ABC)	7.9	8.6

## College bowl game 'gridlock' means reduction in ratings

By RICHARD TEDESCO  
Staff reporter

NEW YORK—College football bowl game ratings did not make the new year any happier for network sports executives, as a slate of strong matchups produced less-than-stellar ratings.

NBC had the biggest hits of the day—the New Year's prime-time Orange Bowl battle for the national championship between Miami and Oklahoma; and the Rose Bowl, featuring USC and Michigan State.

CBS won the early afternoon action with Notre Dame vs. Texas A&M in the Cotton Bowl.

But that game, plus the Rose and Fiesta bowls, earned their lowest ratings in history.

The Cotton Bowl's ratings dropped more than 25 percent from last year, an indication that the gridiron action was too much of a good thing.

"It was gridlock on the air," a CBS spokeswoman observed.

Even though NBC did well on the day, the Orange Bowl fell several rating points short of the ratings the network posted for the Penn State-Miami game for No. 1 in the 1987 Fiesta Bowl.

"We're a little bit disappointed that the Orange didn't come close to last year's Fiesta number," said Richard Hussey, NBC programming director.

Next year, the networks will face a thorny problem in contemplating any rescheduling to avoid the gridiron logjam. The same slate of bowl games played on New Year's Day this year is set for Monday, Jan. 2, in 1989.

That means the games will be seen the day after the initial National Football League playoff games and on the last day of the holiday weekend, making a move of any games to Tuesday unlikely. #

## Why 24 markets won't see 'Cosby' reruns

By MARIANNE PASKOWSKI  
New York bureau chief

NEW YORK—The high price tag and a programming surplus were the major reasons cited for Viacom Enterprises' failure to sell "The Cosby Show" in 24 television markets.

Some TV stations in the top 50 markets—including Cleveland, Tampa, San Diego, Sacramento and Birmingham, Ala.—are among those that will not be airing "Cosby" reruns next fall when the show launches in syndication.

Those markets will be running counter to

the trend: TV stations in 169 markets scraped up the big bucks and found time slots for the hit sitcom.

Joe Zaleski, president of domestic syndication for Viacom Enterprises, said he received bids on the show in all of the 24 markets except Tampa during a second round of negotiations this past year.

But, he said, none of the bids were accepted because they were too low.

"It might be a hard-nosed attitude, but 'Cosby' is not discountable," he said.

Station executives in the 24 markets that passed on the show offered a wide range of

reasons for their thumbs-down decisions.

In fact, all of the station executives in those markets contacted by ELECTRONIC MEDIA said they did not bid on the show during the two times that Viacom offered it this past year.

Such was the case at KGTU-TV, the ABC affiliate in San Diego, which didn't participate in either bidding war.

"Stations didn't join the 'Cosby' fray for some very good reasons," said Don Lundy, the station's program director.

Mr. Lundy said the station's long-range plans were to buy first-run product and not off-network shows, unless they were "really

cheap."

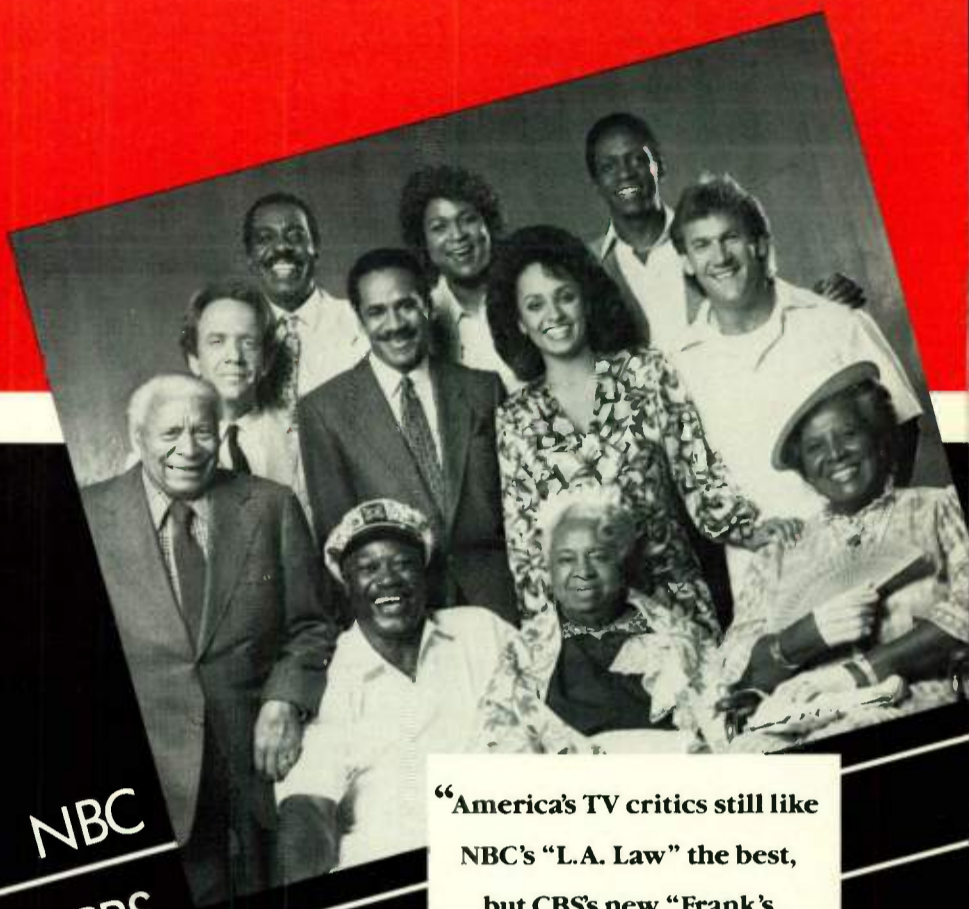
To that end, KGTU just purchased "Live with Regis & Kathy Lee" and is looking at "Family Feud." The station airs a lot of first-run product, including "The Oprah Winfrey Show," "People's Court" and "Win, Lose or Draw."

By contrast, the last off-network show KGTU purchased, according to Mr. Lundy, was "Magnum, P.I." in 1983. He said that's because the station has learned from some programming mistakes of the past.

"We bought some expensive off-network  
(Continued on Page 86)

# ANNUAL CRITICS POLL

ELECTRONIC MEDIA DECEMBER 7, 1987



## THE BEST SHOWS

1. L.A. Law
2. **Frank's Place**
3. Cheers
4. The 'Slap' Maxwell Story
5. Hooperman
6. St. Elsewhere
7. Thirtysomething
8. Cagney & Lacey
9. Newhart
10. Moonlighting

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NBC

CBS

NBC

ABC

ABC

NBC

ABC

CBS

CBS

ABC

"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.

...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."



**Viacom Productions**

©1988 Viacom Productions Inc.



Gene Jankowski's job at CBS has taken him from fun events, such as the CBS Celebrity Tennis Tournament (with Donna Mills, left) to some puzzling tasks (right).

## Jankowski survives changes at CBS

By DIANE MERMIGAS  
Senior reporter

When Gene Jankowski became president of the CBS/Broadcast Group 10 years ago, the only major uncertainty each day was the outcome of the overnight ratings.

Two chairmen of the board, three company presidents and a virtual media revolution later, the 53-year-old broadcast veteran is still around to discuss the key to surviving the most tumultuous years in Black Rock history.

"Gene has CBS in his bloodstream thicker than his plasma," explains one longtime business associate and friend. "He is loyal to the institution whatever shape it's in."

"He remained an eternal optimist even during the toughest of times. He's an anomaly in this business."

Over the years, say those who have worked with him, Mr. Jankowski has served as a stabilizing force through chaotic times at CBS, able to appeal to the vastly different chairmen and presidents he has worked for.

"He's a lot smarter and politically more savvy than many people give him credit for," says one colleague. "He's a very adroit manager of people, and he's a realist. How else could he have survived so much change?"

Despite the recent upheaval and prevailing uncertainty, Mr. Jankowski said he considers this the best of times.

**'I love what I do and I'm not looking to go anywhere. But something my father told me years ago is that the trick is to be an owner.'**

—Gene Jankowski

"Ten years ago we were in worse shape than we are now," he says. "We had to rebuild our prime-time schedule. Walter Cronkite was about to retire, and we weren't sure who our new anchorman was going to be. And there was the specter of cable TV taking over."

A decade ago, then-CBS President Arthur Taylor pulled Mr. Jankowski into the upper echelons of CBS management.

Mr. Jankowski, who joined CBS in 1961 as a radio account executive in New York, rose steadily to the post of vice president of sales of CBS's owned TV stations group.

In 1974, he was vice president of the owned stations' finance and planning when Mr. Taylor made Mr. Jankowski vice president and controller of CBS Inc.

John Backe, the next CBS president through the revolving door, made Mr. Jankowski president of the newly organized CBS/Broadcast Group in 1977—a position he still refers to as "the best in the business."

In 1983, Mr. Jankowski adjusted to the more aloof management style of Thomas Wyman, to whom founder William Paley had passed the titles of chairman and president.

It was under Mr. Wyman that Mr. Jankowski privately hoped to aspire to the post of president of CBS Inc.—an opportunity that disappeared more than a year ago when Laurence Tisch ousted Mr. Wyman and took over the post himself.

The dramatic changes that have occurred under Mr. Tisch—including extensive asset liquidation, layoffs and management realignment—has bred continuous speculation about Mr. Jankowski's own future at CBS.

Some industry observers expect Mr. Tisch to further streamline and restructure the broadcast group management now that it is CBS's sole remaining asset. (The company finalized the sale of its records group to Sony Corp. last week.)

Although Mr. Tisch has not said so directly, some CBS sources speculate that he now may not see the need for as many top-level broadcast group executives. Even Mr. Jankowski appears to hedge his bets.

"I love what I do and I'm not looking to go anywhere," he says. "But something my fa-

ther told me years ago is that the trick is to be an owner.

"At some point down the road, ownership of something might have the right attraction for me. Jim Rosenfield (former senior vice president for CBS and now chairman and chief executive officer of John Blair Communications) is now an owner.

"That has a nice ring to it. There is always that wondering if a whole enterprise was yours, whether or not you could do it."

But sources both inside and outside CBS say there are some important benefits to Mr. Tisch in keeping Mr. Jankowski right where he is.

For one thing, sources say, the 27-year CBS veteran is well-liked and respected by CBS's more than 200 affiliates, program producers and other broadcasting executives.

That makes him a valuable liaison between Mr. Tisch, an outsider, and CBS's affiliates, suppliers and employees.

High-level sources at CBS say Mr. Jankowski has opted to make his arguments quietly to Mr. Tisch when necessary rather than to openly clash with his new boss.

"The two men appear to have grown more comfortable with each other, although it has cost Gene some of the authoritative presence he once enjoyed as the sole commander of CBS's broadcast interests," said one CBS source.

(Continued on Page 20)

## Arbitron, Birch differ in fall radio ratings

By ADAM BUCKMAN  
Staff reporter

Fall radio ratings issued for some major markets last week showed wide differences once again in the results of Arbitron Ratings Co. and Birch Research Corp.

The disparities appear to be most prevalent regarding urban contemporary stations.

Industry officials generally cite differences in the two companies' survey methodologies for causing the discrepancies. Arbitron uses a listening diary that tracks radio listening for a seven-day week. Birch uses a telephone-survey methodology that requires participants to recall their radio listening during the previous

48 hours.

Despite these differences, both services came up with the same top-ranked stations in New York, Los Angeles and Chicago.

In New York, Malrite's Contemporary Hit Radio WHTZ-FM was No. 1 on the Arbitron scorecard with a 6 share, down from 6.2 in last summer's report.

The station was also No. 1 in the Birch report with a 6.3 fall share, down from 6.6 last summer.

