

# Electronic Media

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AT PRESS TIME

## Showtime talks heat up

NEW YORK—Viacom Chairman Sumner Redstone on Friday said conversations with potential investors in Showtime/The Movie Channel are reaching a "fever pitch." Sources said a cable consortium led by Tele-Communications Inc. is the leading contender for buying what could amount to a 50 percent stake in Showtime/TMC. However, TCI President John Malone said Friday his company's talks with Showtime officials have not escalated and remain on a "philosophical" level. While not confirming potential investors, Mr. Redstone said no portion of MTV Networks will be sold.

## TBS posts year-end loss

ATLANTA—Turner Broadcasting System posted a net loss of \$131.2 million for the year ended Dec. 31 on revenues of \$652.4 million, compared to a loss of \$187.3 million on revenues of \$566.9 million in 1986. For the fourth quarter ended Dec. 31, TBS in 1986. For the fourth quarter ended Dec. 31, TBS (Continued on Page 31)

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APRIL 4, 1988

# NAB debates course after Reagan era

By DOUG HALONEN  
Staff reporter

WASHINGTON—The National Association of Broadcasters, at its convention in Las Vegas April 9 to 12, will salute President Reagan and Mark Fowler for spurring an era of broadcast deregulation.

But the association's kudos are coming at a time when the industry is wrestling with the rock-bottom issue of whether it should continue backing a deregulatory course.

At the same time, FCC Chairman Dennis Patrick is slated to ask NAB attendees to back an effort to reform the comparative station li-

cense-renewal process.

President Reagan, who is scheduled to make his first live appearance at an NAB convention, will receive a special award in a session beginning at 10:50 a.m. on Sunday, April 10, at the Hilton Pavilion.

On Saturday, April 9, the association is scheduled to present Mr. Fowler, a former Federal Communications Commission chairman, with its distinguished service award "for his commitment to broadcast deregulation."

Under the Reagan administration's guidance and Mr. Fowler's FCC leadership, a massive overhaul of communications law was under-

(Continued on Page 30)



The writers' strike is expected to have a major effect on the networks if it runs a second month.

# Writers' strike impact grows for TV networks, producers

By WILLIAM MAHONEY  
and DIANE MERMIGAS  
ELECTRONIC MEDIA staff

Time is running short for resolving the Writers Guild of America strike.

If the strike continues another month, it is expected to seriously affect the bottom lines of the major broadcast networks, jeopardizing up to \$100 million in combined revenue, by one network source's estimate.

The month-old strike, which already is interrupting program production and causing schedule changes, is creeping into a critical period for production studios and the networks.

Chief negotiators for the WGA and the Alliance of Motion Picture & Television Producers have continued to negotiate informally, but neither side had

any progress to report last week, and no formal talks are planned.

Brian Walton, WGA chief negotiator, has said the strike is "approaching the point where positions tend to harden."

But AMPTP spokesman Herb Steinberg said, "Standing firm can't hurt us as badly as giving away more to the deficit" by bowing to the writers' demands for increased residual payments.

One of the networks' biggest fears is that viewers will tune out reruns of daytime soaps operas, late-night shows and prime-time programs used to replace productions stalled by the strike.

"A 10 percent ratings erosion due to audience drop-off during the strike most certainly would mean more make-goods than the networks already are offering to advertisers in this season of

(Continued on Page 31)

# Tisch seeks to calm the troops at CBS

By DIANE MERMIGAS  
Senior reporter

CBS Chief Executive Officer Laurence Tisch issued an unusual memo to company employees last week denying persistent rumors about the sale of CBS or the 24.9 percent stake he controls.

The memo, distributed Thursday comes as CBS

slides to an unprecedented last-place finish in prime time and amid continuing rumors of sales and layoffs.

In the memo, Mr. Tisch reiterated that the 24.9 percent of CBS stock owned by his Loews Corp. "is not for sale," and the CBS Television Network "is not for sale."

(Continued on Page 31)

SPECIAL REPORT

# Broadcasting

16-page section begins after Page 16.

# Court strikes down law for unfairly targeting Murdoch

By ROBERT HOMAN  
Staff reporter

WASHINGTON—Media mogul Rupert Murdoch won a victory of sorts last week in his battle against media cross-ownership rules when a federal appeals court struck down a law barring him from obtaining a waiver from the restrictions.

The decision clears the way for the Federal Communications Commission to extend Mr. Murdoch's current waiver, allowing him to hold onto both of his communications properties in Boston.

In a 2-1 decision, the court held that language added to a federal budget bill last December, prohibiting the FCC from extending waivers to the rules, violated Mr. Murdoch's constitutional rights because the law was aimed specifically at him.

"The Hollings amendment strikes at Murdoch with the precision of a laser beam," the court said.

But the court let stand a portion of the law that forbids the FCC from re-examining the cross-ownership rules, which prohibit common ownership of a newspaper and broadcast outlet in the same market.



**RUPERT MURDOCH**  
Court says his rights were violated

Timothy Dyk, a communications lawyer here, said the commission is unlikely to reconsider the constitutionality of the rules until the legislation expires on Sept. 30.

The court decision was denounced by the authors of the legislation: Senate Commerce Committee Chairman Ernest Hollings, D-S.C.; and Sen. Edward Kennedy, D-Mass.

Sen. Hollings said the court "has arrested the policeman on the beat while the culprit has gone free. Murdoch, the culprit, had committed in writing to adhere to the law, but we in the Congress knew that he was hedging on compliance."

And Sen. Kennedy said the decision doesn't mean that Mr. Murdoch is entitled to retain both of his communications properties in Boston, WFXT-TV and the

Boston Herald newspaper.

"Nothing in the Constitution or even the court's decision says that Rupert Murdoch is entitled to be the only newspaper owner in America who can buy a broadcasting station and keep his newspaper in the

(Continued on Page 30)

# Five charged in alleged ad sale scheme

By ADAM BUCKMAN  
Staff reporter

NEW YORK—About \$650,000 in ad billings were illegally diverted from WNYW-TV here into the pockets of five conspirators from 1983 to 1986, according to indictments handed down last week.

The indictments, which were announced by Manhattan District Attorney Robert Morgenthau at a news conference here on Thursday, named three former executives of WNYW and two others as participants in the scheme.

Those named in the indictments were Leo Goldschmidt, 65, a former WNYW account executive; Richard Witkin, 41, who as operations manager headed the station's sales/service and traffic departments; Stephen Zubernick, 38, former assistant business manager for WNYW; Mary Ann Nevins, 41, who is described in the indictment as "a longtime friend of Mr. Goldschmidt"; and Kenneth Hochman, 32, a media time buyer who is president of Rayco Media in New York.

Last week, Mr. Witkin, Mr. Zubernick and Ms. Nevins all pleaded guilty to reduced conspiracy charges in return for their full cooperation in the district attorney's continuing investigation.

Mr. Goldschmidt, who the district attorney described as the group's "ringleader," and Mr. Hochman pleaded not guilty.

None of the five were available for comment.

Two more indictments are possible, Mr. Morgenthau said.

The indictments describe crimes allegedly committed from April 1983 to November 1986, when Fox Television bought the station from

Metromedia Inc. and changed the call letters to WNYW from WNEW.

Mr. Morgenthau emphasized that none of the alleged crimes were committed under Fox's ownership.

In fact, it was a routine audit of the station's financial records by Fox personnel that first uncovered the irregularities that led to the district attorney's investigation.

The three WNYW employees implicated in the scheme were dismissed shortly after the discovery, sources said.

The indictments charge the alleged conspirators with various crimes, including conspiracy (which carries a maximum penalty of one year in jail), grand larceny (15 years), scheming to fraud (four years) and falsifying business records (four years).

The indictment papers describe a scheme in which payments in cash or by check were made by advertisers or media buyers directly to Mr. Goldschmidt.

