

Electronic Media

Published weekly by
Crain Communications

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FEBRUARY 29, 1988

AT PRESS TIME

Group to test shows

HOUSTON—King World Productions on Friday announced a joint venture with four station groups to form a research-development entity to test-market programs for syndication. About 25 stations from Scripps-Howard, Post-Newsweek, Gillett and Midwest Communications will participate. With about \$5 million in seed money, the venture will develop new shows and test them on several local stations before deciding whether to syndicate the projects nationally.

Storer deal falls through

MIAMI—One of the largest cable transactions ever fell through Friday when SCI Holdings terminated its letter of intent to sell the Storer cable systems to a consortium of MSOs, including American Television and Communications, Comcast Cable Communications and Taft Cable Partners, which is owned by TCI and the Robert Bass
(Continued on Page 58)

NBC News sets show for cable, foreign outlets

By RICHARD MAHLER
and DIANE MERMIGAS
ELECTRONIC MEDIA Staff

LOS ANGELES—NBC News will produce a news and travel magazine series for foreign broadcast outlets, with the option to distribute the show to domestic cable TV and the first-run market.

The show, "Globe: A Ticket to the World," is being produced in association with Episode Inc., a Sausalito, Calif., independent production company that said it entered an agreement with NBC News last week.

The NBC program would be an adaptation of "Geo: Ticket to the World," which Episode has been syndicating internationally as a one-hour, quarterly video version of "Geo" magazine, a glossy adventure

and travel publication.

The program will be produced for foreign distribution, while different versions will be produced for cable and possibly first-run syndication, according to Michael Cerre, the producer of "Geo" and executive producer of "Globe."

At NBC News, Natalie Hunter, vice president of finance and administration, said, "This is experimental for us. We haven't done this kind of thing before and we want to see how it works out before exploring other possibilities."

Mr. Cerre said the show probably will be distributed in one-hour and half-hour forms to cable this year and in half-hour versions for domestic syndication in early 1989.

According to sources close to the negotiations, NBC is talk-
(Continued on Page 58)

FCC will monitor need for must-carry

By DOUG HALONEN
Staff reporter

WASHINGTON—Congress and the federal government are taking a new look at whether there is a need for must-carry rules.

Dennis Patrick, chairman of the Federal Communications

Commission, told ELECTRONIC MEDIA last week that the FCC will honor a request by congressional leaders to monitor the effect of the rules' elimination.

Also, he said the FCC will recommend that the Justice Department challenge the ap-
(Continued on Page 58)



Finishing touches were put on a NATPE convention booth Thursday by workers at the George R. Brown Convention Center in Houston.

Staff photo
by Mary Herlehy

New programs facing a tough NATPE market

By WILLIAM MAHONEY
and RICHARD MAHLER
ELECTRONIC MEDIA staff

HOUSTON—This year's National Association of Television Program Executives convention here is being described as one of the toughest ever for launching new shows.

The consensus is that perhaps fewer than one in 20 of the announced new

shows will actually make it on the air.

In a move that could provide some relief for next year, NATPE announced that the 1989 convention will be held sometime during the last two weeks in January.

Some syndicators have been concerned that, with this year's convention in late February, many stations are postponing buying decisions until they can see their
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INSIDE:

3 Swaggart scandal fallout

The religious broadcasting industry struggles to deal with the effects of another sex scandal.

6 R-rated fare in Florida

Three Florida independents have aired uncut versions of R-rated movies with virtually no complaints.

44 Douglas Edwards' legacy

In an interview, the retiring news veteran recounts the highlights of his more than 40 years at CBS.

FCC dismisses black group's challenges

By **ROBERT HOMAN**
Staff reporter

WASHINGTON—The Federal Communications Commission last week dismissed petitions to deny license renewals of 19 TV stations that allegedly had violated minority employment rules.

Pluria Marshall, chairman of the National Black Media Coalition, which filed the petitions to deny, assailed the commission's action, calling it a "weak-kneed signal that the

rules are on the books and you might be embarrassed for not being in compliance."

But the FCC did require 11 of those TV stations to file periodic reports on the status of their minority recruitment.

The commission, at a meeting last Thursday, said it found various weaknesses in the minority practices of the 11 stations.

The 11 stations subject to the reporting requirement are: WTKK-TV, Manassas, Va.; WNCT-TV, Greenville, N.C.; KETS-TV, Little Rock, Ark.; WLPB-TV, Baton Rouge, La.;

WYES-TV, New Orleans; WUNC-TV, Chapel Hill, N.C.; WTGL-TV, Cocoa, Fla.; WNFT-TV, Jacksonville, Fla.; WJTC-TV, Pensacola, Fla.; WTWC-TV, Tallahassee, Fla.; and WXEL-TV, West Palm Beach, Fla.

Also at its meeting last week, the FCC:

- Terminated its inquiry into the scrambling of satellite TV signals without taking any regulatory action in that area. FCC Chairman Dennis Patrick said regulation of scrambling is unnecessary because decoders have become widely available and because

program packages to satellite dish owners are now priced comparably or below cable subscriber rates.

Previously, the FCC and the Justice Department had said they didn't see a need to regulate scrambling activities.

- Decided to launch an inquiry into whether AM radio broadcasting should be introduced in the 1605-1705 kHz band.

- Proposed authorizing FM radio stations to use directional antenna systems and to reduce transmitter spacing requirements. #

Cable TV rights issue unresolved

By **DOUG HALONEN**
Staff reporter

WASHINGTON—The U.S. Supreme Court last week appeared to dash any hopes of providing a speedy answer to questions surrounding cable television's First Amendment status.

The high court let stand a federal district court ruling that it was unconstitutional for the city of Palo Alto, Calif., to require Century Communications to provide public-access channels and meet other franchise regulations.

While that lower court ruling had been hailed by some cable executives when it was handed down last year, it added to a conflicting body of court decisions regarding the First Amendment and cable franchising.

By declining to take up the Palo Alto case, the Supreme Court has left the conflict unresolved.

"I think it will be at least two years, and probably longer, before the Supreme Court rules on these issues," said Lynn McReynolds, a spokeswoman for the National Cable Television Association.

The city of Palo Alto had attempted to leapfrog the appellate courts and take its case directly to the Supreme Court, even though such a move is accepted by the justices in only the rarest of circumstances.

In its announcement last week, the Supreme Court said that it was dismissing the case "for want of jurisdiction."

Attorneys on both sides of the issue said that means the city will have to take its case to the court of appeals in San Francisco. Steve Mayer, an attorney for Palo Alto, said the city intends to take that step.

Regarding the Supreme Court action on the case, Mr. Mayer said, "The important thing is it's not a ruling on any of the substantive issues."

In the case at hand, a federal district court judge had said it was unconstitutional to require cable TV companies to provide public access channels, to serve all residents in their area or to install state-of-the-art systems.

Such requirements are commonly set by cable television franchise authorities throughout the United States, and similar First Amendment challenges to franchising requirements are pending in other lower courts.