Emmis Broadcasting's CHR KPWR-FM in Los Angeles was top-ranked in that market by both services.

Arbitron gave the so-called K-Power a 7.5 share, up from 6.6, while Birch gave the sta-

tion a 9.4, down from its 9.8 summer share.

Chicago's top station in both reports was Gannett's urban contemporary WGCI-FM, which was tied for the top spot in the Arbitron report with Tribune Co.'s mass-appeal WGN-AM.

Birch gave WGCI an 11.4 fall share, up from 10.7 last summer.

Arbitron gave 8 shares to both WGCI and WGN. For WGN, the share represents a decrease from 9.7 in the last report.

WGCI declined slightly from 8.2 in the summer Arbitron report.

The following are ratings highlights from both services for New York, Los Angeles and Chicago. The figures represent average audi-

ence shares for listeners 12-over tuning in from 6 a.m. to midnight, Monday through Sunday.

### New York

Westinghouse Broadcasting's all-news WINS-AM increased its Arbitron share to 5 in the fall report, up from 4.5 in the summer report. Birch gave WINS a 4.1 share, up from 3.3 in the last book.

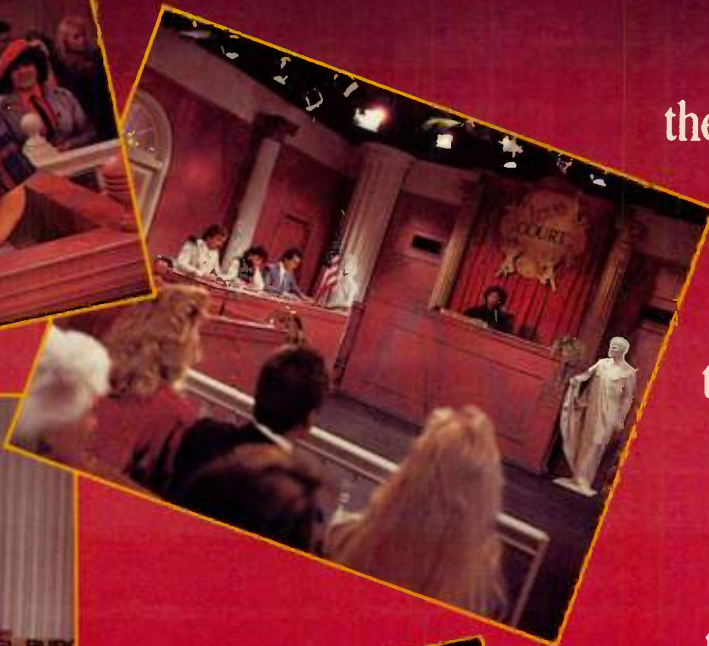
The station was ranked third by Arbitron and ninth by Birch.

In the Arbitron book, easy listening WPAT-AM/FM, owned by Park Communications, was ranked second with a 6 share, down from 6.1. The station combo didn't make Birch's top 10.

(Continued on Page 85)

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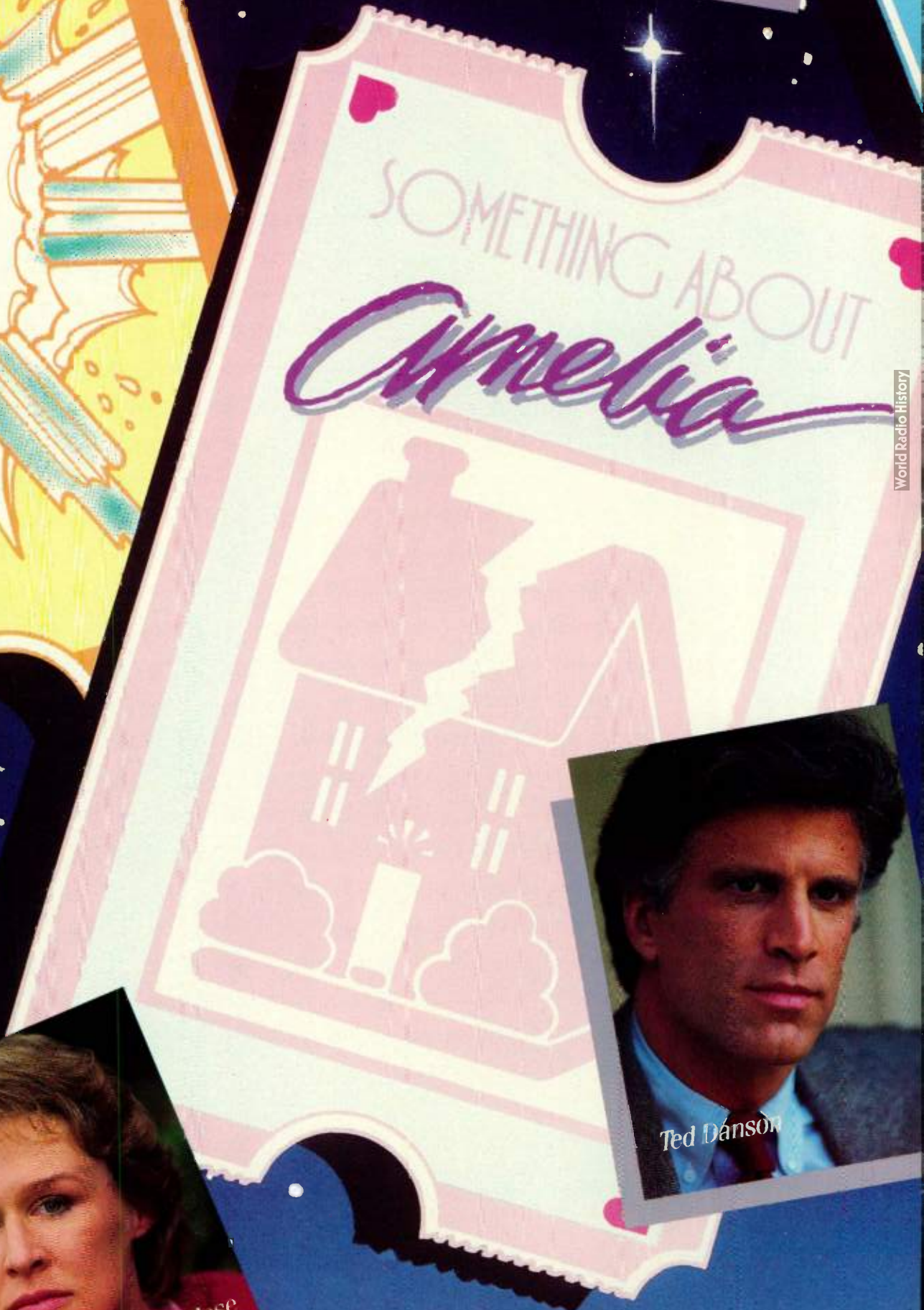
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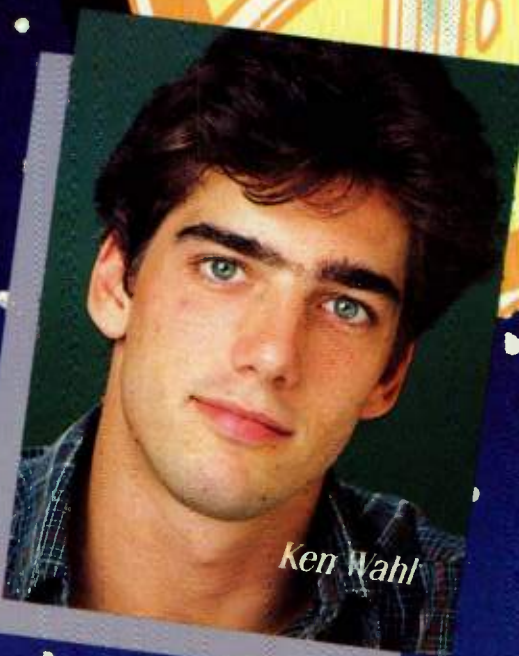
Ernest Borgnine  
Lee Marvin



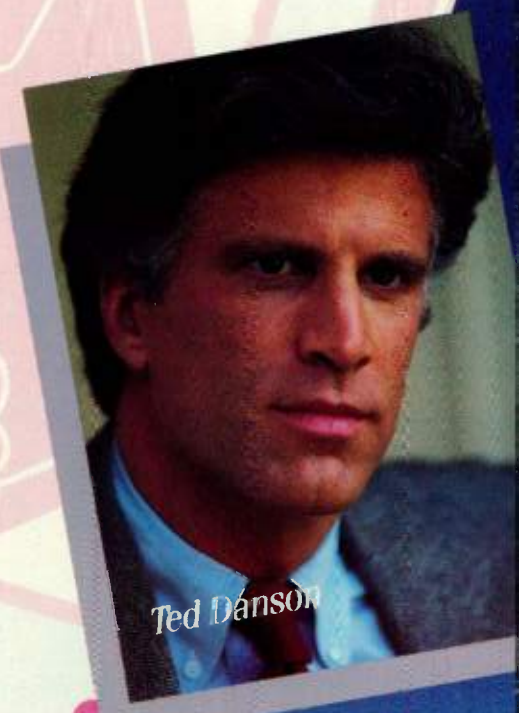
Joan Collins



World Radio History



Ken Wahl



Ted Danson



Glenn Close



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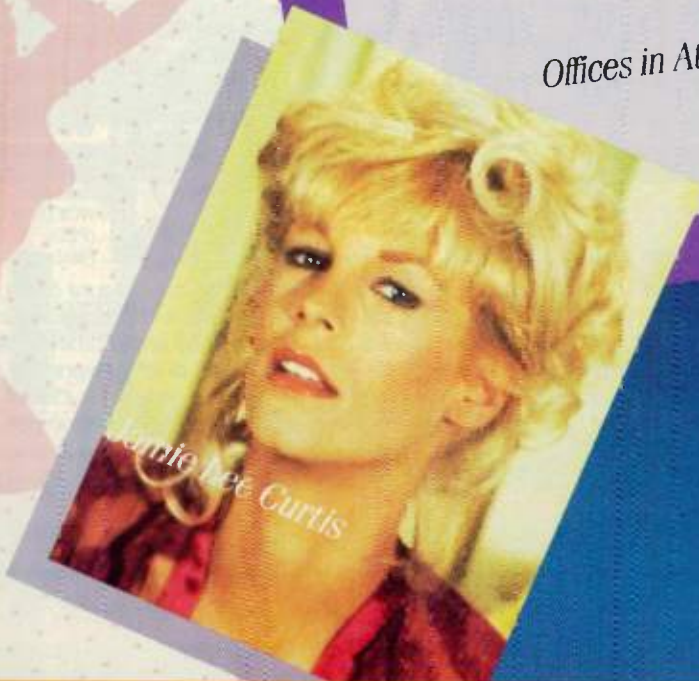


Daryl Hannah

- THE DIRTY DOZEN: NEXT MISSION
- JOURNEY'S END
- DEADLY LESSONS
- CHILDREN OF THE NIGHT
- DEATH OF A CENTERFOLD
- SINS OF THE PAST
- PAPER DOLLS
- I WAS A MAIL ORDER BRIDE
- FOR LOVERS ONLY
- FANTASIES
- THIS HOUSE POSSESSED
- COWBOY
- INCIDENT AT CRESTRIDGE
- HEAR NO EVIL
- FARRELL FOR THE PEOPLE
- HAPPY ENDINGS
- SOMETHING ABOUT AMELIA
- BRAKER
- THE FRENCH ATLANTIC AFFAIR
- LOVE TAPES