The district attorney estimated that the commercial time in question was worth about \$1.3 million. The payments to Mr. Goldschmidt and company totaled \$650,000 because the ad time was being purchased for half-price, he said.

He said the payments were "made in good faith" by the advertisers, who thought they were buying commercial time on WNYW at discount rates.

In fact, the commercials were aired, but WNYW didn't receive money for them.

Mr. Goldschmidt allegedly deposited the money in bank accounts of Standard Broadcast Services, a fraudulent "shell" company that was set up to conceal the scheme, (Continued on Page 30)

# Gillett names 3rd new GM

By DIANE MERMIGAS  
Senior reporter

New general managers have been named at three of the six stations George Gillett acquired last fall from Storer Broadcasting, the latest change occurring last week in Atlanta.

Mr. Gillett said the management changes in Atlanta, San Diego and Detroit were aimed at making the outlets more competitive and didn't signal anything more sweeping than that.

In the most recent case, Paul Raymon, the longtime vice president and general manager of WAGA-TV,

the CBS affiliate in Atlanta, was named chairman of the board and chief executive officer of the newly formed Gillett Communications of Atlanta, the station's licensee.

Mr. Raymon, who has been WAGA's general manager since 1972, will continue as the station's on-air editorial voice and representative to the CBS affiliate board, which Mr. Raymon once headed.

He was succeeded as WAGA president and general manager by Jack Sander, who recently resigned as president of the owned television stations group for Great American Broadcasting (formerly Taft Broadcasting) and who once served as

general manager of Taft's stations in Phoenix, Ariz., and Toledo, Ohio.

Mr. Sander also will serve as vice president of SCI TV Inc., the parent company that is co-owned by Gillett and Storer.

The general manager switch will be effective April 25.

There also will be a replacement named for Mark Doyle, who recently resigned as WAGA's program director.

The new arrangement will allow Mr. Raymon to put his community involvement and business skills to work attracting new advertising and viewer support for the station, (Continued on Page 30)

After 30 years at network

# Bud Rukeyser to leave NBC

By DIANE MERMIGAS  
Senior reporter

M.S. "Bud" Rukeyser, a 30-year veteran of NBC and executive vice president of its corporate communications for half that time, last week said he will resign his post.

Mr. Rukeyser, who is leaving under a special early retirement plan that has invited the exit of at least six other high-level NBC executives, will become an independent consultant.

Underscoring his amicable departure from the company, Mr. Rukeyser said NBC President Robert Wright and NBC have agreed to sign on as his first clients.

When Mr. Rukeyser, 56, departs May 1, he will not be replaced.

Instead, Betty Hudson, vice president of media and corporate relations, will report directly to Mr. Wright.

In addition, John Miller, vice president of advertising and promotion, will report directly to NBC Executive Vice President Raymond Timothy.

Both Ms. Hudson and Mr. Miller currently report directly to Mr. Rukeyser.



**M.S. "BUD" RUKEYSER**  
To be independent consultant

Mr. Rukeyser, who has been an adviser and consultant to NBC's four most recent chief executive officers—Robert Wright, Grant Tinker, Fred Silverman and Herb Schlosser—said his decision is a personal one and was not prompted by the new ownership of General

Electric.

"I'm going to be 57 in April. If ever I'm going to do anything on my own, now is the time," Mr. Rukeyser said in an interview last week.

"Mr. Wright and General Electric have been absolutely fabulous. My relationship with Mr. Wright has never been better," he said.

"This company was home-grown under Herb Schlosser. But it will never be the same again—no company in America will.

"Mr. Wright and the other General Electric executives know what they are doing and are positioned to be the leaders of this industry in the 1990s."

Although he remains close friends with former NBC Chairman Grant Tinker, Mr. Rukeyser declined comment on speculation that he will join forces with Mr. Tinker, now an independent producer.

"I'm open to all suggestions and just looking to see what's out there," he said.

In a complimentary memo addressed to NBC's management last week, Mr. Wright said that Mr. Rukeyser has been an "invaluable help" to him and that he will miss him.#

# NBC retains UHF affiliate in Charlotte

By DIANE MERMIGAS  
Senior reporter

After months of discussion, NBC last week opted to remain with its current UHF affiliate in Charlotte, N.C., WPCQ-TV, instead of switching to a new, unaffiliated station in the market.

Because the new station is owned by Capitol Broadcasting, the network's decision also casts doubt on NBC's chances to pull off a more important switch to Capitol-owned WRAL-TV in the nearby Raleigh market.

NBC is the only network in a disadvantaged UHF position both in Charlotte and Raleigh, where it has tried unsuccessfully in recent years to wrestle away one of the other network's VHF affiliations.

In Raleigh, NBC's only hope for switching to a VHF outlet is CBS affiliate WRAL, because competing WTVD-TV is owned by Capital Cities/ABC. NBC's UHF affiliate in Raleigh is

WPTF-TV.

NBC officials last week said they would press ahead with their efforts to make a favorable affiliation switch in Raleigh. They said they did not believe their decision to maintain the status quo in Charlotte would hurt their chances.

Capitol Broadcasting officials could not be reached for comment.

Jeff Davidson, general manager at WPCQ, which is undergoing extensive technical and editorial upgrading to retain its NBC affiliation, said the station's management was pleased with the outcome. WPCQ is owned by Odyssey Partners.

NBC and Odyssey signed a standard two-year affiliation renewal contract March 28.

Although it was never acknowledged by the parties involved, sources close to the situation say Odyssey threatened legal action if NBC switched affiliates in Charlotte.#



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DETROIT	WXYZ	PORTLAND	KGW	WICHITA	KAKE	FT. MYERS	WBBH
DALLAS	KDFI	SAN DIEGO	KGTV	ALBUQUERQUE	KOB	RENO	KTVN
ATLANTA	WAGA	MILWAUKEE	WITI	ROCHESTER	WOKR	WICHITA FALLS	KFDX
TAMPA	WTSP	GREENVILLE	WLOS	ROANOKE	WSET	MACON	WMAZ
SEATTLE	KIRO	COLUMBUS	WCMH	CHAMPAIGN	WAND	PANAMA CITY	WMBB
MINNEAPOLIS	WCCO	HARRISBURG	WGAL	CEDAR RAPIDS	KCRG	... and more every day.	
MIAMI	WPLG	LOUISVILLE	WAVE	TUCSON	KOLD		
PITTSBURGH	KDKA	DAYTON	WDTN	SPRINGFIELD	KSPR		
ST. LOUIS	KSDK	GREENSBORO	WGHP	LAS VEGAS	KLAS		
DENVER	KCNC	JACKSONVILLE	WJXT	WACO	KCEN		

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# ALF: 46 years of puberty.



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# News blackout of Cassandras urged

Upset about the way ratings are reported, several syndicators are **pressuring A.C. Nielsen Co.** to stop releasing the quarterly Cassandra syndication reports to industry trade publications. But so far the feeling isn't unanimous; a committee of syndicators meeting to discuss the plan is apparently divided over whether a blackout would help or hurt business. "If the vote were taken today (among syndicators), I don't think the proposal would pass," said one member of the committee. Syndicators will meet with Nielsen in Florida to discuss implementing the plan in time to restrict distribution of the May book.

Sources at **Blair Entertainment** confirm that the syndicator is actively exploring "mega-specials" and will soon make an announcement about forthcoming projects. Blair's interest in live specials comes as no surprise, considering that the company's new president is Alan Bennett. He's the former LBS Communications executive who was instrumental in the success of the special, "Return to the Titanic... Live."