Many cable and city representatives had been hoping for a speedy resolution of the issues by the high court so that both sides know what franchising ground rules they must face. #

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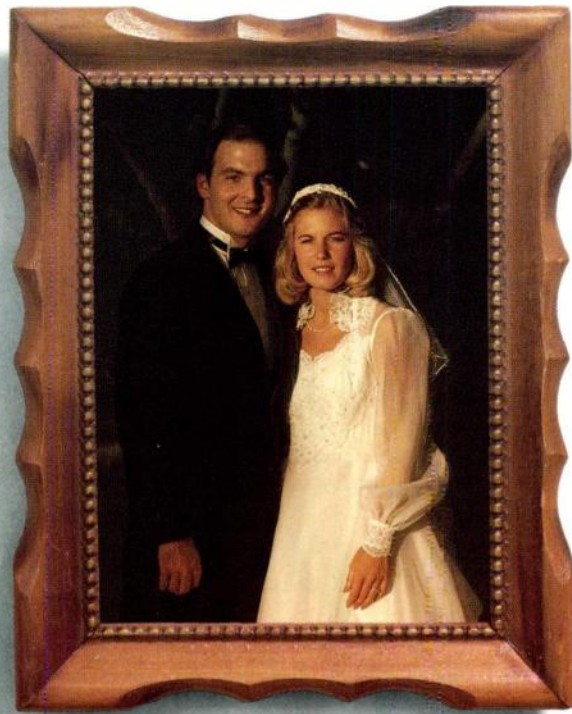
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BLAIR ENTERTAINMENT

*Source: NSI, Top 100 Markets, Nov. '87
**Source: NTI, 1st quarter avg. Jan. 11, '88
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Philly reopened for 'USA Today'

GTG Entertainment has reopened the Philadelphia market for "USA Today," its syndicated show that premieres this fall. GTG executives say they thought they closed a deal two months ago with Philadelphia's NBC affiliate, KYW-TV. But, just before NATPE, KYW decided to air "Entertainment Tonight"—a program it took away from CBS-owned WCAU-TV—in prime access. Jerry Eden, KYW program manager, says he's still interested in acquiring "USA Today," but he has hit an impasse with GTG executives, who are looking for prime-access clearance in that city.

Indianapolis-based Decency in Broadcasting, which was formed in 1985 to protest the blue humor of radio personalities Tom Griswold and Bob Kevoian of that city's WFBG-FM, plans to hold a news conference in Washington on March 1, according to DIB's chief organizer, Indianapolis attorney John Price. The home-grown organization of Indianapolis citizens hopes to draw attention to its campaign to drive the morning team off the air by airing its complaints at a location near the Federal Communications Commission. Mr. Price said DIB will be running advertisements about the group's efforts in the March 1 editions of major newspapers.

CBS and A.C. Nielsen Co. executives continue to hammer out their differences over the controversial people meters in private meetings. So far, the discussions haven't led to any changes or adjustments in the new ratings system, but alterations are anticipated soon. "We're talking more about measurement issues now. These are primarily technical discussions. There should be something by mid-March," said one CBS executive, who asked not to be identified.

An informed source told The Insider that Quantum Media, the production company headed by Bob Pittman, entered a bid of \$110 million for the NBC stations that Emmis Broad-

THE INSIDER



EDDIE FRITTS
Choosing No. 2 man at NAB



KIM LeMASTERS
Confirms "Dirty Dancing" sitcom plans

casting is buying for \$121.5 million. Mr. Pittman wouldn't confirm his company's interest in the stations. But the source said Quantum enlisted the financial assistance of The Blackstone Group, a New York investment firm, to provide financial backing. It joined with Blackstone rather than MCA Inc., which has a stake in the production unit, because MCA already owns a TV station in New York and Quantum wanted to avoid a cross-ownership conflict with NBC's AM and FM New York radio stations.

CBS Entertainment President Kim LeMasters confirmed last week that CBS is definitely developing a half-hour sit-

com pilot based on the hit theatrical film "Dirty Dancing" under a rights agreement reached recently with Vestron Inc., which produced the film. Mr. LeMasters said a "Dirty Dancing" series could wind up on the CBS prime-time schedule next fall, but the series won't feature any of the film's stars.

Remember **David Sams**, the one-time vice president of creative affairs for King World who was developing a new show for CBS affiliates that were disappointed with CBS's morning programming? Mr. Sams says he's still working on such a project and is looking for stations that may want to become partners. In the meantime, he has just completed what he calls a "docuconcert" in conjunction with Motown Productions and Michael Jackson Productions. He says the special will air on Showtime in March.

The long-awaited decision on a No. 2 person at the National Association of Broadcasters might be made this week. NAB President Eddie Fritts says he hopes to "wrap it up by this Friday." The new executive will fill the slot left vacant when John Summers, NAB's senior executive vice president, retired. The decision on whom to hire will be up to Mr. Fritts, but he is to review the finalists with key board members early this week.

ABR Entertainment is betting that a forthcoming autobiography by Michael Reagan, the 42-year-old adopted son of **Ronald Reagan and Jane Wyman**, will breathe new life into its "Lingo" game show, which Michael Reagan hosts. Currently, only two stations air "Lingo," but ABR President Burt Rosen thinks the show's fortunes will change after the younger Mr. Reagan's book comes out next month and he goes on a multicity promotional tour. If things work out, both Mr. Reagan and ABR are ready to produce at least 26 new show episodes. If not, Michael Reagan might find himself going back to speedboat racing, acting and charity work. #

—Written by Adam Buckman from bureau reports

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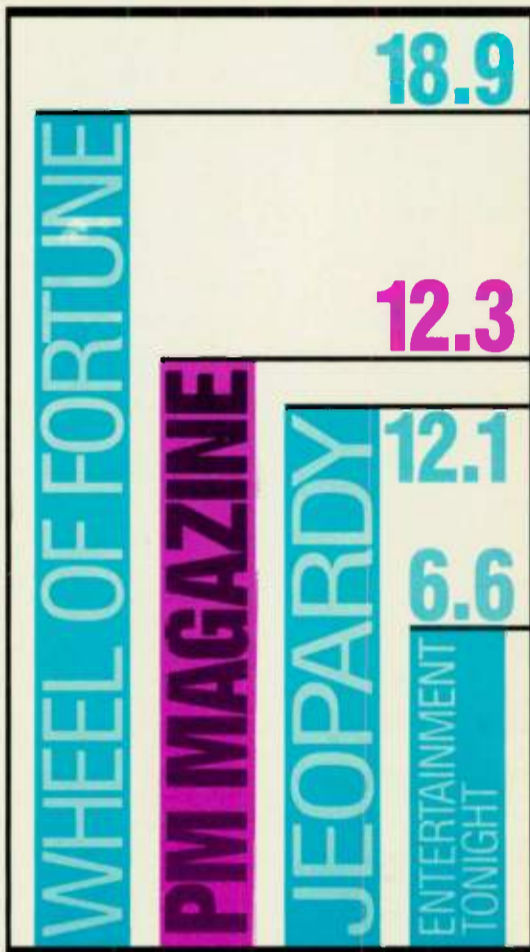
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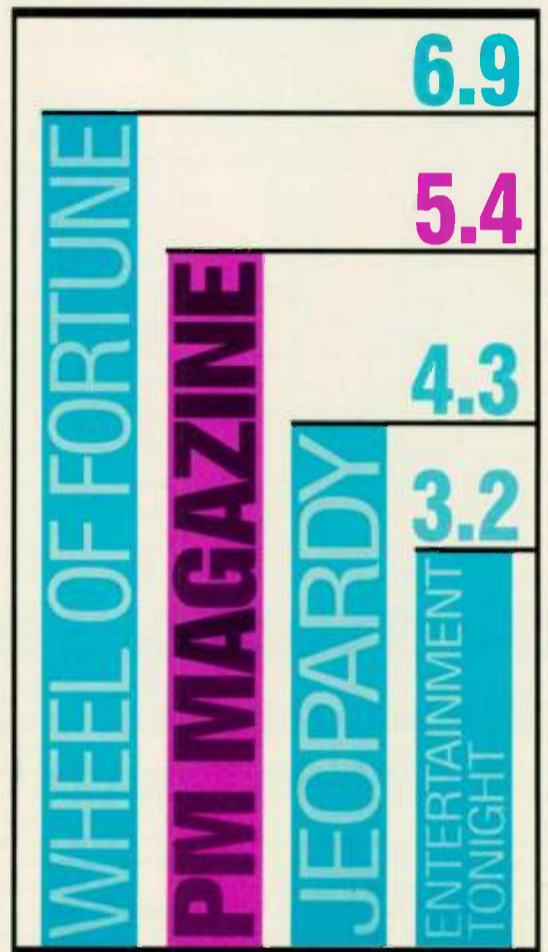
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*Nielsen Report On Syndicated Programs, Average Rating, November 1987.