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Jamie Lee Curtis

DEATH  
CENTERFOLD



# NEW WORLD TWO

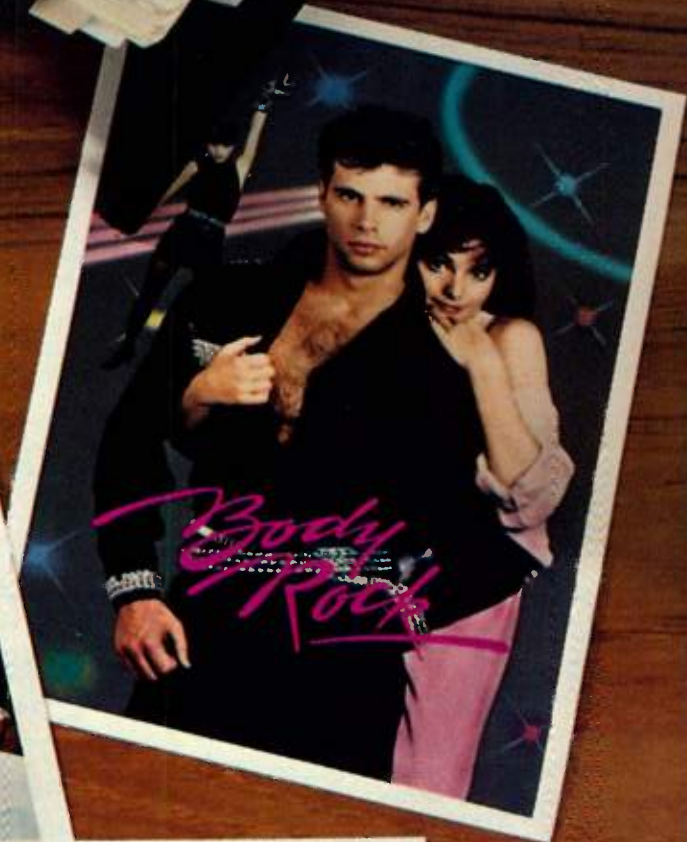
## PROS:

- ① NO PREVIOUS NETWORK EXPOSURE
- ② SCHEDULING FLEXIBILITY
  - PRIMARILY PRIMETIME/LATENIGHT
  - ACTION, ADVENTURE, COMEDY, DRAMA
- ③ PROMOTABLE STARS
- ④ KEY DEMOS
- ⑤ BROAD-BASE APPEAL
- ⑥ GREAT REVIEWS

## CONS:

- ① NOTHING!
- WE NEED THIS PACKAGE!**





# Jankowski a stabilizing force at CBS

(Continued from Page 6)

Nonetheless, some industry observers say that, as a practical financial matter, Mr. Jankowski likely will fulfill his lucrative contract term, which expires at the end of 1990.

The golden parachute agreement, which provides him about \$1 million annually in salary, bonuses and other payments, would render Mr. Jankowski a windfall of profits should he be asked to leave CBS before its expiration.

Mr. Jankowski said there are no circumstances under which he would voluntarily exercise his out because CBS and broadcasting are his first professional loves.

"Gene is not a quitter," said a close friend.

Over the past several years of layoffs and asset sales, many at CBS say Mr. Jankowski, known for his upbeat philosophizing, was the old-line glue that kept the organization together.

"His approach to business is a by-product of his life," said one former CBS business associate. "The all-American boy from Buffalo (N.Y.) who tried out for the New York Yankees, married his college sweetheart, goes to

church every morning and still lives in the same home where he and his wife raised their four children."

On the other hand, some detractors criticize Mr. Jankowski for too quickly embracing the new methods of operation set by Mr. Tisch and the other new business-oriented network managers.

Mr. Jankowski says that he has to remain flexible and responsive to changing tides of business.

"I think the changes that brought about Larry Tisch and Tom Murphy were very much in order," he says.

"A man like Larry Tisch brings the financial discipline that this industry needs in order to survive. You've got to change the thinking, the culture, the way you run your business."

Mr. Jankowski, in fact, already had a fairly rigorous cost-cutting program in place for several years before Mr. Tisch took command of CBS. Mr. Jankowski said he would have cut costs more were it not for the resistance of then-CBS chairman Thomas Wyman.

"We had a master plan that was put together. Larry has given us more muscle to do

some things that we knew would get a big negative reaction," he says. "But he's also given us the support to get some positive things done."

He says the most valuable thing he has learned from studying for nearly three decades under "the master," Bill Paley, is that "quality pays. The best programs will get the largest audiences."

However, he considers his own track record a blend of victories and disappointments.

The decision several years ago not to have CBS pursue direct broadcast satellite was one of his most difficult and most on-target, he says.

"On one hand, the technology was there to make it happen. But on the other hand, there was the feeling that we would have to put a lot of money into something that wouldn't see the light of day until the mid-1990s, if then.

"The estimates flying around today about what it takes to get involved in DBS are slightly more than what we forecasted it would be five years ago, which was about \$650 million," Mr. Jankowski said.

One of his biggest misjudgments, he says,

was not realizing how a lack of people skills would imperil Ed Joyce's reign over CBS News at a pivotal time in the division's history.

"People can be very successful as administrators and not be as good interfacing," Mr. Jankowski says. "In that case it was easier to change one person rather than the whole organization."

Another mistake was allowing the network to take a different sales tack earlier in the 1980s when it withheld demographic guarantees. The decision cost the network millions in revenues.

On the other hand, Mr. Jankowski has overseen many successful and delicate transitions.

He hopes his legacy will simply be "entertaining and informing millions of people and, hopefully making their lives more understandable and enjoyable."

"If we as caretakers, for a short amount of time, managed to maintain the traditions and that responsibility, in a fashion in which we weren't ashamed of what we did every day—I don't think you could ask for much more than that." #

## NETWORK PRIME-TIME HOUSEHOLD RATINGS

A.C. Nielsen Co. average ratings/shares for the week of Dec. 28 to Jan. 3.

	8 p.m.	9 p.m.	10 p.m.
Monday	abc ABC News Special 6.9/11	NFL Monday Night Football: Patriots vs. Dolphins 14.7/25	
	eyebrow Kate & Allie 14.4/23	eyebrow Frank's Place 11.8/19	eyebrow Newhart 14.4/22
	eyebrow ALF 16.4/26	eyebrow Valerie's Family 16.9/27	eyebrow Designing Women 14.1/22
Tuesday	abc Who's the Boss? 18.4/29	abc Growing Pains 18.5/29	abc Moonlighting 15.1/24
	eyebrow Houston Knights 7.8/12	eyebrow Jake & the Fatman 11.4/18	eyebrow thirtysomething 11.0/20
	eyebrow Matlock 17.5/28	eyebrow Hunter 16.4/26	eyebrow Law & Harry McGraw 10.9/19
Wednesday	abc Perfect Strangers 15.4/26	abc Head of the Class 16.3/27	abc Hooperman 14.7/24
	eyebrow China Odyssey 8.5/14	eyebrow Kennedy Center Honors 10.2/17	
	eyebrow Highway to Heaven 13.8/23	eyebrow Unsolved Mysteries 17.5/28	eyebrow Scared Sexless 17.5/30
Thursday	abc Sledge Hammer! 8.0/15	abc ABC Thursday Night Movie: The Electric Horseman 7.4/16	
	eyebrow Bugs Bunny 7.8/15	eyebrow Romance/Boop 6.5/13	eyebrow Special Movie Presentation: Barnum 6.0/13
	eyebrow The Cosby Show 19.8/37	eyebrow A Different World 17.5/34	eyebrow Cheers 15.9/32
Friday	abc Full House 10.5/16	abc I Married Dora 12.0/19	abc Mr. Belvedere 12.8/20
	eyebrow Beauty and the Beast 12.8/20	eyebrow Special Movie Presentation: Drop Out Mother 13.2/22	
	eyebrow Rose Bowl 22.5/36	eyebrow Orange Bowl Game 20.8/35	
Saturday	abc Ohara 8.3/14	abc Sable 6.7/11	abc Hotel 10.2/18
	eyebrow High Mountain Rangers 12.7/21	eyebrow Houston Knights 10.4/17	
	eyebrow Facts of Life 16.4/28	eyebrow 227 18.8/31	eyebrow Golden Girls 25.4/42
Sunday	abc Disney Sunday Movie 13.7/20	abc Spenser: For Hire 11.0/15	abc Dolly 11.0/16
	eyebrow 60 Minutes 22.0/32	eyebrow Murder, She Wrote 25.2/35	eyebrow CBS Sunday Night Movie: Once Upon a Texas Train 21.2/32
	eyebrow NFL Playoff 28.3/43	eyebrow Our House 14.0/20	eyebrow Family Ties 19.4/27

Source: A.C. Nielsen Co.

## AGB HOUSEHOLD RATINGS

For the week of Nov. 30 to Dec. 6

	Rating/share
1. Golden Girls	NBC 26.7/42
2. Murder, She Wrote	CBS 25.9/36
3. CBS Sunday Night Movie	CBS 24.4/36
4. 60 Minutes	CBS 23.6/34
5. The Cosby Show	NBC 21.5/37
6. Family Ties	NBC 21.5/29
7. Amen	NBC 21.4/35
8. Valerie's Family	NBC 19.8/30
9. Orange Bowl	NBC 19.7/32
10. 227	NBC 19.7/31
11. ALF	NBC 19.4/29
12. My Two Dads	NBC 19.2/26
13. Unsolved Mysteries	NBC 19.2/31
14. Growing Pains	ABC 19.2/29
15. Who's the Boss?	ABC 18.6/29
16. Sunday Night at the Movies	NBC 18.2/32
17. Different World	NBC 18.2/33
18. Monday Night at the Movies	NBC 17.9/28
19. Kate & Allie	CBS 17.6/27
20. Our House	NBC 17.2/24
21. Highway to Heaven	NBC 17.2/27
22. Facts of Life	NBC 17.1/28
23. Cheers	NBC 17.0/32
24. Newhart	CBS 16.8/25
25. NBC News Special	NBC 16.5/28
26. Matlock	NBC 16.5/25
27. High Mountain Rangers	CBS 16.4/26
28. Night Court	NBC 16.1/31
29. Moonlighting	ABC 16.1/25
30. Disney Sunday Movie	ABC 16.0/23
31. J.J. Starbuck	NBC 15.8/27
32. Frank's Place	CBS 15.4/23
33. Designing Women	CBS 15.4/24
34. CBS Special Movie	CBS 15.2/24
35. Hunter	NBC 15.1/23
36. Beauty and the Beast	CBS 14.9/23
37. Head of the Class	ABC 14.8/23
38. NFL Monday Night Football	ABC 14.6/24
39. Hooperman	ABC 14.2/23
40. Perfect Strangers	ABC 13.8/22
41. Mr. Belvedere	ABC 13.8/21
42. I Married Dora	ABC 13.1/20
43. Orange Parade	NBC 13.0/26
44. Houston Knights	CBS 12.9/21
45. Dolly	ABC 12.8/18
46. Cagney & Lacey	CBS 12.3/20
47. Dynasty	ABC 12.3/21
48. Full House	ABC 12.2/18
49. Slap Maxwell Story	ABC 12.0/19
50. thirtysomething	ABC 11.9/21
51. Spenser: For Hire	ABC 11.9/16
52. 20/20	ABC 11.9/19
53. West 57th	CBS 11.6/20
54. Crime Story	NBC 11.5/20
55. Law and Harry McGraw	CBS 11.5/20
56. Jake and the Fatman	CBS 11.5/18
57. Kennedy Center Honors	CBS 11.3/19
58. Pursuit of Happiness	ABC 11.2/17
60. Hotel	ABC 10.9/19
61. Buck James	ABC 10.8/17
62. Bugs Bunny	CBS 10.2/18
63. China Odyssey	CBS 9.3/15
64. ABC Thursday Movie	ABC 9.2/18
65. Betty Boop	CBS 9.2/16
66. Houston Knights	CBS 8.9/14
67. Ohara	ABC 8.8/14
68. Sable	ABC 8.2/13
69. CBS Special Movie	CBS 8.0/16
70. Sledge Hammer!	ABC 7.4/13
71. ABC News Special	ABC 7.1/11

# Sweethearts

Dear TV Station Executive:

Don't look any further! SWEETHEARTS has the love and laughs you need when you need it. The new half-hour comedy game show strip, hosted by the hilarious Charles Nelson Reilly, is ready for Fall '88.