NBC Sports has been doing brisk business on ad sales for the **1988 Summer Olympics**, following ABC's broadcast of the Winter Games. NBC has added a dozen new sponsors and has hit the \$400 million mark in sales, which is 75 percent of the way toward its goal, says NBC Sports President Arthur Watson. NBC would realize a "reasonable return" on its \$300 million investment in the broadcast rights at the \$550 million level in sales, says Mr. Watson, who expects the network to do much better than that.

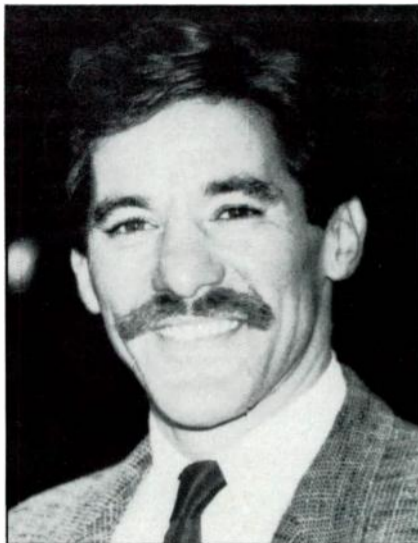
**J. William Grimes**, ESPN's president, says the cable sports network will not team up with a broadcast partner to bid for the 1992 Olympic Games. Speculation had centered on a cooperative bid with broadcast cousin ABC for the 1992 Games, but Mr. Grimes says he wants the International Olympic Committee to delineate a cable package of events for the games. "If we bid, we'll be in it alone," he told *The Insider*. Nonetheless, he says ESPN would be glad to work cooperatively with one of the broadcast networks on an Olympics production.

The House telecommunications subcommittee is trying to enlist a **star-studded cast** for the second of three cable TV

## THE INSIDER



**J. WILLIAM GRIMES**  
Wants ESPN to go solo on Olympics



**GERALDO RIVERA**  
Rates No. 1 with convicts

oversight hearings, tentatively scheduled for May 11. A subcommittee source said Jack Valenti, president of the Motion Picture Association of America, has already been drafted, and that efforts are being made to get chief executive officers from major motion picture studios aboard. The subcommittee is also hoping to snag John Malone, president of Tele-Communications Inc.; Trygve Myhren, chairman of American Television and Communications Corp.; and Charles Dolan, head of Cablevision Systems Corp.

HBO hopes to gain critical acclaim with its production of "**Dear America**," a film based on letters U.S. soldiers in Vietnam exchanged with the home front during the war. HBO plans to distribute the movie in theatrical release this fall, says Michael Fuchs, HBO chairman and co-director of the Vietnam Veterans Ensemble Theater Co. That will be the second time an HBO feature has been put into theatrical release. The first film was "The Ace," which was retitled

"The Great Santini."

After last October's stock market crash, **Financial News Network** began streamlining its Los Angeles and New York operations. About "a dozen or so" of the staff was let go, reports FNN President David Meister, including executives in New York and 14 part-time and full-time production people in Los Angeles. At about the same time, however, FNN added almost 10 production people in New York as the network geared up for its new syndicated series, "Business This Morning." FNN suffered \$1.5 million in advertising cancellations after the market crash, but has made large inroads in recovering the loss, Mr. Meister reports.

**The Discovery Channel** is in negotiations with Cablevision U.K.—a British cable firm owned by United Artists Communications and United Cable Television—to launch TDC in Britain as early as next fall. Scandinavian and French debuts could follow, says Nimrod Kovacs, United Cable vice president of marketing, programming and communications. "My vision," he says, is to make TDC "like Coke—part of local cultures, but with an opportunity to be global." United Cable is a 15 percent investor in TDC, and as currently envisioned, Cablevision U.K. would own a majority in TDC's European ventures.

In yet another example of the Hispanic community's **growing Hollywood clout**, Luis Valdez, the producer of Columbia's hit movie "La Bamba" last summer, has been hired by Warner Bros. Television to develop a TV series tentatively titled "Ft. Figueroa," described by one insider as "an ethnic version of 'Our House.'"

If Geraldo Rivera had his way, the TV ratings companies would be breaking out a new audience demographic—**criminals 18 to 49**. That's because Mr. Rivera was gratified to learn when he visited San Quentin, the maximum security prison outside of San Francisco, that his daily talk show was the most popular program among the inmates. Geraldo was there taping a segment with convicted mass murderer Charles Manson for a two-hour syndicated special to air April 13, "Murder: Live From Death Row."#

—Written by Marianne Paskowski from bureau reports

## TNT tries to woo producers

By **RICHARD MAHLER**  
Los Angeles bureau chief

LOS ANGELES—The top 100 producers of long-form TV shows are mulling an offer from cable entrepreneur Ted Turner to make movies and miniseries for his proposed Turner Network Television.

Mr. Turner promised the producers that his rates will be "in the network budget range and in some cases higher."

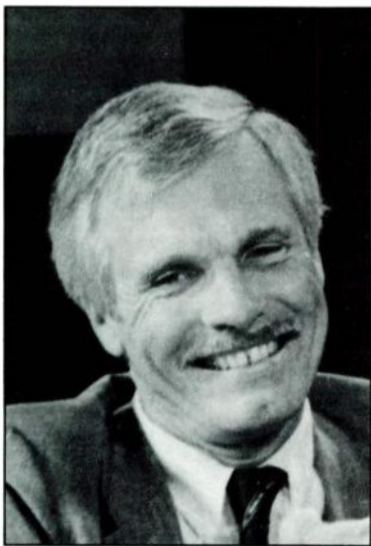
However, after a closed-door breakfast meeting last Tuesday at the Bel-Air hotel here, Mr. Turner said only \$38 million has been allocated to the fledgling cable service for new production in 1989. He says he expects that figure will grow to \$230 million by 1992.

By comparison, ABC, CBS and NBC will each spend an estimated \$100 million during the coming year for production of made-for-TV movies and miniseries. Since a network expects 25 original movies and four miniseries for its annual investment, TNT will be able to premiere only one new "high profile" program each month during the service's first year.

"We're going for class, not mass," said Mr. Turner. "We will begin relatively modestly, but (TNT) will build rather rapidly. Most nights in 1989, we'll have a motion picture" from among the 2,000 titles available in the Turner-controlled MGM, RKO and pre-1950 Warner Bros. film libraries.

Mr. Turner projects total expenses of \$70 million for TNT in 1989, rising to \$218 million in 1990.

The new service expects to break



**TED TURNER**  
TNT "going for class"

even in 1990, after an investment of \$30 million to \$40 million.

Mr. Turner, who reiterated his goal of lining up 15 million subscribers for TNT by its Oct. 3 launch, said the service has "a bunch of deals cooking" with Hollywood producers. He offered no names or details.

He told the creative community that TNT is looking for "uplifting" movies and miniseries "that inform, educate, inspire, enlighten and entertain," citing "Roots" and "The Sound of Music" as examples. "We're going to stay away from gratuitous sex and violence," he vowed. TNT will premiere with "Gone

With the Wind" in prime time, followed on Oct. 6 by a special on the making of the epic MGM film.

Mr. Turner also disclosed plans to colorize "Casablanca" and "Knut Rockne: All American," which will be among a series of processed black-and-white movies destined for TNT. He also foresees theme packages on the new service.

Other highlights at Mr. Turner's news conference included:

- "We do not see (TNT) replacing superstation WTBS," he said. "It's a tremendous network and doing just fine." If forced to do so by actions of the Federal Communications Commission, Mr. Turner said he will gradually convert WTBS "to a basic-cable network, which is just fine with me."

- Mr. Turner would like to move National Basketball Association games and some other sports programming from WTBS to TNT, but cited contract restrictions in effect while TNT has fewer than 30 million subscribers. He foresees the eventual restoration of Atlanta Hawks basketball to WTBS, but he will not bump Atlanta Braves baseball from the superstation.