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The Continuing Vision

HBO, cable cooperative discuss price disparities

By JANET STILSON
Staff reporter

The fight between cable networks and small cable operators over programing price discounts may be calming down.

HBO and the National Cable Television Cooperative, a group of small cable systems, met in Chicago recently to discuss disparities in programing prices for co-op members and the volume discounts granted to large multiple cable system operators.

Cable networks give large MSOs a volume discount of 30 percent to 50 percent off the price charged to small operators, the co-op says. This results in millions of dollars of savings for the MSOs each month.

According to officials at the Kansas-based National Cable Television Cooperative, the networks' cost reductions for providing bulk service don't justify that large a savings for the MSOs.

David Pritchard, HBO's vice president of corporate affairs, says that although the expense of transmitting program signals may not be affected by the size of a system, HBO reaps huge marketing benefits from the large MSOs. Even the combined subscriber count of systems that are banded in a co-op cannot provide the efficiencies of large MSOs, he says.

Steve Effros, executive director of the Community Antenna Television Association, takes exception to those arguments. "They can't say (the efficiencies) makes a \$2 million to \$8 million difference a month," he says.

Because they are showing new interest in patching up relations, the large MSOs and other networks may be open to the small operators' pricing arguments.

That would be a boost for the co-op, which recently failed to get the support of the CATA's board and the National Cable Television Association's independent operators board in backing proposed legislation that would restrict pricing disparities.

That legislative proposal, from Sen. Larry Pressler, R.-S.D., is largely responsible for the new overtures of reconciliation.

Mr. Effros says he supports the co-op's drive to redirect network pricing policies. However, he says his organization did not support Sen. Pressler's proposed amendment largely because it was attached to highly controversial home-satellite dish legislation from presidential hopeful Sen. Albert Gore Jr., D-Tenn.

Mr. Effros said his organization is likely to support the co-op in another legislative effort if the networks and operators don't mend fences in the next six months.

"We're going to make one last stab to resolve the problem" without resorting to legislation, he says.

The issue has been snowballing for over two years, according to Mr. Effros.

If the operators and networks fail to reach an accord, "there will be loads of other (legislative) vehicles" to bring the fight back to Capitol Hill, he says.

Not all cable networks have turned their noses up at the co-op's entreaties for bulk discounts for its members, whose total subscriber count surpasses 2 million.

So-called "master agreements" have been made with Financial News Network, superstation TBS (via its common carrier Tempo Enterprises) and The Nostalgia Channel.

But the co-op had met with resistance from others, including CNN, HBO and ESPN, its officials said. #



TERRY LOUISE FISHER
Signs deal with Disney



STEVEN BOCHCO
Will produce ABC shows at Fox

Bochco, Fisher sign with separate firms

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—Three months after their falling-out, producers and former partners Terry Louise Fisher and Steven Bochco have officially set up separate shops.

Ms. Fisher signed a three-year deal with Walt Disney Television on Feb. 21 to develop and produce TV programs and theatrical films.

On Feb. 19, Mr. Bochco announced that he'll produce his 10 series for ABC at Twentieth Century Fox, which in turn will have distribution rights to the shows.

Until last November, Ms. Fisher and Mr. Bochco had been partners on "Hooperman" and "L.A. Law," two series they co-created and which are produced by Fox.

The new agreements put to an end the months of speculation about Ms. Fisher's future after a dispute arose last November between her and Mr. Bochco over the role she would play in the production of "L.A. Law." At that time, after Mr. Bochco had signed a long-term, exclusive commitment to create, develop and produce 10 series for ABC, his plans to scale back his role on "L.A. Law" became known.

Ms. Fisher, then supervising producer of the series, was offered Mr. Bochco's executive producer position.

But she subsequently demanded what Fox deemed to be an unreasonable salary—\$100,000 per show, according to several published reports. She also requested total authority over the program, with no involvement from Mr. Bochco. A network programing executive privy to the demands of Ms. Fisher characterized her actions this way: "Terry Louise was poorly advised."

Ms. Fisher was then barred from the sets of "L.A. Law" and "Hooperman," a move that prompted her to sue Fox and Mr. Bochco last December for \$50 million. Earlier this month, she dropped the suit after an out-of-court settlement was reached.

In a Feb. 5 statement from Jonathan Dolgen, president of Fox's TV division, and Harris Katleman, president of TV production, Fox announced the dispute had been resolved and that Ms. Fisher would no longer be involved with "L.A. Law" or "Hooperman."

Meanwhile, Mr. Bochco will remain as executive producer on "L.A. Law" for at least another season, putting NBC's worries to rest about the series—at least temporarily. He'll also continue as a consultant for ABC's "Hooperman," as well as a proposed spinoff. #

CBS to go stereo this fall

By RICHARD TEDESCO
Staff reporter

NEW YORK—The CBS Television Network plans to broadcast its programing in stereo beginning this fall, one year ahead of schedule.

Bolstered by affiliate support, the moved-up stereo strategy is aimed at enhancing the network's programing image, says Scott Michels, CBS vice president of affiliate relations.

"It comes from our own desire to put our programing in the best light possible," Mr. Michels said. "There's clearly something to be said for it toward enhancing viewing."

NBC began broadcasting most of its prime-time schedule in stereo in fall 1985.

It currently carries 22 of its 23 prime-time series in stereo, as well as "Late Night With David Letterman," "The Tonight Show," mini-series and sports events.

"Night Court is the one exception. ABC carries nine prime-time shows in stereo, along with some special events, including the recent broadcast of "Elvis and Me" and the American Music Awards.

CBS, which has already carried some programing in stereo, including the Grammy Awards show in 1986 and some sports events, had planned to go to full-time stereo in the fall of 1989.

Mr. Michels said the network's affiliates had pushed for moving up the switch to stereo.

He declined to estimate the cost to the network for the changeover, but said moving the timetable up increases the expense.

"It represents more dollars than we had allocated for it," he said.

"Most of the programing we get from program suppliers now is done in stereo," Mr. Michels noted. #

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Great American loses another top executive

By DIANE MERMIGAS
Senior reporter

The revolving door at Great American Broadcasting took another turn last week when Kevin O'Sullivan, its president of entertainment, said he would be departing the company after nearly nine years.

Mr. O'Sullivan, 60, said he will establish his own production company, Kenmare Productions. He gave no other reason for his departure.

Kenmare Productions will have some agreements with Great American, formerly Taft Broadcasting, to develop programs for commercial and cable television, Mr. O'Sullivan said.

He and other Great American officials declined to elaborate.

"I can only tell you that my departure from the company is amicable," Mr. O'Sullivan said.

Mr. O'Sullivan said no details had been worked out yet about the financing of his new company, the actual date of his departure or a successor.

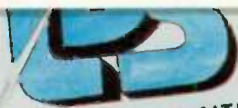
In a press release, Charles Mechem, Great American chairman and chief executive officer, said Mr. O'Sullivan "has made a splendid contribution to the financial success and growth of our company."

Since Cincinnati businessman Carl Lindner's purchase of Taft Broadcasting last October, company officials have declined comment on the internal streamlining, reorganization and restaffing that has been taking place.

In addition, Great American recently announced the resignation of John Rose, the vice president and general manager of WKRC-TV, the company's Cincinnati outlet.