Every day, three couples, including one true "sweetheart" couple, tell titillating tales about their romance. A panel of quick-witted celebrities, like Betty White, Richard Moll and Sally Struthers, ask the sassy questions that find the facts and launch the laughter.

So, if you're looking to strip an easily programmable, highly promotable half-hour, your search is over. SWEETHEARTS is here for Fall '88.

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# Media analysts renew support for stock buys

Although October's stock market crash has hardly been forgotten, Wall Street—the avenue, not the movie—is once again getting favorable notices from media analysts.

Optimism was already picking up as the new year began, but the sharp rise in the Dow on Jan. 4 confirmed that bears are once more out of season on Wall Street.

That's not exactly big news, of course. Media analysts wouldn't be media analysts if they weren't optimists, but even the most cheerful ones were a bit skeptical until recently. Now, though, it seems that just about every analyst sees the Dow as half full instead of half empty.



**FOCUS ON FINANCE**

M. Howard Gelfand

Cable stocks, which came into fashion last year, are once again at the top of most analysts' shopping lists. Related stocks, such as advertising and newspaper shares, are also enjoying support.

Broadcasting stocks, however, are still being treated with indifference.

For example, Scott Black, president of Boston's Delphi Management, has faith in cable giant American Television and Communications Corp. But at the same time, he reaffirmed his distaste for broadcast stocks.

"Broadcasting isn't a healthy segment right now," says Mr. Black. "Combined market share is down from last year, and I've got to believe that there are going to be a lot of makegoods (refunds to advertisers because of lower-than-anticipated ratings). Saturday morning is really going to be hurting, because the new Nielsen boxes will reflect the increased use of (videocassette recorders)."

On a happier note, Mr. Black said he bought more shares of ATC because, at \$25 a share, "the stock is a giveaway." Mr. Black said the stock is worth \$38 per share, using the conservative valuation of \$1,500 per subscriber.

"Plus it's the only company in the industry that has a real balance sheet. I like the fact that they're generating over \$100 million a year in excess cash flow, and I like the fact that they have a stable parent (Time Inc.)."

While Mr. Black's enthusiasm for cable is centered on ATC, other analysts like the industry in general.

Raymond Katz, media analyst for Mabon, Nugent & Co., is especially fond of Comcast, which is selling for about \$24.50 a share, not far off its 52-week high of \$27.12 a share.

"It's a well-run company, and I like it because it's overlooked," says Mr. Katz. "Comcast has always been the bridesmaid and never been the bride. I never met a client who liked cable but didn't like Comcast. It's just that they always seemed to find something a little sexier to put their money into."

Mike Arends, who follows media stocks for Kemper Financial Services in Chicago, also likes cable stocks.

His favorite is Tele-Communications Inc., the largest company in the industry—and certainly among the cheapest stocks, Mr. Arends adds. He estimates the private-market value of TCI stock—selling for about \$25 a share—at about \$40 per share.

Mr. Arends, however, isn't as skeptical about broadcast network stocks as many of his colleagues. "The networks could get a nice run here if the market continues to run strong," says Mr. Arends. "They're cheap on the basis of PE (price-earnings ratio) and on a private-market basis."

Barry Kaplan, who follows the broadcast group for Goldman Sachs, agrees that 1988 will be good for broadcasters.

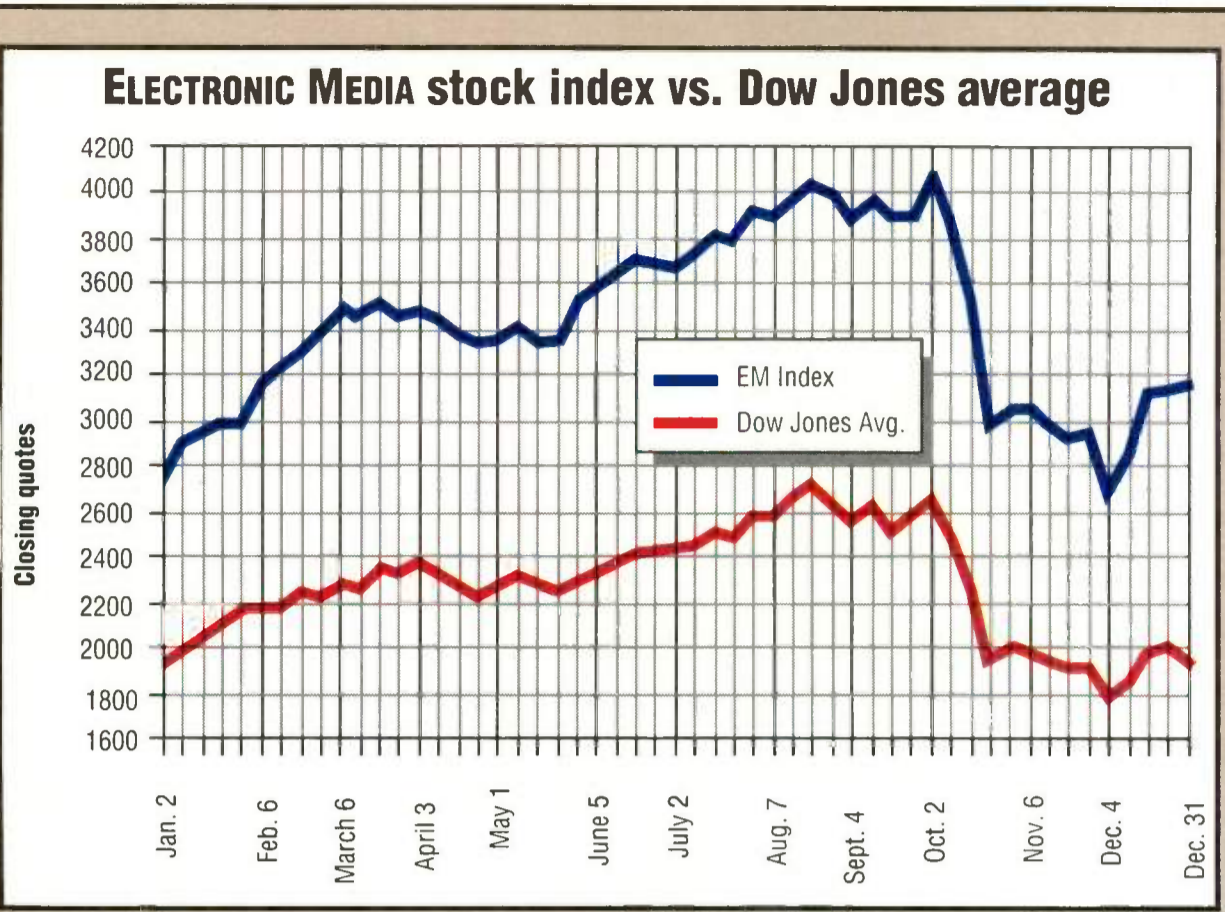
But he adds: "You have to be selective. It's not a slam dunk business the way cable is." His favorite is Cap Cities, because of what he calls the continuing turnaround at ABC and the company's "monster TV stations."

Mr. Kaplan is cautious about CBS as he waits to see what the company will do with its excess cash. "It's a good defensive stock," says Mr. Kaplan, "but I don't see any positive earnings surprises."

Among other broadcasters, Mr. Arends' favorite stock is LIN Broadcasting—but not necessarily because of its TV properties. Mr. Arends likes LIN because of its cellular phone holdings. "Cellular isn't especially attractive on a short-term basis, but in the long term the growth prospects are even higher than those of the cable industry," says Mr. Arends.

Mr. Arends' favorite cellular stock is McCaw, based in Seattle. The company, which recently got out of the cable business, went public last summer at \$21.75 per share. Despite the stock market crash, McCaw shares aren't too much off that price, at about \$18 a share.

Another media group getting renewed attention these days is the advertising sector. Charles Crane, who follows ad stocks for Prudential-Bache and says he's "on the positive side of neutral" regarding ad stocks, likes Ogilvy Group. Besides the general benefits that the ad stocks will get from the Olympics and presidential elections, he believes that Ogilvy is undervalued. #



ELECTRONIC MEDIA stock index results for the week ended Dec. 31			
	Dec. 23	Dec. 31	Change
<b>WINNERS</b>			
Lorimar Telepictures	\$9.25	\$10.25	10.81%
TCI	\$21.88	\$23.63	8.00%
Comcast	\$23.00	\$24.63	7.09%
Multimedia	\$50.50	\$53.50	5.94%
United Cable	\$21.25	\$22.38	5.32%
Tribune Co.	\$39.50	\$41.00	3.80%
Turner Broadcasting	\$8.63	\$8.88	2.90%
Gannett	\$38.13	\$39.13	2.62%
Scripps Howard	\$76.50	\$78.00	1.96%
Viacom	\$17.88	\$18.13	1.40%
Cablevision	\$25.88	\$26.13	0.97%
Time Inc.	\$81.50	\$82.25	0.92%
<b>LOSERS</b>			
Cap Cities/ABC	\$347.00	\$345.00	-0.58%
A.H. Belo	\$49.00	\$48.50	-1.02%
Home Shopping	\$5.50	\$5.38	-2.18%
Jones Intercable	\$9.88	\$9.63	-2.53%
King World	\$18.25	\$17.75	-2.74%
Coca-Cola	\$39.38	\$38.13	-3.17%
CBS	\$162.50	\$157.00	-3.38%
Gulf & Western	\$73.63	\$71.13	-3.40%
General Electric	\$46.00	\$44.13	-4.07%
MCA	\$36.50	\$34.50	-5.48%
Disney	\$62.88	\$59.25	-5.77%

Source: Nordby International

## 4th quarter bleak for media stock

By NEIL NORDBY  
Special to ELECTRONIC MEDIA

Nightmare on Wall Street: It sounds like another B-movie horror flick from Hollywood. But unfortunately for shareholders during the fourth quarter of 1987, it was real life.

The 508-point plunge in the Dow Jones Industrial Average on Black Monday, Oct. 19, also made its presence felt in the ELECTRONIC MEDIA Stock Index.

The stock index, a weekly financial barometer provided by Nordby International that monitors 23 publicly held media companies, posted its largest single-day drop in history. It retreated 605.71 points on Black Monday after setting an all-time record high of 4060.84 at the end of the third quarter.

The media index descended 17.13 percent on Oct. 19 en route to a close of 2930.83, a yearly low for the indicator.

Now that some sanity has been restored in U.S. stock markets (for the time being that is), let's take a look back at

what transpired throughout the fourth quarter of 1987, not just the one day that most of us would love to forget.

As previously mentioned, the media index stood at 4060.84 at the end of the third quarter, which also stands as the highest level ever reached by our portfolio of 23 media stocks.

But only three months later, the ELECTRONIC MEDIA Stock Index stood at 3158.87, down a whopping 901 points. Each stock in the portfolio suffered an average loss of 22.2 percent.

Likewise, the Dow Industrials dropped precipitously, posting a 702-point drop, or 26.5 percent, to finish Dec. 31 at 1938.83.

After a four-year stint as Wall Street's darlings, media stocks took it on the chin during the fourth quarter's nightmarish performance. The list of major casualties in the media industry during the fourth quarter of 1987 includes: Home Shopping Network (down 61.2 percent), MCA (down 41.6 percent), King World (down 37.7 percent), Lori-

mar Telepictures (down 37.4 percent) and Viacom (down 36.3 percent).