- TNT does not anticipate using any news programming, although original prime-time series could be added in the future. The service will eschew off-network series and game shows in favor of movies and special events of Academy Awards caliber.

- TNT will seek back-end participation on original productions, but is willing to share syndication rights with producers "depending on who contributes what to the project," Mr. Turner said.#

## Casey Kasem signs with Westwood One

By **ADAM BUCKMAN**  
Staff reporter

Casey Kasem became the latest acquisition for Westwood One last week.

The Los Angeles-based radio network company signed him for a multiyear contract.

Mr. Kasem, whose distinctive voice has been featured in countless radio broadcasts, commercials and animated TV shows over the last 20 years, will officially join Westwood next Jan. 18, the day after his present contract with ABC Radio Networks expires.

At ABC, Mr. Kasem is host of the nation's most popular weekly countdown show, "American Top 40," a program he helped create in 1970.

ABC expects to announce a new host for "American Top 40" after May 1, said Tom Cuddy, ABC Radio's vice president of entertainment programming.

Mr. Cuddy said the network is sifting through more than 600 applications from TV and radio personalities across the country.

He wouldn't say if Mr. Kasem will get an early release from his ABC contract when ABC hires a new "American Top 40" host.

Mr. Kasem, 55, confirmed last week that he'll host a new countdown program for Westwood

that will be patterned after "American Top 40."

"I'll just do what I've always done," Mr. Kasem said of the new show, which is in the early stages of development.

ABC announced in February that contract talks with Mr. Kasem had collapsed, with little chance of being revived.

In the weeks since then, Mr. Kasem entertained offers from several companies, according to his attorney, Howard Abrahams, of Blum Gersen Bushkin in New York.

Mr. Abrahams said Mr. Kasem chose Westwood One because "they made an outstanding offer."

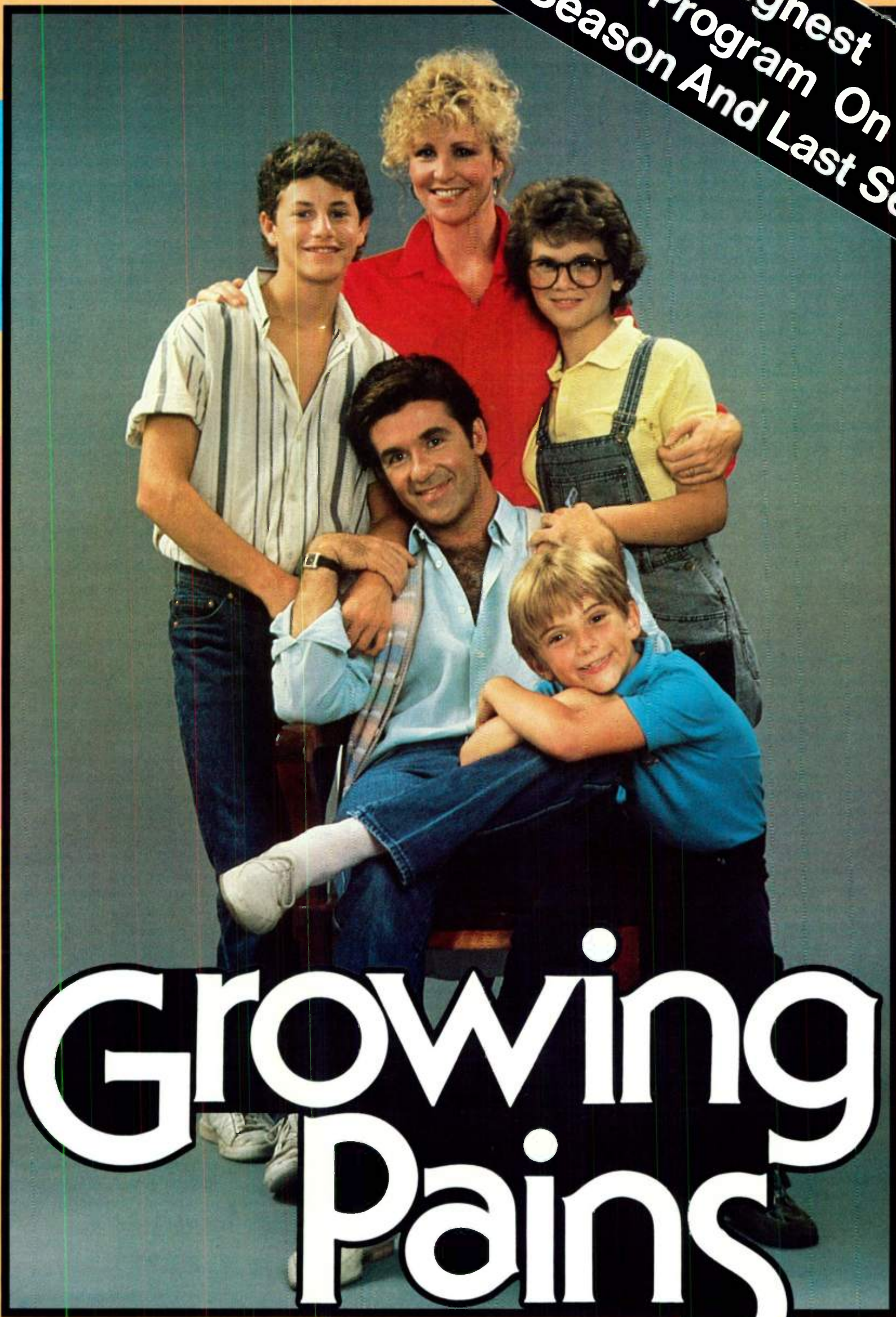
Neither the attorney nor the radio host would reveal details of the new multiyear pact.

"Everything's great," Mr. Kasem said of the agreement.

A published report last week estimated that Mr. Kasem's new contract is worth about \$3 million per year, but the figure couldn't be confirmed.

Meanwhile, a Westwood One spokeswoman said the development of a new countdown program with Mr. Kasem won't jeopardize Westwood's existing countdown show, "Scott Shannon's Rockin' America." She said Westwood will try to produce and distribute both programs.#

Highest  
Rated Program On ABC  
This Season And Last Season



# Growing Pains

WARNER BROS. TELEVISION DISTRIBUTION

A Warner Communications Company



# THE SUCCESS

# HOLLY SQUAD

Market	Station	Time Period	Nov. '87		Feb. '88		% Increase	
			Rating	Share	Rating	Share	Rating	Share
Philadelphia****	KYW	M-F 5:00 PM	7	15	8	16	+14%	+7%
Tampa	WXFL	M-F 5:00 PM	6	16	8	18	+33%	+13%
Seattle	KOMO	M-F 4:30 PM	6	16	8	20	+33%	+25%
Miami	WPLG	M-F 7:00 PM	9	14	10	16	+11%	+14%
Denver*	KMGH	M-F 10:00 AM	1	5	3	15	+200%	+200%
Phoenix	KPNX	M-F 6:30 PM	8	13	9	16	+13%	+23%
Baltimore	WBAL	M-F 10:00 AM	3	20	4	25	+33%	+25%
Kansas City*	WDAF	M-F 11:30 PM	2	15	3	21	+50%	+40%
Cincinnati	WLWT	M-F 5:00 PM	7	19	8	20	+14%	+5%
Milwaukee	WISN	M-F 12:30 PM	2	9	4	14	+100%	+56%
Oklahoma City	KOCO	M-F 3:00 PM	2	8	3	9	+50%	+13%
Buffalo	WGRZ	M-F 7:30 PM	8	14	10	16	+25%	+14%
Salt Lake City	KSL	M-F 3:30 PM	4	16	6	20	+50%	+25%
Harrisburg	WHTM	M-F 7:30 PM	9	17	11	18	+22%	+6%
Wilkes Barre	WNEP	M-F 7:00 PM	12	20	16	24	+33%	+20%
Chas.-Hunt.	WSAZ	M-F 7:30 PM	12	20	15	22	+25%	+10%
Fresno	KSEE	M-F 4:00 PM	2	6	3	8	+50%	+33%
Knoxville	WTVK	M-F 4:00 PM	3	10	6	15	+100%	+50%
Green Bay	WBAY	M-F 4:30 PM	5	14	6	17	+20%	+21%
Rochester*	WOKR	M-F 7:30 PM	4	6	9	15	+125%	+150%
Paducah	KFVS	M-F 4:00 PM	7	24	11	29	+57%	+21%
Honolulu	KHON	M-F 2:00 PM	1	7	3	16	+200%	+129%
Davenport	KWQC	M-F 3:30 PM	5	18	6	22	+20%	+22%
Johnstown-Alt.	WJAC	M-F 7:30 PM	11	20	17	27	+55%	+35%
Huntsville*	WAAY	M-F 4:30 PM	2	6	7	17	+250%	+183%