Terrence Connelly, previously an executive with Taft, has succeeded Mr. Rose at the station. #

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Broadcast TV

Officials at NBC affiliate **WXFL-TV in Tampa, Fla.**, were stunned recently when a barrage of calls poured in from irate "Jeopardy!" viewers after the station interrupted the last two minutes of the game show on Feb. 16 to carry a live report of a plane crash. WXFL responded by airing the end of the "Jeopardy!" during its newscasts the next day.

Nashville, Tenn.-based **H&C Communications** has established a Washington news bureau that will begin operation in early March, according to Henry Catto, H&C Broadcast Group president. H&C owns KPRC-TV in Houston; WESH-TV in Orlando, Fla.; WTVF-TV in Nashville; KVOA-TV in Tucson, Ariz.; KCCO-TV in Des Moines, Iowa; and KSAT-TV in San Antonio, Texas.

CBS is moving "Tour of Duty" and "48 Hours" to their new time periods one week earlier than had been announced, with "Tour of Duty" shifting to Saturdays at 9 p.m. (ET) on March 12 and "48 Hours" slotted at 8 p.m. Thursdays starting March 10.

The Reagan administration has proposed setting the **Corporation for Public Broadcasting's** fiscal year 1991 funding at \$214 million,

instead of the \$395 million for programming support and \$200 million for satellite replacement CPB had requested. In a letter to President Reagan, CPB President Donald Ledwig said the proposed budget could force public broadcasting to "go off the air nationally or spend our limited program dollars on satellite replacement expenses."

CBS Inc. is demanding more than a \$100 million adjustment in the recent \$2 billion sale of its records unit to Sony Corp. Although the deal was completed Jan. 5, CBS is enforcing a clause in the sale contract that entitles it to an upwards adjustment in the price if the unit delivers more than \$478 million in net assets, as it did in fiscal 1987. CBS contends the excess value is closer to \$150 million and Sony is estimating it at about \$100 million, according to sources.

Cable TV

Beverly, Mass.-based **American Cablesystems Corp.** posted a \$9.3 million loss, or 93 cents per share, for the second quarter ended Dec. 31. That compares to a net loss of \$1.35 million, or 12 cents per share, for the same period a year earlier. Revenues for the quarter totaled \$25.2 million, up from \$13.1 million for the same quarter a year earlier. In a statement, ACC said the losses were due to acquisitions in Califor-

nia. American is merging with Boston-based Continental Cablevision today, under terms of a deal approved by shareholders on Feb. 4.

CNN became the second cable service, following ESPN, to cross the 50 percent penetration level of all U.S. TV homes, according to A.C. Nielsen Co.

The National Cable Television Association said it will challenge a federal appeals court decision that is expected to double the cable industry's copyright costs for carrying superstations and other distant TV signals. The decision is expected to raise the cable industry's copyright obligations from \$60 million to \$120 million for 1986 alone.

The Weather Channel has relocated its West-Coast affiliate sales and marketing offices from San Francisco to Los Angeles. The new address is: 1925 Century Park East, Suite 830, Los Angeles, Calif. 90067.

The International Brotherhood of Electrical Workers, which launched a union drive at CNN last fall, has postponed filing for a union election "for the time being" because of insufficient interest.

International

British Satellite Broadcasting has launched its theatrical film acquisition program in Los Angeles for The Screen Channel, a pay-TV movie service that is one of three direct broadcast satellite channels to be launched by BSB for viewers in the United Kingdom. The Screen Channel, set to premiere in 1989, plans to co-finance some Hollywood films and buy "big-budget motion pictures from the major studios."

Minneapolis-based **Conus Communications** has announced an agreement with Fuji Sankei, the New York-based arm of Fuji Communications, Japan's leading broadcast company, to share live news feeds. The companies also are working on agreements that would allow Conus, a major satellite service, to broadcast live out of Japan.

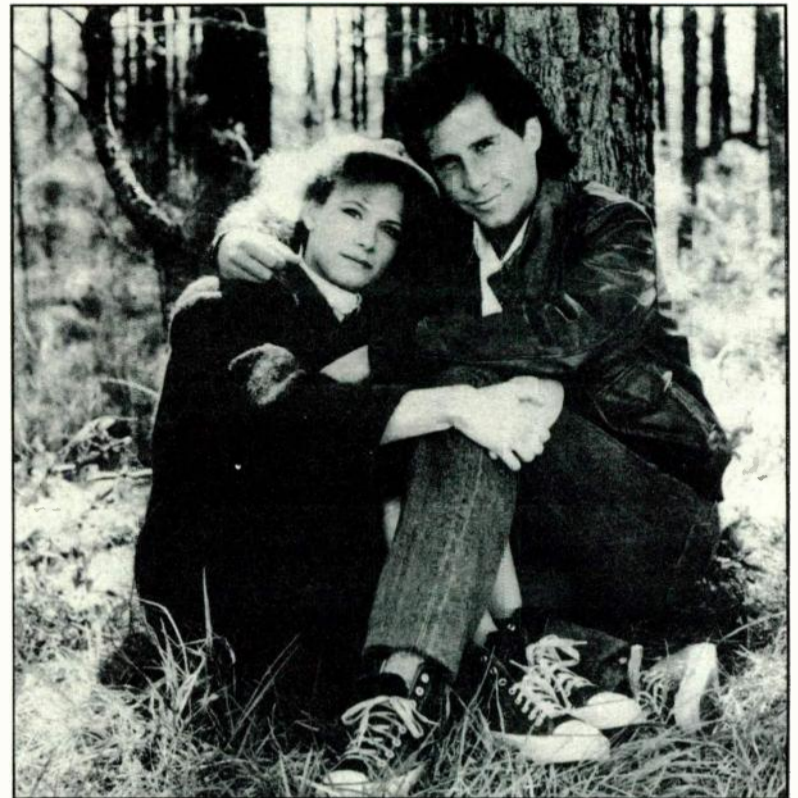
Reuters Holdings PLC and Miami's **WPBT-TV** have reached an agreement for Reuters to handle foreign distribution of "The Nightly Business Report." Reuters also will give editorial and financial support to the nightly business news show produced by WPBT and aired on 250 public TV stations.

The state-owned **China Broadcasting Service Corp.** has signed an agreement with Los Angeles-based **ChinAmerica** for the production and distribution of a twice-weekly radio music series, "The Friendship Show," on China's national radio network. The radio program will feature popular American music selected by ChinAmerica's Hilltop Entertainment. The series will be available to an estimated 1 billion Chinese listeners.

Radio

A joint committee of the **National Association of Broadcasters** and the **Radio Advertising Bureau** has selected New York-based **Warwick Advertising** to choreograph a nationwide campaign aimed at promoting the radio industry. No budget has been set for the campaign, which will be unveiled at NAB's "Radio '88" September convention in Washington.

CRB Broadcasting Corp., a radio station owner based in New York, has retained Cincinnati-based **Ted Hepburn Co.** to find a buyer for



ABC will air the two-hour premiere of Westland Productions' "Probe," an action/adventure series, at 9 p.m. on Monday, March 7.

two of CRB's radio stations: **WAES-AM** and **WROQ-FM** in Charlotte, N.C. According to Hepburn, CRB is asking for \$16 million in cash for the station combination.

Cincinnati-based **Jacor Communications**, owner of 14 radio stations, has completed its \$8 million acquisition of Eastman Radio, a New York-based radio rep firm. Jacor's purchase of Eastman was announced last summer.

New York-based **ProMedia**, a producer and syndicator of radio programs, has introduced "Laugh Attack," the first comedy service designed for urban contemporary radio stations. Produced by David Kolin, "Laugh Attack" provides short-form song parodies, audio sketches and commercial spoofs.

The CBS Radio Network has added **KPRC-AM in Houston** to its affiliate lineup, according to John Martin, CBS Radio Networks vice president of affiliate relations.