Not a single stock posted a gain for the period, as losers blanketed gainers 23 to 0. However, cable stocks more than held their own while all others were losing their heads.

In fact, Comcast was the best performing stock of the lot, as the cable operator fell a nominal 75 cents a share, or 2.9 percent, for the quarter.

Other cable stocks turned in relatively strong performances during the period.

Tele-Communications Inc. remained in favor with investors during the unprecedented sell-off. During a period when the Denver-based cable concern completed its purchase of Tempo Enterprises for \$46 million and agreed to buy into Storer Communications' cable properties, it posted a drop of 11.6 percent for the quarter. #

Neil Nordby is president of Boulder, Colo.-based Nordby International, an international stock market analysis firm.



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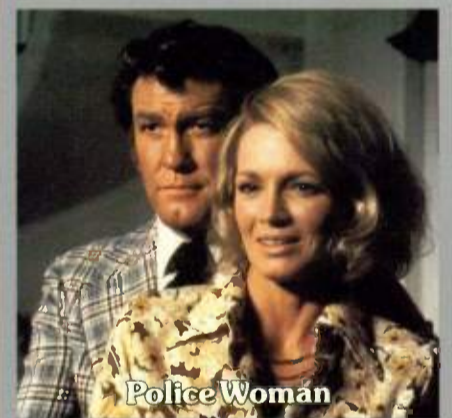
Charlie's Angels  
 Fantasy Island  
 Hart To Hart  
 Police Story  
 Police Woman  
 S.W.A.T.  
 Starsky & Hutch  
 T.J. Hooker



S.W.A.T.



Hart To Hart



Police Woman



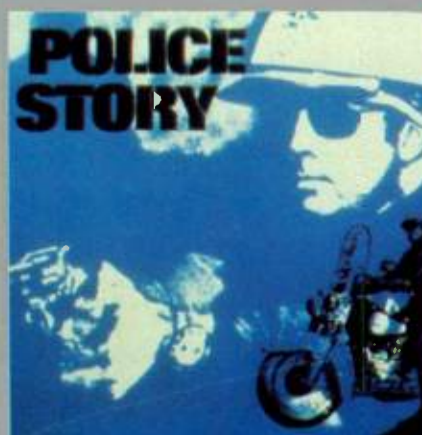
Charlie's Angels



T.J. Hooker



Starsky & Hutch



POLICE STORY

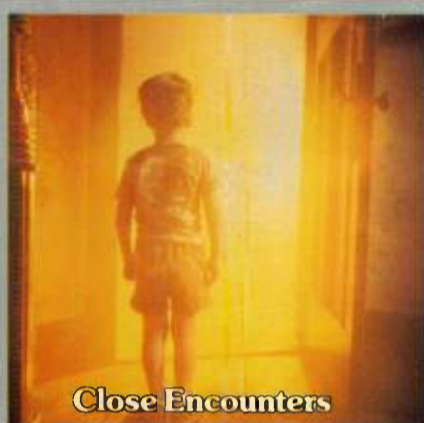
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Fantasy Island



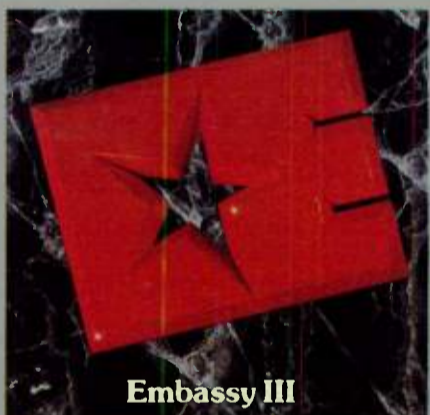
# M & A MOVIES ANIMATION



Close Encounters



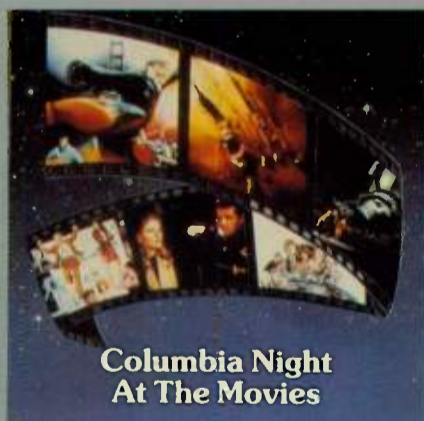
Columbia Night  
At The Movies  
Columbia Gems  
Columbia Gems II  
Entertainer  
Of The Year  
Embassy II  
Embassy III  
TV 20  
Volume IV  
Volume V  
Volume VI  
The Real  
Ghostbusters



Embassy III



The Real Ghostbusters



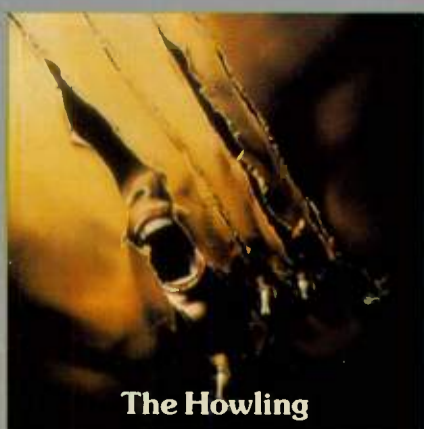
Columbia Night  
At The Movies



Karate Kid



Stir Crazy



The Howling



**Columbia Pictures Television**  
A unit of Columbia Pictures Entertainment, Inc.

# NBC hit with sex discrimination suit

By **ROBERT HOMAN**  
Staff reporter

WASHINGTON—An NBC employee has filed a \$10 million sex discrimination lawsuit against the network.

Lee Serrie, a sound engineer with NBC News in Burbank, Calif., is charging that sexual stereotyping and "old boy's network" hiring practices have blocked her promotion to a position as a news camera operator.

The NBC News department "be-

lieves that women are not able to physically carry camera equipment," her complaint says.

John Huerta, Ms. Serrie's attorney, also says there are no women among the 30 camera operators in the NBC News department nationwide.

Ms. Serrie's complaint was filed Dec. 30 in Los Angeles County Superior Court.

In response, NBC attorney Donald Zachery said Ms. Serrie's complaint is "totally without merit."

Mr. Zachery said he didn't know if the network news department currently employs any women as camera operators. But he said that "many" women are employed as camera operators in NBC studios.

He added that the number of women employed as field camera operators at the network "may be slightly underrepresented in comparison to the number of women in the work force."

"It's harder to find women who meet our standards," Mr. Zachery

said about the field camera operator position.

"But NBC has never said that women can't do the job."

He added that the Burbank bureau is the "big leagues" and "not a training ground."

Mr. Zachery said Ms. Serrie, a 12-year network employee, tried out for a field camera operator position last year along with two men.

"It was the uniform opinion that one of the two men did better," Mr. Zachery said.

But Ms. Serrie said the network operates on a "double standard."

"Women and minority males are expected to be perfect in their job performance, but they're willing to take white males and train them and give them slack and time to learn their job," Ms. Serrie said.

Ms. Serrie is also being represented by the National Organization for Women Legal Defense and Educational Fund.

In her complaint, Ms. Serrie asks that she be promoted to the next available camera operator position and that the network be required to pay her punitive damages of \$10 million.

A court date has not been set. #



## IT'S 6:15... YOU'VE MISSED YOUR DEADLINE!

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**SOLUTION:** Send the spot to the station directly by satellite. In most cases, transmission by satellite can save as much as 24 hours for the ad agency traffic department because the turnaround time for duplication is eliminated completely. The spot is fed direct to the engineer at the receiving TV station, which cuts down on needless shuffling of tapes from hand to hand. The traffic department's at both station and ad agency receive an accurate instruction letter at the same time the spot is transmitted.

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**AL DeVANEY**  
From WFLD to WPWR

## Chicago GM jumps stations

By **MARK MANDERNACH**  
Staff reporter

CHICAGO—Al DeVaney, vice president and general manager at Fox Broadcasting's WFLD-TV here, has left the station to take the same post at rival Chicago independent WPWR-TV.

In an interview, Mr. DeVaney, who had been at WFLD for five years, including the past two as general manager, said, "The primary reason I'm leaving is for the opportunity to build a station whose future I believe in very much."

WPWR is a "traditional" independent station, he added.

He said he was "very happy with Fox and with what they're doing. I'm not unhappy in the least."

Mr. DeVaney, 38, will receive an equity interest in WPWR. He signed a five-year deal.

He steps into the general manager position held by Fred Eychaner, WPWR's principal owner. Mr. Eychaner, who retains his ownership role, said he was looking for a "professional manager" to run the station.

Five-year-old WPWR is Chicago's third-rated independent station, behind WGN-TV and WFLD.

Mr. DeVaney's last day at WFLD was Dec. 31, and he announced his decision to WFLD staffers the morning of Jan. 4.

A WFLD spokeswoman said a group of four WFLD executives will be running the station on an interim basis. She said that Derk Zimmerman, president of Fox Television Stations, will be in Chicago this week to begin the process of hiring a new general manager. #

“...I can't believe the complications this time... having to come back here for test after test. Don't they know how frightened I am!...

I can't wait to see what the doctor says.”

# Take a look at us...

## '88 Shines Bright with Something New from LBS!

### **Powermasters**

*13 first-run half hours*  
They're Earth's last hope against evil alien forces...and they're ready for action in this explosive animated series for kids.

### **Care Bears and Friends at the Movies**

*Six 90-minute feature films*  
A fun-filled package of animated movies, featuring the box office smash THE CARE BEARS MOVIE plus other kids' favorites.

### **LBS Spectrum**

*Feature-length films*  
BONANZA: THE NEXT GENERATION, a world premiere, heads the list of six outstanding motion pictures—the only major movie package with no prior network or theatrical exposure.

### **The Story of Rock 'n' Roll**

*Half hours*  
Personal profiles of the legends and their music from the '50s to the '80s. Available summer '88.

### **Long Hot Summer**

*Miniseries*  
Don Johnson and Cybill Shepherd, hotter than hot in this steamy 4-hour blockbuster. Available June '88.

Out there in the universe of television entertainment something shines a little brighter.

That something is LBS.

For more than a decade, leading stations and national advertisers have looked to us for one innovative program after another. And this year we're looking better than ever. With exciting first-run series and off-network favorites. World premiere movies and prime time specials. And all sorts of shows to delight the kids.

It's a colorful galaxy of quality television you won't want to miss. So take a look at LBS. Take a look at us *now*.

# now!

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FAMILY FEUD

TREASURES OF THE TONIC

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# The Access ~~Sitcom~~ *Game Show* That Gets Better And Better!

The hottest new access strip isn't a sitcom, but it's plain to see why it's easily mistaken for one. WIN, LOSE OR DRAW is the high concept game show that delivers sitcom demos everywhere it plays.

In market after market, WIN, LOSE OR DRAW's celebrity fun and fast-paced excitement appeals to everyone, especially young adults. The November numbers prove it. In access, WIN, LOSE OR DRAW shows its superiority in every key demo: Women 18-49, Men 18-49, plus Teens and Kids. No other game show can even come close!