Market Station Time Period  
New York WABC M-F 7:30 PM

Market	Station	Time Period	Rating
Burlington	WCAX	M-F 7:30 PM	19
Las Vegas	KVBC	M-F 6:30 PM	12
Waco	KWTX	M-F 3:00 PM	2
El Paso	KTSM	M-F 4:00 PM	6
Ft. Myers	WINK	M-F 7:30 PM	9
Madison	WKOW	M-F 4:00 PM	4
Terre Haute	WTWO	M-F 4:30 PM	5
Yakima	KAPP	M-F 7:30 PM	5
Wichita Falls	KFDX	M-F 4:30 PM	5
La Crosse	WXOW	M-F 9:00 AM	1
Mason City	KTTC	M-F 4:00 PM	3
Salisbury	WMDT	M-F 4:00 PM	2

# INTO YEAR 3 AND BETTER

\* - Nov. '87 (Denver-AM Colorado, Kansas City-Benson, Rochester-9-5, Huntsville-Mary Tyler Moore)

\*\* - Feb. '87 (Detroit-Nightlife, Des Moines-Scrabble, Champaign-Gimme A Break, Tucson-3's Company, Spring-Holy-Newlywed Game, Wheeling-\$M-Chance)



# CONTINUES!

# WOOD MARES

Rank In Time Period		Women		
Rating	Share	18-34	18-49	25-54
#2	#2	#1	#1	#1

7	Feb. '88		% Increase	
Share	Rating	Share	Rating	Share
3	21	34	+11%	+3%
10	13	21	+8%	+5%
8	3	11	+50%	+38%
19	8	21	+33%	+11%
15	10	16	+11%	+7%
13	6	20	+50%	+54%
15	6	18	+20%	+20%
9	6	10	+20%	+11%
13	7	18	+40%	+38%
6	2	11	+100%	+83%
9	4	11	+33%	+22%
6	5	11	+150%	+83%

Market	Station	Time Period	Nov. '87 Rating	Nov. '87 Share	Feb. '88 Rating	Feb. '88 Share	% Increase Rating	% Increase Share
Ada-Ardmore	KXII	M-F 4:30 PM	7	19	8	22	+14%	+16%
Butte	KTVM	M-F 12:30 PM	3	17	5	24	+67%	+41%

Market	Station	Time Period	Feb. '87 Rating	Feb. '87 Share	Feb. '88 Rating	Feb. '88 Share	% Increase Rating	% Increase Share
Los Angeles	KHJ	M-F 7:30 PM	6	10	8	12	+33%	+20%
Detroit**	WDIV	M-F 12:30 AM	5	17	7	23	+40%	+35%
Dallas	KXAS	M-F 2:30 PM	6	19	7	24	+17%	+26%
Albany, N.Y.	WRGV	M-F 7:30 PM	12	20	13	22	+8%	+10%
Des Moines**	WHO	M-F 10:30 PM	3	19	5	27	+67%	+42%
Champaign**	WAND	M-F 10:00 AM	1	5	4	18	+300%	+260%
Tucson**	KOLD	M-F 6:00 PM	6	11	7	12	+17%	+9%
Spring.-Holy.**	WGGB	M-F 7:30 PM	8	14	10	16	+25%	+14%
Tri-Cities	WJHL	M-F 7:30 PM	13	20	16	25	+23%	+25%
Savannah	WTOC	M-F 5:00 PM	7	18	10	27	+43%	+50%
Wheeling**	WTRF	M-F 5:00 PM	10	21	11	23	+10%	+10%
Bangor	WABI	M-F 5:30 PM	16	31	20	36	+25%	+16%

Market	Station	Time Period	Lead-In Rating	Lead-In Share	Feb. '88 Rating	Feb. '88 Share	% Increase Rating	% Increase Share
Boston***	WNEV	M-F 4:30 PM	4	11	5	12	+25%	+9%
Wash., D.C.***	WRC	M-F 4:30 PM	5	13	6	14	+20%	+8%
Cleveland***	WKYC	M-F 5:00 PM	4	9	6	14	+50%	+56%
St. Louis***	KMOV	M-F 9:00 AM	2	12	4	17	+100%	+42%
Greenville***	WSPA	M-F 7:30 PM	10	16	11	18	+10%	+13%
San Antonio***	KSAT	M-F 6:30 PM	7	11	8	14	+14%	+27%
Flint***	WEYI	M-F 7:00 PM	1	2	4	6	+300%	+200%
Binghamton***	WBNG	M-F 5:00 PM	9	25	12	30	+33%	+20%

# THAN EVER!

**ORION**  
TELEVISION SYNDICATION

\*\*\* = Lead-In (Boston-\$100,000 Pyramid, Washington, D.C.-Win, Lose or Draw, Cleveland-High Rollers, St. Louis-High Rollers, Greenville-Win, Lose or Draw, San Antonio-News, Flint-News, Binghamton-Little House)

Source: NSI 11/87, 2/87, 2/88  
\*\*\* = ARB 11/87, 2/88

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# Retirement for a real pro

We don't often devote our Viewpoint space to writing about a single individual, but the announcement of Bud Rukeyser's impending early retirement from NBC begs for an exception.

Indeed, Mr. Rukeyser, executive vice president of corporate communications for NBC, has been an exception, of sorts, for much of his distinguished 30-year career with NBC.

He is, for openers, a public relations professional who honestly believes that a well-informed press is more valuable than a fawning press.

The point was made in the 1970s, when the press began covering the networks more aggressively. Mr. Rukeyser was perhaps unique among his peers in not reacting fearfully, defensively or combatively. Instead, he studied what was happening, asked questions, listened and adjusted NBC's media relations operation accordingly.

Those adjustments included an upgrading of NBC's press relations staff. NBC also led the way in helping reporters newly arrived to the TV beat learn more about the networks in general and NBC in particular. A poorly informed reporter, Mr. Rukeyser rightly reasoned, is not in anyone's best interest.

Mr. Rukeyser has been there when the story was bleak, as it was during all those years of mediocre

ratings, and he has been there when the story was bright, as it has been in recent years. He has been tough at times, but always professional and frequently unwilling to compromise. The best in the press have learned to admire and respect such traits over the years.

Aside from explaining NBC to the press, Mr. Rukeyser's job has required him to explain the press to a long string of NBC chief executives. Those who listened have benefited enormously, a fact to which NBC's current president, Bob Wright, readily attests.

With his 57th birthday approaching, Mr. Rukeyser is too young and too energetic to fully retire. His departure from NBC was prompted not by a desire to sit and rock but by a once-in-a-life windfall retirement package.

Now he intends to work elsewhere in the television industry, doing what he does so well in an environment he so fully understands. He'll wait to see who calls. He intends to be choosy.