More than 280 high school seniors from the Philadelphia area are participating in this year's "Newstudies" program at Group W's all-news station in that city, **KYW-AM**. The 22nd annual program, which began Feb. 20, runs for three hours on each of six consecutive Saturdays. "Newstudies" gives high school students a chance to gain working knowledge of the radio news process.

Sports

ESPN has secured rights to the **America's Cup** challenge series in September between the United States and New Zealand, and it may share the races with ABC. Terms of ESPN's reported \$2.1 million deal for the series with Sail America have not been finalized, said an ESPN spokeswoman, who declined comment on ABC's participation.

ESPN resumes its college baseball coverage with defending national champion **Stanford** facing **UCLA** at 2 p.m. (ET) March 5.

Other

Broadcast news salaries failed to keep pace with the cost of living in 1987, according to a survey by

the Radio-Television News Directors Association. The survey found the average radio reporter made \$13,000 last year and the average TV reporter got \$16,900, about the same they were making in 1986. Also according to the survey, the median salary for a radio news director was \$16,800 in 1987, while the typical TV news director got \$38,000. The median salary for a TV anchor was \$26,000.

Culver City, Calif.-based **Lorimar Telepictures Corp.** announced the closing of the sale of its ad agencies—Bozell, Jacobs, Kenyon & Eckhardt and Poppe Tyson—to **BJK&E Management**. As previously announced, Lorimar Telepictures sold the agencies for \$133 million.

Following union negotiations, the New York Post escaped a threat by owner **Rupert Murdoch** to close the newspaper on Feb. 19. Mr. Murdoch, who is selling the Post in order to retain ownership of **WNYW-TV** in New York, had said the purchase of the newspaper by real estate developer Peter Kalikow was contingent upon \$24 million in concessions by the unions.

The Radio-Television News Directors Association has announced its opposition to the National Transportation Safety Board's attempts to restrict flights of media helicopters in the airspace above disaster scenes. The RTNDA has formed an Aviation Safety Committee to look at ways "to improve the operational safety of news aircraft." The committee will be chaired by Norman Robinson, managing editor of news for **WVL-TV** in New Orleans.

A.C. Nielsen Co. announced that **Minneapolis/St. Paul** will become its 17th overnight metered market, effective in October. Minneapolis/St. Paul is now the 12th largest TV market in the country.

Dino DeLaurentiis has resigned as chairman and chief executive officer of the DeLaurentiis Entertainment Group. Some analysts speculate that the move increases the entertainment company's takeover vulnerability. Mr. DeLaurentiis forfeited his 60 percent share of the company to its board and his command to Chief Operating Officer **Stephen Greenwald**.#

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World Radio History

Broadcasters agree to fund HDTV center

By DOUG HALONEN
Staff reporter

WASHINGTON—A coalition of broadcast organizations has agreed to jointly fund a test center to review high-definition TV systems and to recommend a system to the government as an industry standard.

The National Association of Broadcasters and the three major TV networks have agreed to chip in up to \$700,000 apiece to fund the center over the next two years.

The Association of Independent Television Stations, the Association of Maximum Service Telecasters and the Television Operators Caucus together will try to kick in \$700,000.

PBS, according to the plan, will donate what it can.

It was unclear at press time whether the latter four organizations will have as much say about the operation of the Advanced Television Test Center as NAB and the networks will. NAB had originally envisioned keeping such a test center in-house and announced that Tom Keller, the group's chief scientist, would be heading it.

But faced with initial costs as high as \$4 million, and to bring other groups with an interest in HDTV under the same umbrella, NAB opted to broaden the organization's base, says Eddie Fritts, NAB president.

"By broadening the base, we obviously can't make the decisions in a vacuum," said Mr. Fritts.

Among the candidates to head the center are Ben Crutchfield, NAB director of special engineering projects, and Don McCoy, former head of CBS's now-defunct technology lab.

Mr. Fritts said the broadcast organizations also have invited the National Cable Television Association to get involved. "Whatever we do, we want it to be compatible with cable, and whatever they do, we want it to be compatible with broadcasting," Mr. Fritts said.

Meanwhile, Tribune Broadcasting Co. and Cox Enterprises, which has interests in cable TV systems and broadcast stations, announced that they are backing the HDTV efforts of the Marina Del Rey, Calif.-based Del Rey Group.

The Del Rey Group is working on an HDTV system that, unlike other proposed systems, would be compatible with existing TV sets and wouldn't require additional channel bandwidth to transmit. If the industry is able to come up with such a system, broadcasters and consumers could save billions of dollars.

"That's the best of all possible worlds, if this thing (the Del Rey concept) does work," said Otis Freeman, Tribune Broadcasting director of engineering.

John Dillon, Cox vice president and chief financial officer, said both the cable and broadcast divisions at that company had agreed to back Del Rey to the tune of \$100,000 each. Tribune has also pledged \$100,000.

Mr. Dillon said other investors could also participate and receive a share of any future royalties to Del Rey.

"This proposal, according to our technical people, has a lot of promise but is not adequately funded," Mr. Dillon said.

The Del Rey Group is headed by Richard Iredale, an engineer who was formerly with Apple Computer. Mr. Iredale says his concept has had initial backing from the Canadian Broadcasting Corp. #



Video Technology's new Socrates (above left) turns a television into an animated learning center. New technology from Mattel Toys will enable "Wheel of Fortune" fans to interact with the real Vanna White (right).

The games TVs play

New toys use interactive video technology

By RICHARD TEDESCO
Staff reporter

NEW YORK—TV viewers who think they can do better than most of the contestants on "Wheel of Fortune" will finally get a chance this fall to prove it.

Using interactive technology, Mattel Toys will be offering a new version of the popular TV game show that puts the viewers in the heat of the competition.

Mattel's "Wheel" introduction was one of several interactive video toys highlighting this year's New York Toy Fair. Other interactive offerings included educational entries from Ideal and Video Technology and a twist on tradition from Lionel Trains.

The video version of "Wheel" is something of a fantasy come true for King World and its chairman, Roger King, who has been talking about the concept for a long time, says Jerry Kapner, King World's vice president of merchandising.

"We always like to be on the cutting edge," Mr. Kapner said. "We think it's going to revolutionize the TV game business."

In Mattel's "Wheel," TV viewers will interact with the real

Vanna White—sort of—as they select letters on their miniature scoreboard.

During "Wheel of Fortune's" broadcast, the home game's letter board picks up video signals contained in the vertical blanking interval. These signals allow it to function like the board on the TV version.

"What the viewer has a chance to do with this Mattel game is to compete against the contestants on the show in real time," Mr. Kapner explained.

The only difference is that home contestants won't get a shot at the prize money. But for a suggested retail price of \$70 to \$80, the theory is that they'll be satisfied just to play along.

Videotapes with other "Wheel" puzzles will be available for \$15 to \$20 to provide a home-video option when the game show isn't on the air.

Mattel first entered the interactive video field with the "Captain Power and the Soldiers of the Future" series released last year with companion toys. While "Captain Power" is booked on 91 TV stations through September, it may be searching for a distributor after that.

(Continued on Page 40)



Vinten Vision 5 System.

Vinten Equipment to introduce TV mounting package at NAB

Vinten Equipment will introduce the **Vision 5 TV mounting equipment package** at the National Association of Broadcasters convention April 9 to 12 in Las Vegas. The new package includes the 3325-3 Vision 5 fluid pan and tilt head for cameras weighing between eight and 18 pounds, the Vinten 3311-3 single-stage tripod with lightweight calibrated spreader and soft foam-filled carrying case. The complete system, which weighs 14.5 pounds, is priced at \$2,250. Vinten Equipment, 275-C Marcus Blvd., Hauppauge, N.Y. 11788.