## WIN, LOSE OR DRAW: TOP DEMOS IN ACCESS

MARKET	STATION	TIME	*W 18-49	M 18-49	TEENS	KIDS
ATLANTA (A)	WAGA	7:30P	#1	#1	#1	#1
BECKLEY-BLUE (A)	WOAY	7:30P	#1	#1	#1	#1
CHARLESTON (N)	WCIV	7:30P	#1	#1	#1	#1
CHATTANOOGA (N)	WDEF	7:30P	#1	#1	#1	#1
CHICO (A)	KCPM	7:30P	#1	#3	#2	#1
COLUMBUS, OH (A)	WCMH	7:00P	#1	#1	#1	#1
ELMIRA (N)	WENY	7:30P	#1	#1	#1	#1
GRAND RAPIDS (A)	WWMT	7:00P	#1	#1	#1	#1
GREENVILLE (A)	WNCT	7:30P	#1	#1	#2	#1
INDIANAPOLIS (N)	WRTV	7:30P	#1	#1	#1	#1
LUBBOCK (A)	KCBD	6:30P	#1	#1	#1	#1
ORLANDO (N)	WCPX	7:30P	#2	#1	#1	#1
PITTSBURGH (N)	WTAE	7:30P	#1	#1	#1	#1
PORTLAND, OR (N)	KATU	7:00P	#2	#1	#2	#1
RICHMOND (A)	WTVR	7:30P	#1	#1	#1	#1
ROANOKE (A)	WSLS	7:30P	#1	#1	#1	#1
SPRINGFIELD (N)	WGGB	7:30P	#1	#2	#1	#1
TAMPA (A)	WTSP	7:00P	#1	#2	#1	#1
TUCSON (N)	KOLD	6:30P	#1	#1	#1	#1
WICHITA FALLS (N)	KSWO	6:30P	#1	#3	#1	#2
WILKES-BARRE (N)	WTKR	7:30P	#1	#1	#1	#1

\*RANK IN (000) SOURCE: NSI/ARB NOV '87A

WIN, LOSE OR DRAW is the game show that takes the risk out of programming and turns access into gold. Our November numbers prove that, too.

Not only does WIN, LOSE OR DRAW capture top demos, but it also brings stations incredible rating and demographic time period increases over November, 1986, outperforming such perennial favorites as HOLLYWOOD SQUARES, ENTERTAINMENT TONIGHT and NEWLYWED GAME.

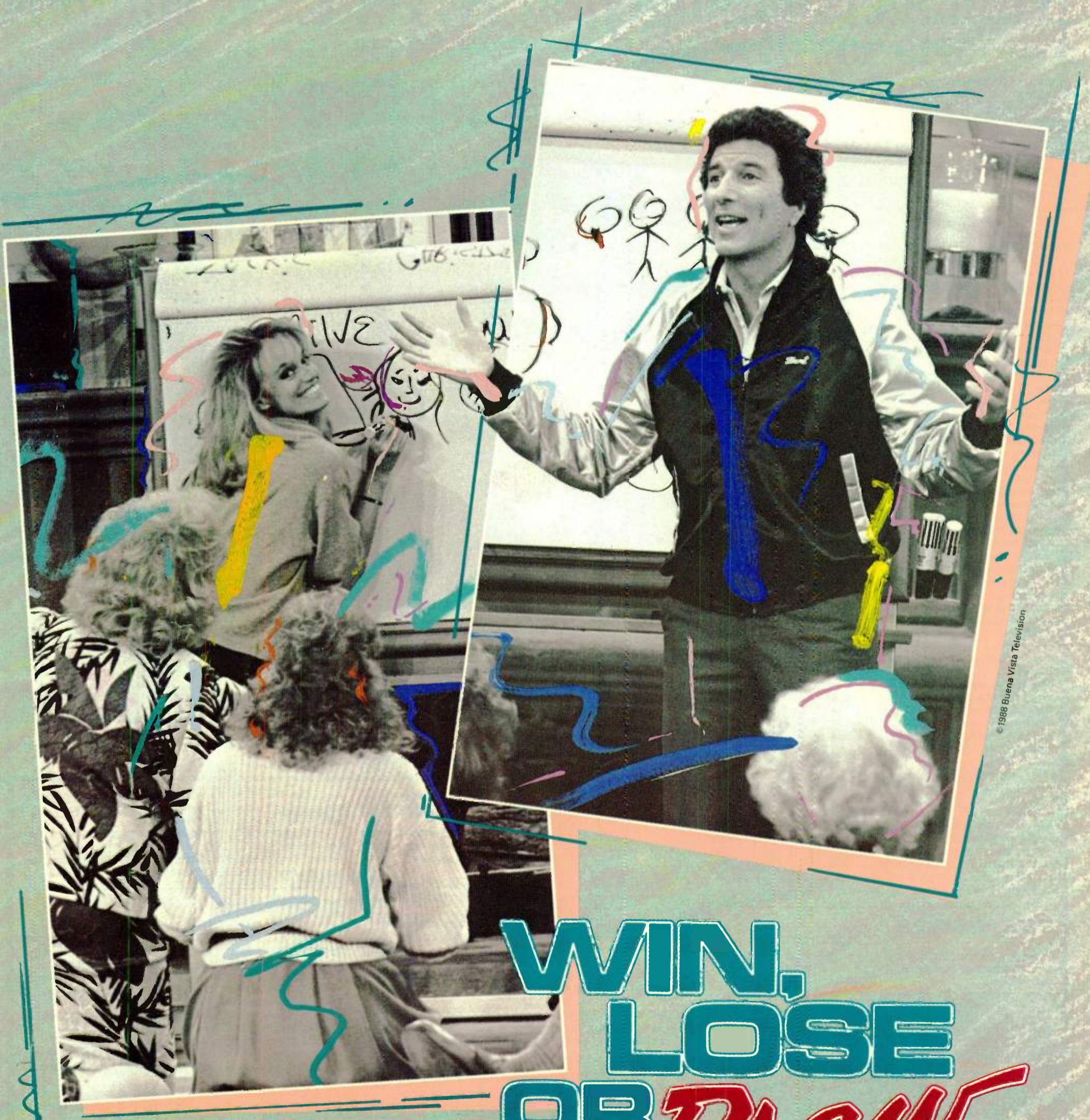
## DRAMATIC TIME-PERIOD INCREASES IN ACCESS NOVEMBER '87

MARKET	STATION	TIME	*W 18-49	M 18-49	TEENS	KIDS
DETROIT (N)	WJBK	7:30P	+213	+128	+380	+786
WILKES-BARRE (N)	WNEP	7:30P	+170	+127	+120	+238
FT. MYERS (A)	WEVU	7:00P	+167	+100	+300	1100
WICHITA FALLS (N)	KSWO	6:30P	+150	+100	+200	+33
PORTLAND, OR (N)	KATU	7:00P	+147	+200	+233	+217
CHARLESTON (N)	WCIV	7:30P	+127	+58	+80	+73
PITTSBURGH (N)	WTAE	7:30P	+121	+118	+120	+82
TUCSON (N)	KOLD	6:30P	+111	+63	+300	+120
INDIANAPOLIS (N)	WRTV	7:30P	+110	+90	+360	+343
GRAND RAPIDS (N)	WWMT	7:30P	+105	+79	+33	+100
COLUMBUS, OH (A)	WCMH	7:00P	+104	+95	+220	+118
TAMPA (A)	WTSP	7:00P	+100	+32	+400	+500
GREENVILLE, NB (A)	WNCT	7:30P	+100	+90	+73	+33
FLINT (N)	WEYI	7:30P	+73	+86	+333	+225
CHATTANOOGA (N)	WDEF	7:30P	+67	+100	+100	+280
ATLANTA (A)	WAGA	7:30P	+63	+60	+112	+174
TRI-CITIES (A)	WJHL	7:00P	+63	+64	+40	+220
LUBBOCK (A)	KCBD	6:30P	+63	+67	+200	+250
ROANOKE (A)	WSLS	7:30P	+61	+65	+63	+111
SPRINGFIELD (N)	WGGB	7:30P	+55	+43	NC	+60
SAN DIEGO (N)	KGTV	7:30P	+50	+156	+350	+800
FT. WAYNE (N)	WKJG	7:00P	+50	+33	NC	+133
CHICO (A)	KCPM	7:30P	+50	+25	+200	+67
BECKLEY-BLUE (A)	WOAY	7:30P	+42	+10	+200	+600
ORLANDO (N)	WCPX	7:30P	+39	+68	-16	+156
NASHVILLE (A)	WTVF	6:30P	+34	+26	+44	+93
NORFOLK (N)	WTKR	7:30P	+15	+17	-35	+19
GREENVILLE-SPA (N)	WSPA	7:00P	+12	+24	+60	+167
JACKSONVILLE (N)	WTLV	7:30P	+12	+19	-55	+50
RICHMOND (A)	WTVR	7:30P	+10	+14	+10	+109

\*INCREASES COMPUTED WITH DEMOS IN (000) SOURCE: NSI/ARB NOV '87, '86

WIN, LOSE OR DRAW is a hit in access and the only successful new adult strip of the 1987-88 season! It's the hottest game show in syndication now and will be for years to come, because it's the only game show that delivers sitcom quality audiences.

Now's the time to join aggressive stations winning commanding positions in top-dollar dayparts. If you own WIN, LOSE OR DRAW already, be sure it's up front, holding an access position. If WIN, LOSE OR DRAW is open in your market, lucky you. Either way, there's still time to score with this season's syndicated phenomenon!

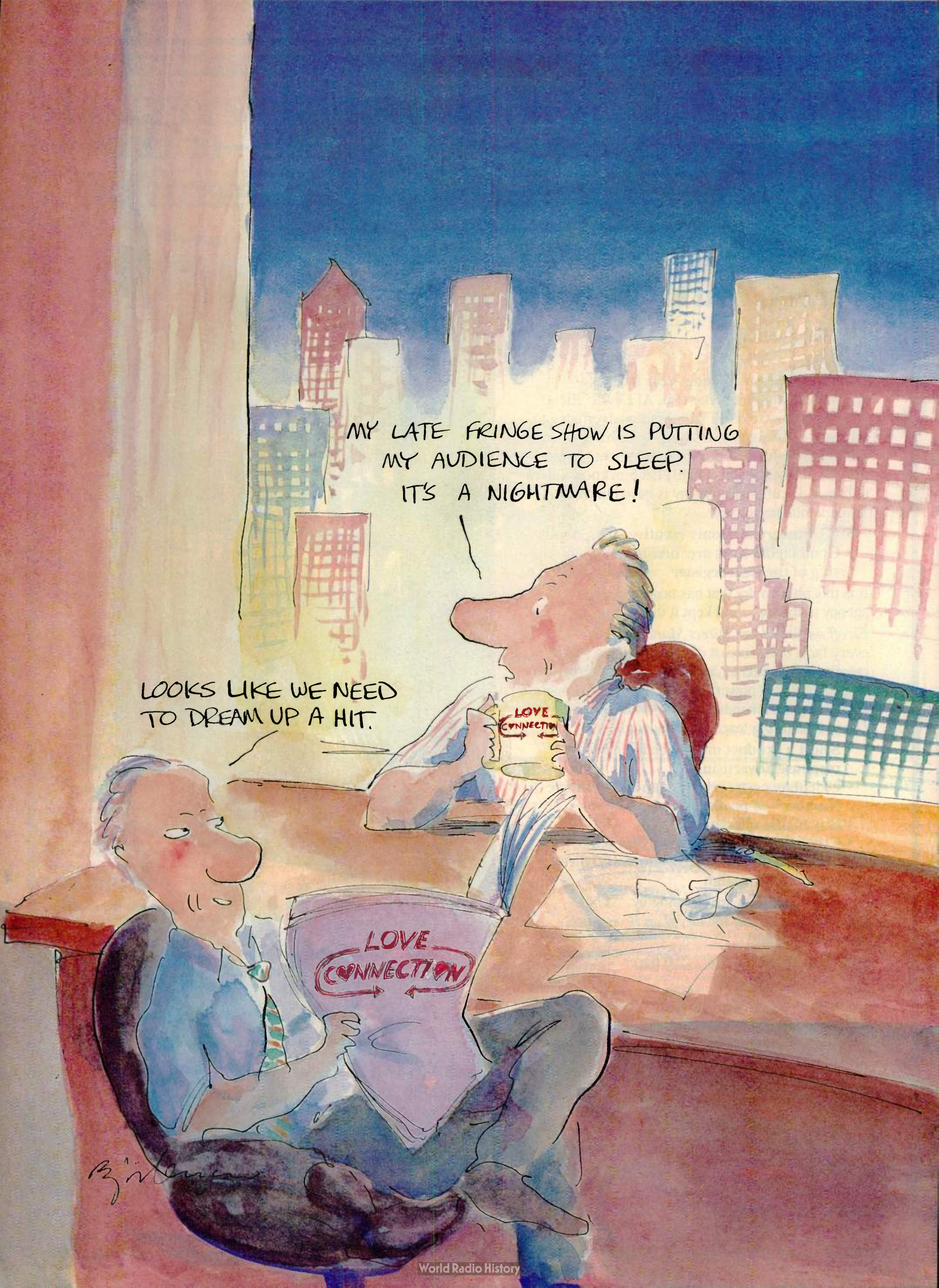


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# WIN, LOSE OR *Draw*



A BURT & BERT PRODUCTION IN ASSOCIATION WITH KLINE & FRIENDS ADVERTISING SALES CAMELOT



MY LATE FRINGE SHOW IS PUTTING  
MY AUDIENCE TO SLEEP.  
IT'S A NIGHTMARE!