We're sure his phone will be ringing relentlessly as word gets out among top TV executives that Mr. Rukeyser's services are available. Fortunately, this means we in the press can look forward to working with Mr. Rukeyser for many years to come. Fortunately for us and fortunately for the TV industry. #

## LETTERS TO THE EDITOR

### Cable operators do pay copyright fees for distant signals

While reading an article titled "Broadcasters begin effort to revive must-carry rules" (Feb. 1, Page 3), I noticed a common misconception regarding copyright and compulsory license.

It was stated that "The compulsory license permits cable TV systems to carry local TV signals for free, but requires them to compensate copyright owners for the use of distant signals." This was never the intent of compulsory license, nor is it the intent or practice of the Copyright Office.

The compulsory license does grant to cable operators the right to retransmit broadcast signals without permission from each individual station or copyright owner. However, none of the signals are free.

The copyright rules require operators to

pay for one full Distant Signal Equivalent (DSE) even if they retransmit only local signals. All stations (local, distant, network, independent and public) are included in the disbursement of funds from the copyright pool.

Actually, the broadcast stations receive very little from the copyright pool because they produce very little copyrighted programming. Most of the copyright pool is paid to syndicators and program producers.

The intent of the copyright system is to reward the owners of copyrighted material when their works are exhibited. Whether they are exhibited on a local or distant station is not the major consideration.

In practice, the current system works. I do not maintain that it works perfectly, but

it does work. Neither industry is completely happy with the arrangement.

Copyright holders feel they should receive more for their work. However, in the case of WTBS, the owners are actually paid twice for their efforts: once when WTBS buys the programs based on its national audience and again when cable operators pay copyright tribute for carrying WTBS as a distant signal.

Probably the only party completely happy with the current arrangement is the viewing public. This is as it should be because the compulsory license and copyright system were originally initiated to benefit them.

The system was a national public policy decision designed to afford the widest, most diverse, set of viewing options to the American people.

**Robert Gessner**  
vice president  
Massillon Cable TV  
Massillon, Ohio

### You can't film with a videotape camera

I don't know, maybe I'm just getting old, crotchety and cantankerous. I've been in various aspects of the media business for over 40 years, and it really turns me off when I hear (or see) video vocabulary misused.

The terminology I'm referring to here is "film vs. tape." In your March 7 issue (Page 14) you carried a very interesting article by Eileen Norris headlined "CNN tackles Antarctic obstacles in filming expedition." Two accompanying photos show me video cameras.

In the article proper the author makes

several references to "... filming a series of reports," while quoting the CNN crew as having problems with their tapes and being loaned Sony Betacams.

I don't know about the background Ms. Norris brings to this story, but can't you guys edit her? Honestly, there is a difference.

I read your publication each week with interest.

**Doug Montgomery**  
Broadcasting Arts Department  
College of San Mateo  
San Mateo, Calif.

## Speak out

ELECTRONIC MEDIA welcomes letters to the editor. Write to Viewpoint, EM, 740 Rush St., Chicago, Ill. 60611. All letters are subject to publication provided they are signed and neither defame nor libel individuals or organizations. #

## QUICK TAKES

### Do you prefer dealing in cash or barter?



**Roger Roebuck**  
program director  
WAVE-TV  
(NBC)  
Louisville, Ky.

"Cash. You have better control over your program expenses. Barter has too many ramifications and variables, like what to do if a program is pre-empted. We're hurting ourselves using barter. Barter is a bad six-letter word, but it's becoming a way of life."



**Jules Moreland**  
program director  
KFMB-TV  
(CBS)  
San Diego

"Cash. And there are a lot of good reasons for that. With cash, if a show goes sour, you can eat it, and you don't have to make good on a bad show. Syndicators want us to bear the cost of their mistakes."



**Barry Schulman**  
program manager  
WBZ-TV  
(NBC)  
Boston

"We frankly prefer to deal in cash in almost every case. Our time as the NBC affiliate in the sixth-largest market is very valuable. Doing business in cash is in our best interest, but that's not always an offer, so sometimes we do deal in barter. It truly depends on the time period."

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World Radio History

# FCC reverses S.F. license decision

By WILLIAM MAHONEY  
Staff reporter

The Federal Communications Commission has reversed an earlier decision and awarded a third broadcast license to Jim Gabbert.

The San Francisco broadcaster, who already owns KOFY-TV and KOFY-AM in that city, had struck an \$11 million deal last summer to purchase KHIT-FM from Seattle-based Olympic Broadcasting.

But the sale hit a snag in February when the FCC denied the transfer on the grounds that it was not in the public interest, a move that

sparked loud cries from Mr. Gabbert, who said he stands to lose \$1 million in earnest money if the deal doesn't close by April 17.

In a March 25 letter outlining the agency's reversal, FCC Mass Media Bureau Chief Alex Felker cited Mr. Gabbert's contention that the deal would allow him to sell advertising time on an AM-FM combination in San Francisco.

Mr. Gabbert said the dual ad sale would dramatically increase annual revenues and therefore contribute to the welfare of his TV station—a condition that the FCC considers in multiple-ownership cases.

"I think we didn't give them enough information the first time around," Mr. Gabbert said last week. He added that he never had any doubt that the FCC would act in his favor.

He said there is every indication the deal will be closed by April 17.

Olympic said last week it expects to gain \$5 million from the transaction.

Since the February dismissal, Mr. Gabbert removed two stumbling blocks by persuading two parties to drop petitions they had filed against the transfer.

The broadcaster paid San Fran-

cisco businessman Thomas Ballantyne \$7,500 in cash and agreed to hold annual fund-raisers and make a contribution to a charity in order to get him to drop his opposition, according to Mr. Ballantyne's attorney.

He also persuaded The Coalition to Save the City, a group of listeners that had been trying to resurrect the jettisoned FM format, to withdraw its petition by promising to program the station in a similar eclectic manner.

The coalition made Mr. Gabbert sign a statement of principles for KHIT's new format. #



**JIM GABBERT**  
Awarded third broadcast license

## Z Channel sues HBO, 4 studios

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—The Z Channel pay-cable service here has filed suit in federal court charging HBO and four major movie studios with unlawful restraint of trade.

At the heart of the 25-page complaint are Z Channel's plans to switch from microwave to satellite delivery of its movie and sports lineup. Also, it plans to begin selling ad time during upcoming baseball sportscasts.

Z Channel claims that HBO "has secured or coerced" the cooperation of Twentieth Century Fox Film Corp., Paramount Pictures, MGM/UA Telecommunications and Warner Bros. in "restraining and impairing" Z Channel's ability to compete with the pay service.