* * *

Aston Electronics will unveil its new **Caption character generator** at the NAB convention. Among Caption's standard features are software anti-aliasing, to eliminate flicker in text and enhance resolution for typographic excellence on the screen; two independent text display planes and a multimillion-color background plane for graphics design versatility; a built-in LogoMaster, which allows flicker-free, multicolor logos and symbols to be camera composed as typeface masters and displayed in any size from 10 TV lines to full-screen; and background graphics over a range of 10 million color gradations. Caption is equipped with a 20-megabyte hard disk. Aston Electronics, 346 N. Lindenwood Dr., Olathe, Kan. 66062.

* * *

Harris Corp.'s Broadcast and Farinon divisions will intro-

PRODUCT UPDATE

duce new **radio transmitters and broadcast microwave products** at the NAB meeting. The broadcast division will offer new 20-kilowatt and 30-kilowatt transmitters, expanding its line of high-power FM transmitters. In addition, it will offer the DX-25 digital, solid-state, 25-kilowatt AM transmitter, which features Harris' patented digital amplitude modulator. The Farinon division, meanwhile, will display enhanced versions of video microwave products, including the new VE-14 Ku-band video exciter. The exciter can be equipped with up to four front-panel tunable subcarriers and switchable IF bandwidth assembly. Broadcast Division, Harris Corp., P.O. Box 4290, Quincy, Ill. 62305-4290.

* * *

Goldstar Electronics International is introducing the **KMV-9012 ViewMax TV/VCR combination unit**. The ViewMax is a combination VHS videocassette recorder and 19-inch color TV. It features an eight-event, 14-day programmable timer; a 110-channel electronic tuner; and high-quality picture-enhancement circuitry. The unit will be available in July for a suggested retail price of \$699. Goldstar Electronics International, 1050 Wall St. West, Lyndhurst, N.J. 07071.#



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Assistant Promotion Manager. ABC affiliate in 13th market looking for high-energy, innovative, quality-oriented expert to join creative promotion team. Two years experience in TV promotion required. Must be able to demonstrate strong writing, producing and editing skills. Expertise in print, radio, and outdoor desired. Send resume, tape, and writing samples to: Promotion Manager, WTSP-TV 10, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

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JOBS

Broadcast TV

WKBD-TV in Detroit is seeking a local sales manager with at least three years television management experience. Must have new business development, co-op and agency expertise. Send resumes to: Personnel Department, P.O. Box 2350, Southfield, Mich. 48037. Phone: 313-355-7036.

KFDM-TV in Beaumont, Texas, is seeking a promotion manager with a minimum of three years experience. Degree in marketing helpful. Must possess strong writing and producing skills. Send resumes to: Jeff Pryor, KFDM-TV, P.O. Box 7128, Beaumont, Texas 77706. Phone: 409-892-6622.

KGUN-TV in Tucson, Ariz., is seeking a maintenance engineer with at least five years television or related experience and at least two years bench-level maintenance experience. RF experience is a plus. FCC general class, SBE certification or equivalent preferred. Send resumes to: Phil Aaland, chief engineer, KGUN-TV, P.O. Box 5707, Tucson, Ariz. 85705. Phone: 602-792-9933.

WESH-TV in Orlando, Fla., is seeking to fill two positions:

On-air promotion producer with experience in writing and producing news, programming and on-air promotions and public service announcements.

Designer with experience in graphic design, mechanical art and electronic graphics. News graphics speciality a must. Send resumes to: Frank Biancuzzo, WESH-TV, P.O. Box 7697, Orlando, Fla. 32854. Phone: 305-645-2222.

WEAR-TV in Pensacola, Fla., is seeking a promotion assistant. Sales promotion and media placement experience is required. Degree in marketing and two years station experience are preferred. Send resumes to: Joe Smith, operations manager, WEAR-TV, P.O. Box 12278, Pensacola, Fla. 32581. Phone: 904-455-7311.

Journalism

KTVY-TV in Oklahoma City is seeking a field producer with experience as both a show producer and either as a reporter or photographer. Send resumes to: Stuart Kellogg, news director, KTVY-TV, P.O. Box 14068, Oklahoma City, Okla. 73113. Phone: 405-478-1212.

WBIR-TV in Knoxville, Tenn., is seeking a news photographer with one to two years commercial news organization experience. Must be able to edit ENG tape and have microwave equipment experience. College degree is helpful. Send resumes to: Gary Davis, chief photographer, WBIR-TV, 1513

Hutchison Ave., Knoxville, Tenn. 37917. Phone: 615-637-1010.

KTTV-TV in Los Angeles is seeking a news director. Must have three to five years major market news experience and one to two years experience as a news producer. Send resumes to: Steve Blue, news director, KTTV-TV, 5746 Sunset Blvd., Los Angeles, Calif. 90028. Phone: 213-856-1394.

WSBT-TV in South Bend, Ind., is seeking a news director with news management experience, knowledge of satellite news gathering presentation and good writing skills. Send resumes to: Barry Smith, general manager, WSBT-TV, 300 W. Jefferson Blvd., South Bend, Ind. 46601. Phone: 219-233-3141.

Radio

WKXZ-FM in Norwich, N.Y., is seeking morning talent who will polish skills under the guidance of a consultant. Send resumes to: Kim Stevens, WKXZ-FM, P.O. Box 552, Norwich, N.Y. 13815. Phone: 607-334-2218.

KVXO-FM in Spokane, Wash., is seeking an aggressive and determined account executive. Send resumes to: Chuck Bolcom, general sales manager, KVXO-FM, E. 2211 Sprague, Spokane, Wash. 99202. Phone: 509-534-1059.

WPLX-AM in Collierville, Tenn., is seeking three radio salespeople who are either experienced or teachable. Send resumes to: Rudy Pylant, WPLX-AM, 4554 Fleming Road, Collierville, Tenn. 38017. Phone: 901-853-0273.

WVKZ-AM/FM in Schenectady, N.Y., is seeking a salesperson with experience in radio or independent TV sales. Knowledge of agency and direct account work is preferred. Send resumes to: Robert Hewitt, general sales manager, WVKZ-AM/FM, 433 State St., Center City Plaza, Schenectady, N.Y. 12305. Phone: 518-370-5386.

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

Unedited, R-rated films common on Florida TV

(Continued from Page 6)

"And we did a helluva number with it, incidentally," he adds. He says the station received no complaints about the 8 p.m. showing.

The station plans to show "Private Lessons" again, but it will edit it further, he said.

Mr. Steinberg says WBFS's policy is to request original, theatrical prints of movies, then edit them at the station if necessary.

"If there's fleeting nudity, we'll usually leave it in," he says. "But if there's a long, long sequence of extended nudity, that's a different matter."

The hallmark of most R-rated movies shown on South Florida independents is violence, not nudity, although films such as "Death Wish 2" and "Death Wish 3" frequently contain both.

John Kamp, director of the FCC's office of congressional and public affairs, says the agency has no enforcement power over stations that air violent movies.

"Violence is not something we have any authority over," Mr. Kamp says. "Our power is limited to sexual content. Incidentally, a film's rating is of no interest to us."

"An 'R' rating is simply something that suggests to you or me what might be in a movie. The FCC bases its actions on what's in the film when it is shown. And if a film is R-rated for violence, we have no power."

Mr. Kamp says he is not aware of any complaints filed with the FCC by viewers or consumer groups in South Florida.

Michael Stopnick, WDZL program manager, says his station received no complaints from viewers for its Feb. 5 airing of "The Texas Chainsaw Massacre." He says community standards continue to be his station's principal guidelines.