LOOKS LIKE WE NEED  
TO DREAM UP A HIT.



IF YOU'D LOOK TO "LOVE CONNECTION"  
TO AROUSE YOUR DROWSY LATE NIGHTS,  
YOU'D FIND NUMBERS THAT WOULD REALLY OPEN YOUR EYES.  
AND IT'S BEEN RIGHT HERE ALL ALONG!



*The Hit That's Right  
Under Your Nose.*



"Love Connection" is an  
Eric Lieber Production in association with  
Lorimar Syndication.

## 1987 in review: TOP 20 MARKETS (continued)

# Steve Bell joins Philadelphia's KYW;

(Continued from Page 58)

## 4) PHILADELPHIA

The biggest on-air addition in Philadelphia—at least in terms of salary—occurred at Group W-owned KYW-TV, where former ABC news anchor Steve Bell made his debut in late January at a salary estimated at \$600,000 a year.

"TimeOut," an hour-long local weekday talk show hosted by former New Yorker Bill Boggs, premiered on the same station on Aug. 31.

And back in May, Marcellus Alexander, formerly vice president and part owner of Detroit's WRIF radio, joined KYW, the NBC affiliate here, as station manager.

Over at WCAU-TV, a local price record of \$124,000 a week was set in May when the CBS-owned station won the local syndication rights to "The Cosby Show" beginning in October 1988.

Less successful was "Live on City Line," the station's first live weekday program in four years. The 5 p.m. "City Line," which had disastrous ratings, premiered Sept. 8 and was canceled Nov. 25.

Co-host Matt Lauer and executive producer Pamela K. Browne left the station; co-host Sheela Allen-Stephens returned to news full time.

In September, WCAU-TV won its fifth consecutive local Emmy award for best news broadcast, a National Academy of Television Arts and Sciences record for a major market.

Cap Cities/ABC's WPVI-TV in July completed its expansion, opening new bureaus in Wilmington, Del., and Harrisburg, Pa. (Other bureaus are in Trenton and Atlantic City, N.J.)

Despite ABC's third-place finish in prime time in the November sweeps, WPVI again was No. 1 from sign on to sign off.

In June, the station unveiled its first documentary series in 10 years, a quarterly program hosted by anchor Jim Gardner.

Public station WHYI-TV won two of only nine Corporation for Public Broadcasting awards for local programming in the 1986-87 season: "The Burning of Osage," produced by Louis Massiah, won for public affairs; and "Musical Kids," produced by Peggy Daniel, won for cultural documentary.

In October, the FCC approved WPHL's application for transfer of control from the Providence Journal Co. to Dudley Taft Communications Inc. Randy Smith, former general manager of WTAF-TV, an executive with Taft, will be part-owner of the station once the sale is final. Mr. Smith resigned from WTAF in June.

WTAF, the market's leading independent, was sold by Taft Broadcasting in April to TVX Broadcasting of Virginia Beach, Va. Jim Boaz was named general manager in July.

At Grant Broadcasting's WGBS-TV, the controversial South African miniseries "Shaka Zulu" boosted ratings in its time period from an average 3 to a 13 over its four-night run in May.

And the station's broadcast of the final game of the Edmonton Oilers-Philadelphia Flyers Stanley Cup finals scored a 21 rating—highest in the station's history.

## 5) SAN FRANCISCO

KRON-TV, an NBC affiliate owned by Chronicle Broadcasting, approached the end of 1987 awash in rumors that a new station manager would be named by year's end.

Jim Smith continues to hold the job at this point, but Mr. Smith announced Nov. 1 that he would leave the Bay Area to head up Chronicle-owned WOWT-TV in Omaha, Neb., while overseeing that company's KAKE-TV in Wichita, Kan. Since then, he has divided his time between both jobs.

KRON launched a local game show in February called "Claim to Fame." The 1950s-style quiz show, in which panelists are challenged to guess a guest's secret "claim to fame" and to identify a mystery celebrity, precedes "Wheel of Fortune" on Saturday evenings.

At KPIX-TV, the Westinghouse-owned CBS affiliate, there was a major talent shift in April, when Wendy Tokuda left her post as 11 p.m. co-anchor (though remaining on the air at 6 p.m.) to initiate "Tokuda Reports," a series of mini-documentaries. She was replaced at 11 p.m. by former weekend anchor Kate Kelly.

KGO-TV, the Bay Area's Cap Cities/ABC-owned outlet, abandoned its long-running talk show, "A.M. San Francisco," when the contract ran out on co-hosts Terry Lowry and Fred La Cosse.

In late November, KGO premiered "Good Morning Bay Area" in its place, an Oprah Winfrey-style show starring Susan Sikora, who was lured from Boston to take the post.

Also, KGO's local variety program, "Bill Rafferty's Good Time Cafe," was sold to the basic cable Arts & Entertainment Network, and its half-hour health show "Dean Edell's Medical Journal," went into syndication.

And Mike Barry, former sports reporter for ABC's "Good Morning America" and "World News This Morning" came in early February to fill the long-vacant sports anchor post on KGO's evening newscast (which continued to more or less tie with KPIX in the 6 p.m. slot).

Executives at KTVU-TV, the area's leading independent, also had plenty to celebrate at year's end. KTVU's hour-long 10 p.m. newscast was cemented in the lead among late-night news shows in 1987, routinely drawing better numbers than the 11 p.m. broadcast on all three local network stations.

Moreover, station boss Kevin O'Brien could raise a glass and toast himself for outbidding the affiliates on two San Francisco 49ers games, marking a first for any local independent.

## 6) BOSTON

The big news in Boston at year's end was the birth of baby boy



PHILADELPHIA: Grant Broadcasting's WGBS-TV boosted ratings with the South African miniseries "Shaka Zulu."

Nicholas Charles to unmarried WBZ-TV co-anchor Liz Walker. Ms. Walker has denied persistent requests for interviews, has not identified the father and the baby has remained beyond the media's view.

David Mugar, WNEV-TV chief operating officer, used an \$80 million loan from the Bank of Boston to buy out dissident stockholders and brought on Boston businessman Robert Kraft, a move that retained local ownership.

On the air, the station's news ratings continued in deep third after the departure of anchor Tom Ellis. Late in the year, it was revealed

that news director Jeff Rosser would leave by mid-1988. A successor has not been named.

WFXT-TV (formerly WXNE-TV) became Boston's Fox-owned station with new call letters and a revamped on-air look Jan. 19.

The market's other major financial move found George Gillett acquiring independent WSBK-TV, home of the Red Sox and the Bruins, as part of his \$1.3 billion deal that landed six former Storer stations.

On the programming front, WCVB-TV lured "Oprah Winfrey" from an early morning WBZ-TV air time and slotted her after "Donahue" in late afternoon, giving the ABC affiliate the two hottest national daytime talk hosts.

WCVB scored another coup by landing rights to "The Cosby Show" reruns for \$20 million over 3½ years, starting in fall 1988. WCVB also landed three-year rights to all Sunday night New England Patriots games aired by ESPN.

## 7) DETROIT

Detroit's TV stations experienced more change behind the scenes than on the screen in 1987.

One station was sold and two general managers resigned, while a third was sidelined for medical reasons.

WJBK-TV, the CBS affiliate and weakest of the network affiliates in the market, was sold to Gillett Holdings, a company run by Nashville media baron George Gillett. The station, formerly held by Storer Communications, had been on the blocks for two years.

Gillett moved quickly to take control, installing George Lyons, 60, a Detroit native who had been general manager of Gillett-owned WWMT-TV in Kalamazoo, as the new general manager.

At year's end, Mr. Lyons named Steve Antoniotti, news director at KSDK-TV in St. Louis, as the station's vice president for programming.

The transition was smoother at WXYZ-TV, where Jeanne Findlater resigned for personal reasons after a successful eight-year reign. Ms. Findlater, who had been the first female general manager of a major market TV station, was replaced by Tom Griesdon, 37, the station's assistant general manager.

ABC sold WXYZ to Scripps Howard Broadcasting in 1986.

George Williams, the popular general manager of WKBD-TV, the market's dominant independent, suffered a stroke in June that kept him out of the office for the next six months. He returned to work on a part-time basis in December.

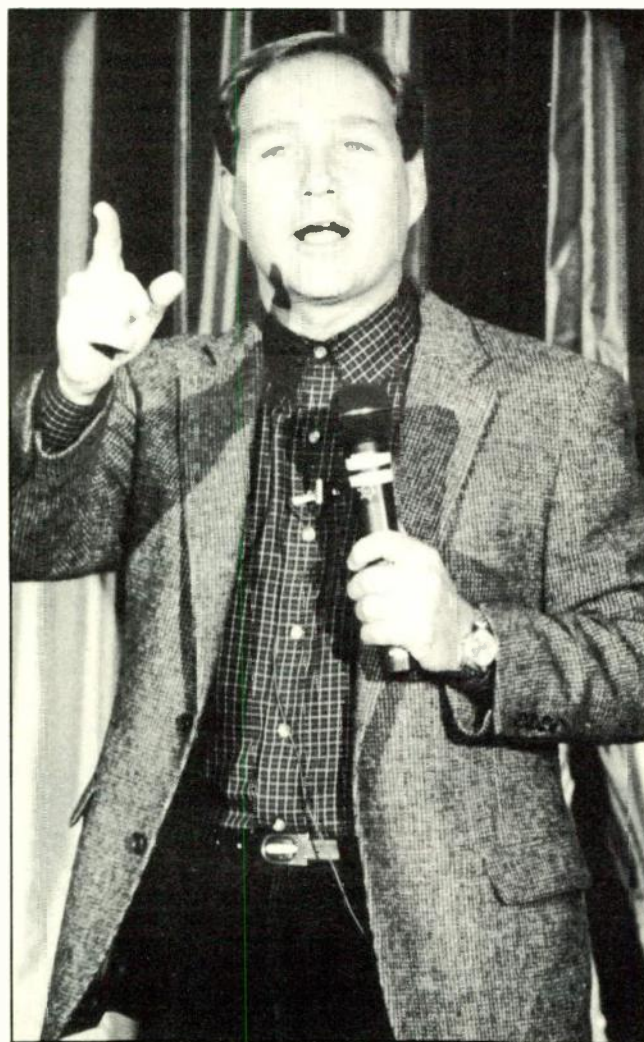
On the air, changes were fewer. Competitive positions in news were unchanged, with WDIV-TV holding the No. 1 position at 11 p.m. on the strength of NBC's prime time and WXYZ leading at 5 p.m. behind anchorman Bill Bonds.