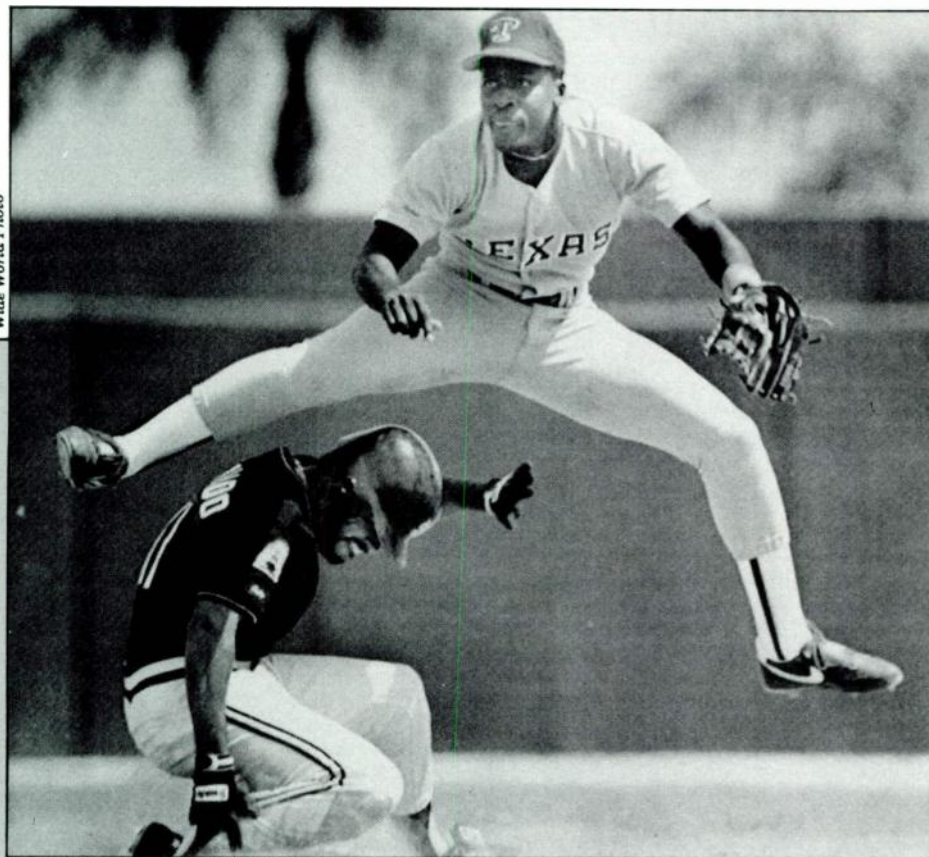
HBO, the suit alleges, contacted each of the studios named and reminded them that terms of their movie deals with Z Channel preclude the service's contemplated changes, which were to be phased in starting last Friday.

Z Channel insists that there have been precedents set within the industry in which movie-oriented pay TV services have sold advertising within limited sports programming.

If it's prevented from selling advertising and distributing its signal by satellite, Z Channel warns that it will "likely be eliminated as a (cable industry) competitor."

The service, owned by Rock Associates and American Spectator, is available only in the Los Angeles area. Its backers say the changes are necessary to make it profitable.

Z Channel is seeking a ruling that the defendants would violate federal antitrust laws if they refused to continue to sell it their movies. #



Only nine stations signed up for baseball's original scrambling plan.

## Major League Baseball revises scrambling plans

By RICHARD TEDESCO  
Staff reporter

NEW YORK—As opening day approached, Major League Baseball last week revised its satellite scrambling plans in the face of a low response from broadcast stations looking to receive the game feeds.

Only nine TV stations have bought decoders and requested authorization to use the scrambled backhaul feeds to extract highlights for sportscasts, according to John Tagliafaro, president of Hughes Television, which is setting up the scrambling network for MLB.

Under the revised plan, Hughes will provide stations with a daily lineup of games, including the satellite and transponder "address" of each feed. It also will indicate which feeds are scrambled.

Hughes will transmit the information over the AP MediaLink, an electronic newsroom information service, Mr. Tagliafaro said.

Under the original plan, stations would have needed to purchase a \$3,500 descrambler and pay a \$250 authorization fee for each feed it wanted to receive, since the location of the feeds would not have

(Continued on Page 27)

## Grant plan gets final court OK

By DIANE MERMIGAS  
Senior reporter

Federal Communications Commission approval is all that's needed to end Grant Broadcasting's long, complex bankruptcy proceedings.

Last week, a U.S. bankruptcy court judge gave final approval to a reorganization plan for Grant, which owns three independent TV stations.

In what is the first bankruptcy settlement of its kind in the industry, the ownership and management of the company will be equally shared by Grant Broadcasting's program suppliers and noteholders.

Among the board members of the reorganized company will be Lawrence Fraiberg, president of MCA Broadcasting; Charles Fries, chairman and president of Fries Entertainment; and Barry Thurston, president of syndication for Columbia/Embassy Television.

Earlier last week, the reorganization plan received nearly unanimous support from Grant Broadcasting's creditors, noteholders and shareholders, who voted by mail.

Only eight creditors, representing less than \$500,000 in outstanding debt, voted against the reorganization plan.

The remaining 252 creditors, representing \$350 million in outstanding debt, approved the plan, according to attorneys involved in the matter.

Last week, HR Broadcasting Corp., an arm of Hal Roach Studios, was asked to manage the three Grant TV stations. HR Broadcasting officials told ELECTRONIC MEDIA earlier that they already are managing the stations.

But it is not known whether HR Broadcasting will continue in that role after the company's reorganization is complete.

The reorganization plan, which is expected to become effective no later than June 30, allows for the transfer of ownership and management of Grant Broadcasting and its three stations.

The only possible obstacle to completing the process, which has been more than a year in the making, is a recent challenge from Orbis Communications, a Grant

(Continued on Page 29)

## Broadcasters, educators to discuss differences at NAB

By ROBERT HOMAN  
Staff reporter

WASHINGTON—Broadcasters and educators will get a chance to bridge the gap between them at the upcoming National Association of Broadcasters convention.

On April 9, the first day of the NAB convention in Las Vegas, the Broadcast Education Association and the NAB will hold a series of joint seminars, which more than 500 educators and students are expected to attend. It's the first meeting since the release of two recent reports that were critical of the broadcast

journalism education that students are receiving at the nation's colleges and universities.

"There's going to be some discussion about the flap between broadcasters and educators over broadcast education," said Bob Ruggles, dean of the Florida A & M University journalism school. "People want to discuss the things that have been appearing in your magazine."

In January, ELECTRONIC MEDIA reported the results of a survey conducted by the Roper Organization in which communications executives gave the nation's schools a "C" grade in the overall job they did in

training students for jobs in broadcasting and cable.

The survey also revealed that 88 percent of the broadcast executives favored a closer link between the electronic media industry and the nation's colleges and universities.

Another recent report, conducted by William Oliver, associate professor of journalism at Stephen F. Austin University in Texas, revealed that viewpoints have hardened about perceived inadequacies of college broadcast curriculums over the past 10 years.

The two seminars at the BEA/NAB joint session, called "The Sec-

ond Half-Century of Broadcast Regulation" and "The Future of Broadcast Audience Research," don't directly address the issue of broadcast education.

But John Pennybacker, a journalism professor at Louisiana State University, said, "I expect that there'll be a great deal of discussion in the halls" about the recent reports. Still, Mr. Pennybacker said he doesn't expect any dramatic breakthroughs at the meeting.

"There'll always be some kind of schism between the two," Mr. Pennybacker said. "The same arguments seem to recycle."