WDZL's airing of "Texas Chainsaw" at 8 p.m. on a Friday night registered a 5 rating (percentage of TV homes) in Arbitron Ratings Co. figures and a 6.5 rating by A.C. Nielsen Co.—"about the norm for our 8 o'clock movies," says Mr. Stopnick.

Although the FCC has not gotten into the issue of violence in broadcast movies, Messrs. Stopnick and Steinberg say their stations cut material that they consider to be "gratuitously violent."

WDZL and WBFS also sometimes broadcast two versions of movies. One version, shown in prime time, is intact or nearly intact. A second version, shown on weekend afternoons when large numbers of children might be watching, is substantially edited by the stations.

Mr. Stopnick says he removed a shot of a meathook from "The Texas Chainsaw Massacre" prior to someone being impaled on it; trimmed four seconds from a rape scene and an additional few seconds of violence from "Death Wish 2";

and cut more than a minute from a low-budget, 1984 Italian horror movie, "The House by the Cemetery," which was shown by the station in 1986.

"For 'House by the Cemetery,' we cut down a long sequence of a child being terrorized in a cellar by a ghoul, because it was just incredibly intense," says Mr. Stopnick. "And we have not shown the film since."

All three stations' executives say their primary responsibility is to protect their operating licenses.

"We do that by airing responsible programming," says Mr. Stopnick, whose station is owned by New York-based Odyssey Partners, which also owns stations in Charlotte, N.C., and Hartford, Conn.

"What's acceptable, therefore, really depends on what standards there are in the marketplace," he adds. "The FCC has not gotten into the community response. Will they draw the line that everyone has to follow or leave it up to the communities?"

The FCC's Mr. Kamp says, "We generally don't act unless someone complains. We did get complaints about the Kansas City station."

Ironically, South Florida stations most often receive complaints when they show a popular movie that has been noticeably edited for TV, rather than one that's shown uncut.

This was the case when WBFS aired the 1985 comedy-drama, "The Breakfast Club." Mr. Steinberg says he was disappointed to discover that the copy of "The Breakfast Club" delivered to WBFS was an edited print whose considerable profanity was re-dubbed by Universal. The day after the showing, the WBFS switchboard lit up.

"We were swamped with calls from viewers, who were furious because they felt the distributor had made the decision for them," Mr. Steinberg says. "The callers said, 'We're adults and we can make our own decisions.' They were right to be angry. The version that Universal sent us was squeaky-clean."

The station executives here said they feel the apparent acceptability of R-rated movies among South Florida viewers is due to the region's heavy cable TV penetration. The South Florida stations' research estimates cable penetration to be as high as 87 percent. Cable routinely brings R-rated movies into the home.

Nonetheless, say station executives, South Florida broadcasters are wary of FCC intervention.

"The FCC appears to be intensely interested, at least selectively," Mr. Stopnick says. "So, I think, from this point on, we're going to be a bit more conservative."

But, he adds, "Our biggest concern is the FCC has failed to let stations know specifically what they will and will not permit."#

New shows face tough NATPE market

(Continued from Page 1)

February sweeps results.

Despite the apparent slow-moving market, attendance at this year's convention was expected to top 8,000, an increase over last year's attendance of 7,836, according to NATPE Executive Director Phil Corvo.

The convention, which runs through Monday, began with a host of announcements and news. Among the highlights was that GTG Entertainment's "USA Today" was bought by CBS-owned WCBS-TV in New York, a move that prompted speculation that the station will strip two shows in a double-access format.

However, Roger Colloff, WCBS's vice president and general manager, said the station hasn't decided when "USA Today" will air. He said that under the terms of WCBS's rights agreement, the station isn't locked in to scheduling "USA Today" during prime access.

At a keynote address on Friday, Katharine Graham, chairman of The Washington Post Co., proclaimed that "the era of network control has given way to an era of choice."

But she said she finds it "disturbing that the high price of big syndicated shows is driving some small, innovative, original producers out of the business."

Among the announcements of new syndication offerings:

- King Features and Hearst Television said they are jointly developing a new late-night strip hosted by former ABC and NBC journalist Linda Ellerbee, to be distributed by King Features Entertainment.

Ms. Ellerbee calls the show "a situation comedy based on a situation called reality," to be composed of news, film clips, features and interviews. The untitled program is the first from the partnership, which represents six Hearst TV stations.

- Lorimar announced at the convention that it was going ahead with off-network syndication of "ALF," currently seen on NBC, for airing in fall 1990. The series is being sold for cash on a bidding basis, with 100 episodes guaranteed.

- MCA TV Enterprises said it will take "The Morton Downey Jr. Show" national in June. The confrontational talk show is being produced by Quantum Media, headed by Bob Pittman, and it airs on WWOR-TV, New York. MCA is suggesting that the show be placed in late-night time slots.

- "Airwolf," an off-network adventure series that has been

airing on cable's USA Network, was released into syndication by MCA TV. Eighty hours of "Airwolf" are being offered by MCA on a cash-only basis for airing this fall.

- "StarTalk," a new barter half-hour celebrity interview strip, was unveiled by PBR Inc., TV-America and Multimedia Entertainment.

- "Slime Time" and "Treasure Mall," two new weekly half-hour live-action children's programs from Access Syndication and Chris-Craft Industries/United Television, were unveiled.

- Casablanca IV unveiled a 12-film movie package titled "The Winners," which consists of nine made-for-TV films and three theatricals.

- TeleVentures announced "Pegasus I," a new 15-title theatrical movie package of features produced by Tri-Star and Columbia Pictures.

Going into the convention, there were several previously announced shows pulled at the last minute, including:

- A revival of the game show "Stop the Music" from MGM/UA Communications.

- A proposed reality strip, "Rumors," from MTM TV Distribution.

- TeleVentures' reality series "Scandals." The company pulled the series "because there is interest in the show for late-night from one of the networks," a spokeswoman said. Another first-run series the company was trying to launch, the children's program "Ultracross," is on hold, the spokeswoman said.

- A half-hour series titled "Gary Coleman, Private Eye," a proposed co-venture of Fries Distribution and Carson Productions.

- "The Wedding Game" from All American Television, which has no plans to make the show available in the future, according to a spokeswoman.

Among those producers who are basing their plans on their response at NATPE is Dick Clark Productions, which was withholding a decision on whether to renew "American Bandstand," distributed in association with LBS Communications.

Similarly, New World discounted a rumored pullout from "The Helen Gurley Brown Show," but officials admitted they're waiting to see what reaction the proposed talk strip will find in Houston.

Both New World and Twentieth Century Fox were scheduled

to unveil last-minute movie packages at the convention, and the latter hadn't decided at press time whether to go ahead with first-run distribution of "America's Most Wanted," the weekly half-hour reality series that recently began airing on the Fox-owned stations.

As usual, many syndicators announced that their shows have cleared more markets. Among those announcements:

- Lorimar said its children's game show, "Fun House," has been given a firm commitment for fall and has been sold to 65 stations representing 62 percent of the country, including KCOP-TV in Los Angeles.

- King World said it has renewed its "Wheel of Fortune" and "Jeopardy!" strips through the 1991-92 season in eight additional markets, including WKBW-TV in Buffalo, N.Y.; KTVX-TV in Salt Lake City; and WLKY-TV in Louisville, Ky. At press time, the shows had been renewed in 27 markets.

- Republic Pictures Domestic Television said it has cleared "On Trial," its proposed new courtroom strip, on WCBS in New York, KCOP in Los Angeles and 32 other markets representing 46 percent of U.S. TV homes. The program is targeted for early or late fringe, beginning this fall.

- Orbis Communications said it has declared its first-run weekly series "Public People/Private Lives" a "firm go" for this fall, following clearance of the barter one-hour on WTVJ-TV in Miami, WNBC-TV in New York, KABC-TV in Los Angeles and 21 other stations. Sarah Purcell hosts the celebrity interview program.