Chuck Gaidica, a popular weatherman at WJBK, jumped to WDIV.

Daytime leadership remained with WXYZ, thanks to "Oprah Winfrey," "Donahue" and the locally produced "Kelly & Co."

In a Thanksgiving-week surprise, WDIV renewed its contract to broadcast Detroit Tiger baseball games for three years, through 1991. No other stations had a chance to bid on the high-rated package, thought to be worth about \$8 million a year.

(Continued on facing page)



SAN FRANCISCO: KGO-TV's "Bill Rafferty's Good Time Cafe" was sold to the Arts & Entertainment cable network.

1987 in review: TOP 20 MARKETS (continued)

# San Francisco gets a local game show

(Continued from facing page)

## 8) DALLAS/FORT WORTH

1987 was a year of power shifts in the local newscast ratings war, with NBC affiliate KXAS-TV tying for first place at 10 p.m. in the Nielsens, but being displaced as the consistent leader at 5 p.m. and 6 p.m. by ABC affiliate WFAA-TV.

In tying WFAA for first place at 10 p.m. in the November sweeps, KXAS finished better than second for the first time since November 1975. But WFAA won by a comfortable margin at 6 p.m. and in turn tied KXAS at 5 p.m.

CBS affiliate KDFW-TV placed last in all three of the weekday evening newscast time periods. It was the station's poorest showing in the 1980s.

The big steal of the year was WFAA's acquisition of "Jeopardy!" and "Wheel of Fortune," which had been the property of KXAS. WFAA's scheduling of "Wheel" in the 6:30 p.m. prime-access slot was credited with helping the station's 6 p.m. newscasts move from a distant second to a strong first.

WFAA won a Peabody Award for its investigative report on football recruiting violations at Southern Methodist University. The station's reporting played a major role in the NCAA's decision to impose the "death penalty" on the SMU football program.

KDFW made a major news anchor change by hiring Ted Dawson, formerly of KABC-TV in Los Angeles, to do the weekday 5 p.m., 6 p.m. and 10 p.m. sportscasts. Mr. Dawson had been replaced at KABC by Jim Hill.

WFAA hired Chip Moody, a 13-year veteran of the Dallas-Fort Worth market, to anchor the station's weekend newscasts. Moody, who left KDFW in 1984 to join KHOU-TV in Houston, had been off the air for a year battling Hodgkin's disease.

Among the market's five independent stations, KXTX-TV, owned by Pat Robertson's CBN Broadcasting, remained for sale. KTVT-TV, the only VHF independent, purchased the syndicated rights to "The Cosby Show" and announced it would run them opposite the 6 p.m. newscasts next fall.



DALLAS: The big steal of the year was WFAA-TV's acquisition of "Jeopardy!" and "Wheel of Fortune," which had been the property of KXAS-TV.

## 9) WASHINGTON

It was an independent's year in Washington, with Fox-owned WTTG-TV beating the network stations in the July Arbitron ratings for sign on/sign off and owning the market's top prime-time newscast in the November Arbitron and Nielsen ratings.

After 20 years, WTTG dropped its daytime "Panorama" public affairs program but added two new half-hour prime-time monthly news programs.

In personnel changes, WRC-TV Vice President Jerry Nachman resigned and was replaced by Allan Horlick, former station manager of WMAQ-TV, the NBC-owned station in Chicago.

Susan King, former co-anchor at WRC, moved to WJLA-TV to continue her "cover story" feature.

And Thomas Cookerly, vice president and general manager of WJLA for 16 years, resigned to become president of Allco Corp., an Allbritton Communications affiliate formed to acquire new TV stations for the company.

In news, TV stations here found themselves devoting much of their energy in 1987 on covering allegations of corruption within the District of Columbia government, focusing particularly on Mayor Marion Barry.

And a documentary by Gannett Broadcasting-owned WUSA-TV, titled "Searching for Justice: Three American Stories," made national headlines on two counts. In the documentary, Supreme Court Justice Thurgood Marshall said he would rank President Ronald Reagan "at the bottom" of the presidents he has known.

Also, the documentary included an interview with the woman in the landmark *Roe vs. Wade* abortion case, who revealed that the pregnancy she sought to terminate was not the result of a rape.

## 10) HOUSTON

Houston's new year starts with more stations, 42 percent of the



WASHINGTON: Thomas Cookerly (l.) resigned after 16 years at WJLA-TV to join Allco Corp., and Jerry Nachman left as vice president of WRC-TV.

market on cable and competition for the viewer's attention at an all-time high in the nation's 10th-largest market.

Cap Cities/ABC-owned KTRK-TV still leads the ratings pack—local news through prime time—and carries its network along. H&C Communications' KPRC-TV, the NBC affiliate, is No. 2, and Belo Broadcasting's KHOU-TV, the CBS outlet, is third.

KHOU, after a year of staff changes, sagging morale and charges of discrimination, starts the year with a new president and general manager.

Allan E. Howard, formerly chief of Belo's KXTV-TV, Sacramento, Calif., replaced Terry Ford, who is now re-assigned to Belo's acquisitions division.

In June, Paula Walker became Houston's first black news director. She came from Belo's KOTV-TV, Tulsa, Okla., to replace Alan Parcell, who took a new newsroom assignment at KHOU.

KHOU anchors Ginger Casey and Rick Sanchez moved on, and ABC News' Sylvan Rodriguez moved in. Mr. Rodriguez was a popular anchor at KTRK-TV before joining ABC.

Chip Moody, after a year sidelined with cancer, went back to his old home base of Dallas, to be weekend anchor at Belo's WFAA-TV.

At KPRC-TV, Bob Jordan's brief reign as news director ended, and Paul Paolicelli came over from WESH-TV, Orlando, Fla., to replace him.

Fox Broadcasting's KRIV-TV has a new news director, too. William Wright, formerly of WKY-TV, Philadelphia, replaced Houston's first woman news director. Kimerly Montour moved up to Fox's New York headquarters, in charge of special projects for all Fox stations.

KTXH-TV, which in April was bought by TVX Broadcast Group (the fourth owner, three of them in three years) is in a tie with KRIV for Houston's top independent.

KTHT-TV has new call letters, KSHS-TV, to reflect the image of its owner, Home Shopping Network.

KXLN-TV has upped from low to full power to air Spanish-language Univision. That change came in October, and by November's books KXLN had a 3 share.

This month, another Spanish-language station plans to start up with programs from Galavisión.

The year's newcomer is religious station KETH-TV, owned by a Houston-based group of Southern Baptists and California's charismatic oriented Trinity Broadcasting Network.

## 11) CLEVELAND

NBC-owned WKYC-TV gained a new news director, New York-based Paul Beavers, formerly head of the news division for the NBC-owned stations.

The station also lost co-anchor Doreen Gentzler to CBS-owned WCAU-TV in Philadelphia and dropped weatherman Shane Hollett for Steve Browne.

WEWS-TV, the ABC affiliate, gained attention in January when it became one of the few stations in the country to air full footage of Pennsylvania State Treasurer R. Budd Dwyer's suicide. Protest calls jammed the station's switchboard.

The local CBS affiliate, WJW-TV, was sold in October with other Storer stations to the Nashville-based Gillett Group.

WOIO-TV, the Fox affiliate, quietly grew in the ratings while independent WUAB-TV announced a 10 p.m. weekday newscast, set to bow this month.

And in August, the local chapter of the NAACP accused the local television industry of "blatant discrimination," and "racist patterns" in its hiring practices.

An NAACP report showed that in a city 50 percent black and a market 20 percent black, there were no blacks anchoring prime-time newscasts and none in decision-making management positions.

NAACP officials are expected to meet with local TV management this month.

(Continued on Page 66)



HOUSTON: Paula Walker (l.) became Houston's first black news director; Kimerly Montour was promoted by Fox.

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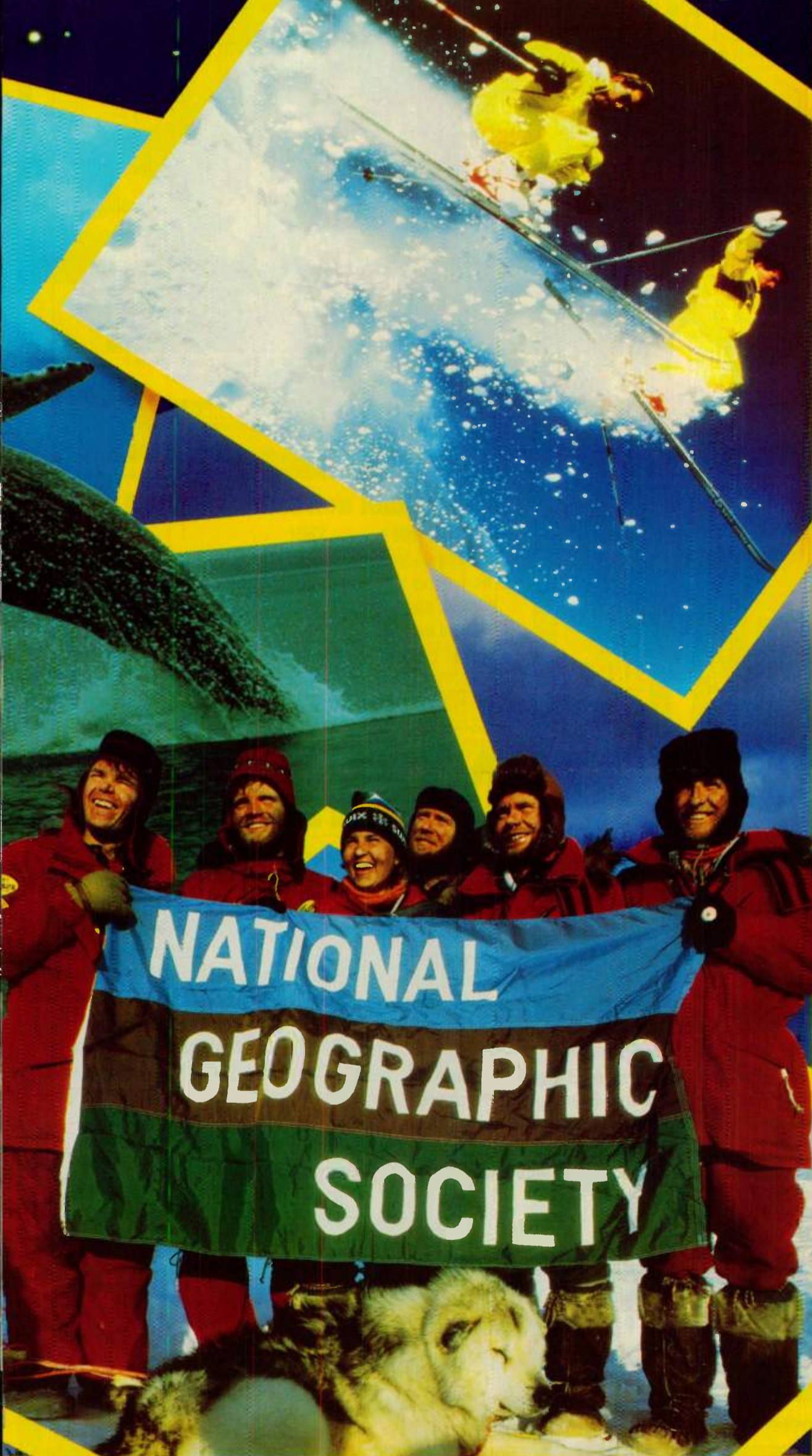


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