- Distributor Multimedia Entertainment said the one-hour version of "Sally Jessy Raphael" has cleared 10 more markets. The newest stations agreeing to carry the expanded talk strip include WPVI-TV in Philadelphia; WXYZ-TV in Detroit; KOVR-TV in Sacramento, Calif.; and WAVE-TV in Louisville. The show continues to be available in the original half-hour daily edition.

- Orbis Communications said it will offer "Love Court," starring Pearl Bailey as a TV judge, on a straight barter basis instead of a cash-barter basis. At press time, it said it had clearance in 20 percent of the country.

In other news, Arbitron Ratings Co. said it began offering a new ratings report, called The Movie Book, for November 1987, and it will continue to do so for each sweeps period. The book will track movie viewing on over-the-air TV. #

AT PRESS TIME CONTINUED

Group. The consortium had been negotiating a lower price than the agreed-upon transaction, valued at \$1.65 billion, due to unforeseen tax liabilities.

- LOS ANGELES—The U.S. Attorney's office here handed down four indictments on Friday in its ongoing probe of alleged "payola" practices by record companies in their dealings with radio stations. The indictments, for alleged violations of federal income tax and payola laws, were handed down for William Craig of Scottsdale, Ariz.; George Wilson Crowell of Denver; and Ralph and Valerie Tashjian of San Francisco, a U.S. Attorney's Office spokeswoman said. Details of the alleged payola activities were unavailable at press time.

- NEW YORK—The hour-long drama series "In the Heat of the Night" will join the NBC prime-time schedule on March 15 at 9 p.m. (ET), NBC announced last week. The family-oriented one-hour series "Aaron's Way" will enter the 8 p.m. time slot on March 16. And "The Bronx Zoo" rejoins the schedule at 10 p.m. on March 30. NBC's "J.J. Starbuck," "Highway to Heaven" and "St. Elsewhere" will go on hiatus next month, NBC also announced, and "Hunter" and "A Year in the Life" will move temporarily to new time slots.

- NEW YORK—Viacom International is in discussion with Tele-Communications Inc., The Walt Disney Co. and other companies about selling a stake in Showtime/The Movie Channel, Viacom Chief Executive Frank Biondi said last week. Also, Viacom reported net losses of \$154.4 million for 1987 and \$48.9 million for 1987's fourth quarter, on revenues of \$1.01 billion and \$265.7 million, respectively.

- HOUSTON—NBC told its affiliates that it will increase compensation fees for clearing daytime programs between 10 a.m. and 1 p.m. The network will do this by standardizing payment for "The NBC Nightly News" to 10 percent.

- HOUSTON—Viacom Enterprises reported its new live-action children's strip "Double Dare" beat the last half-hour of King World's "The Oprah Winfrey Show" last Wednesday in its New York debut. The show garnered an overnight Nielsen rating of 8.8/20 at 4:30 p.m. "Double Dare" premiered nationally last Monday. "Double Dare" earned ratings as high as 8.8 on Chicago's WFLD-TV, 11.7 on Washington's WTTG-TV and 9.3 on Houston's KRIV-TV.

- NEW YORK—CBS founder William Paley's condition was "slowly improving" at press time, according to authorities at The New York Hospital-Cornell Medical Center. The 86-year-old Mr. Paley had moved from intensive care to a private room and was listed in serious condition. A week ago, Mr. Paley was critically ill with respiratory and kidney failure following emergency gallbladder surgery.

- NEW YORK—Rolling Stone magazine said last week it won't be naming the year's best radio station anymore because this year's winner, Cleveland's WMMS-FM, admitted stuffing the ballot box by purchasing up to 800 issues of the magazine and filling out each of the ballots contained in the issues. WMMS executives didn't return telephone calls last week. #

FCC to study must-carry need

(Continued from Page 1)

peals court decision last year that struck down the rules.

"The FCC voted for the rules, believing they were constitutional," said Mr. Patrick. "We still think they're constitutional." The Justice Department makes the final decisions on what federal government cases are appealed to the Supreme Court.

Earlier, Mr. Patrick had contended that the government would have to be shown that some harm would come to broadcasters in the absence of must-carry rules, which had required cable systems to carry certain local TV stations. Now the FCC, at the direction of Congress, will monitor the marketplace in the absence of the rules.

In a Feb. 19 letter to the FCC, congressional leaders said they believed the court's decision was largely based on "the FCC's failure to present ample evidence and legal analysis" in support of its rules. They asked the agency to start collecting such evidence.

Those who signed the letter include Senate Commerce Committee Chairman Ernest Hollings, D-S.C.; House Energy and Commerce Committee Chairman John Dingell, D-Mich.; Sen. Daniel Inouye, D-Hawaii, chairman of the Senate communications subcommittee; and Rep. Ed Markey, D-Mass., chairman of the House telecommunications subcommittee.

"There is little question in our minds that signal carriage requirements are necessary to ensure public access to diverse and free programming," the chairmen said in

their letter.

"We believe that cable companies should be required to carry local television signals in order to further the statutory policy of localism embodied in . . . the Communications Act."

Specifically, the congressional leaders asked that the FCC keep tabs on the number of TV stations dropped or repositioned on cable systems and to note what sort of programming is substituted. They also asked the FCC to file an initial report on its findings on Sept. 1.

Mr. Patrick said the commission would be "happy" to honor the request.

Broadcasting officials said they believe the FCC monitoring will help discourage cable operators from dumping broadcasters or changing their channel positions.

FCC Commissioner James Quello, a longtime supporter of must-carry rules, is credited for whipping up much of the interest on Capitol Hill.

Jim Mooney, president of the National Cable Television Association, said in a statement: "If this is the approach Congress wants to follow, we will cooperate to the fullest extent with the Congress and the commission." Meanwhile, National Association of Broadcasters President Eddie Fritts said an NAB "hotline" set up to monitor cable's actions regarding broadcasters had gotten 30 calls in the first 10 days of operation and that channel switching seemed to be getting "very prevalent." #

NBC plans international magazine

(Continued from Page 1)

ing to Arts & Entertainment, The Disney Channel and USA Network, though NBC denied it.

Under terms of the deal, Mr. Cerre said, the series will be distributed in one-hour versions this year to foreign networks owned and operated by France's TF1, West Germany's ZDF and Berlusconi's ReteItalia, each of which will also contribute program segments.

NBC News declined to confirm those networks.

"NBC has long wanted to have a stronger presence in international television," Mr. Cerre told ELECTRONIC MEDIA. "This venture represents a big step in that direction."

The program also could help NBC get into the cable market, which has become a major priority of the net-

work.

Mr. Cerre, a former correspondent for ABC's "Good Morning America," has repackaged segments of "Geo" in the past for broadcast on "NBC News Sunday Today."

Under terms of the deal for "Globe," the "Geo" format will become more news-oriented and incorporate feature material from overseas NBC News bureaus, Mr. Cerre said.

Sources close to the situation also said that NBC News anchor Connie Chung could be a candidate to anchor the program, but Ms. Chung told ELECTRONIC MEDIA last week that she was unaware of the project and that no one has discussed such a possibility with her.

Ms. Hunter said NBC will have the option to distribute the news

magazine in an hour-long form to domestic cable TV as early as this year. NBC also will have the option to repackage the series as 13 half-hour episodes for domestic first-run syndication beginning in early 1989, she said.

NBC declined to comment on the financing of the project, but a source said the cost of an hour-long episode of "Globe" would be "considerably less" than that of a normal hour-long NBC News production for the network.

Because of current Federal Communications Commission regulations, U.S. distribution for broadcast would have to be farmed out to a non-NBC syndicator.

The show probably would be aimed at weekend access clearances. #

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