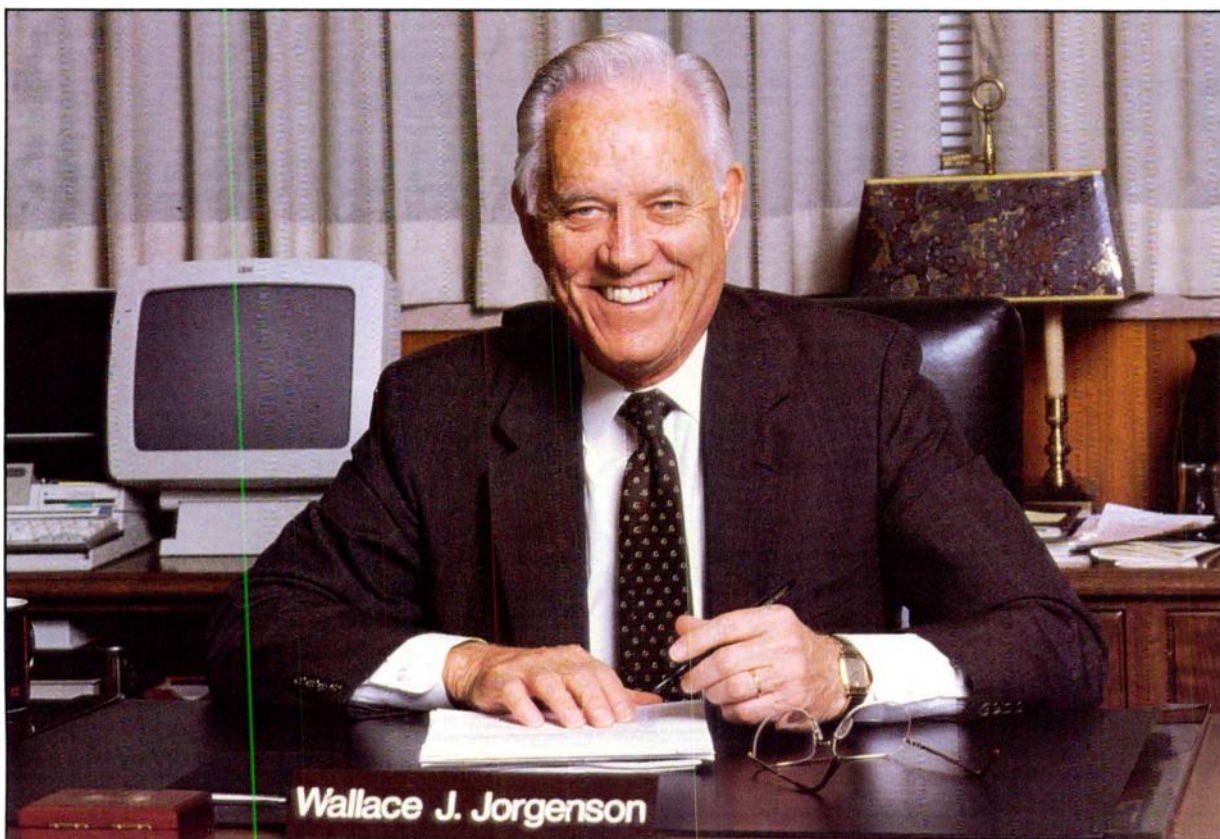
Mr. Ruggles added that the Roper report has been "sensationalized."

But Gerald Sanders, chairman of the department of communications at Miami University of Ohio, said the Roper report "is in the ballpark." He said the report "may be the catalyst that will get them to address the basic issues."

The BEA's convention will be held April 7 to 9 at the Las Vegas Convention Center. Other seminars at the BEA convention include "The Importance of Hands-on Internships in Getting a Job" and "The Maturing of Local News: Is Network News Really Necessary?" #

# Broadcasting

Electronic Media  
April 4, 1988  
Page B1



Wallace J. Jorgenson

Photo by Mark Sluder

Wally Jorgenson is preparing to retire as president of Jefferson-Pilot after 31 years with the broadcast company.

## Citizen broadcaster

### Jefferson-Pilot serves more than bottom line

By DOUG HALONEN  
Staff reporter

CHARLOTTE, N.C.—Tucked away in a peaceful setting near the ever-growing business district here is the headquarters of a broadcasting boutique of sorts, a company that has built a \$150 million operation around the belief that good citizenship is good business.

At a time when many broadcast groups are

increasingly obsessed with quarterly earnings, this quietly successful company, Jefferson-Pilot Communications, and the man who has headed it for the past 10 years, Wallace Jorgenson, stand as something of a throwback to bygone times.

It is a company dominated at the top, for example, by thoroughly seasoned, home-grown management talent with backgrounds rooted

(Continued on Page B10)

## More than 700 exhibits set for NAB

By KATHY MAEGLIN  
ELECTRONIC MEDIA staff

Even more equipment makers will be hawking their wares at the National Association of Broadcasters convention this week, taking up more than 380,000 square feet of floor space, almost 85,000 more than last year.

At the April 9-12 meeting in Las Vegas, more than 700 companies will be exhibiting, up from last year's 648, says Bob Hallahan, director of the NAB news bureau.

The exhibits will be concentrated in the Las Vegas Convention Center and the adjacent Hilton Center.

ELECTRONIC MEDIA contacted a number of manufacturers to get a sampling of what will be offered:

- **Ampex Corp.** will introduce a new cassette-based studio videotape recorder that uses the Ampex-developed D-2 composite digital video recording format.

Dave Detmers, manager of public relations for marketing, sales and service for the Redwood City, Calif.-based company, says the new recorder, the VPR-300, is compatible with existing analog equipment and provides digital video and four channels of digital audio.

- **Broadcast Automation** of Dallas will be showing a new live-assist controller, which allows a radio station's program director to control the music format.

Company President Earl Bullock said the unit features eight input sources and 24 events.

- **Eventide** will be offering a new broadcast Ultra-Harmonizer, the first stereo multi-effect audio processor designed specifically for radio and TV broadcasting.

Joseph Shapiro, marketing director for Little Ferry, N.J.-based Eventide, said the Ultra-Harmonizer includes dozens of pitch change, reverb and audio special effects, including character voices, plus stereo audio

(Continued on Page B6)

## Everything you always wanted to know about HDTV . . .

By MELINDA GIPSON  
Special to ELECTRONIC MEDIA

Until recently, virtually no one cared about high-definition television except for a few visionary engineers.

Like so many other futuristic video ideas, HDTV floated for years in that blue-sky never-never land so popu-

lar with newspaper feature writers, who rhapsodized periodically about the big screens and tremendous pictures that awaited viewers one day.

Yet now, suddenly, that day seems almost upon us. Development of a viable HDTV system has been placed on the hottest of front burners, making it a topic of concern and conversation at every industry convention.

To many broadcasters, the stakes seem enormous, and the time for decision very short. Pressured by the Japanese on one side and by U.S. cable and satellite interests on the other, broadcasters must soon decide how to integrate this new technology into a spectrum not designed to handle it.

The following question-and-an-

swer primer, based on interviews with leading HDTV participants, outlines the political, technological and financial forces that are working to transform U.S. broadcasting.

**All right, let's take it from the top. What is HDTV anyway?**

Dr. Robert Hopkins, executive  
(Continued on Page B14)

### INSIDE: Special Report

**B2 NAB's lobbying muscle**  
NAB officials say their top priority is to become a formidable force on Capitol Hill.

**B3 TV and politics**  
TV exposure helped some congressmen more than usual—these politicians used to work on the air.

**B3 AM options**  
The FCC is considering national AM radio stations if the AM band is expanded this summer.

**B4 A look at 'indecenty'**  
Despite the FCC's efforts, examples of strong language, racist remarks and sexual innuendo continue on the air.

**B3 Buying plans**  
TV engineers are keeping their competition in mind as they purchase production equipment (right).

**B7 Radio overhaul**  
When radio engineers consider this year's equipment buys, a top priority will be overhauling their stations.



## SPECIAL REPORT/Broadcasting

# NAB beefs up commitment to lobbying

By DOUG HALONEN

Staff reporter

WASHINGTON—Faced with a fast-changing marketplace, NAB officials say their No. 1 priority for the future is to beef up their lobbying capability.

The NAB's ability—or inability, in many cases—to influence Congress has been the target of jokes in the past. But today the association's leaders say they're deadly serious about becoming a formidable force on Capitol Hill.

The re-emphasis, they say, is being driven in part by the realization that the industry is now beset by a number of crucial issues that could determine its continued prosperity.

All broadcasters, for instance, face the danger of being hit with special taxes as Congress gropes for ways to cope with an overwhelming federal budget deficit.

TV broadcasters also face legislative battles with cable TV, and perhaps eventually even with telephone companies, over the right to be carried on video cables entering the home.

There's also the question of whether broadcasters will be left behind altogether by cable, videocassette recorders and satellite-to-home broadcasters, all of which may be able to deliver high-definition TV signals that the local broadcaster can't match for signal quality.

"Never before have we been challenged with the seriousness of the bottom-line issues or the number of bottom-line issues that are certainly in the forefront today," says NAB President Eddie Fritts.

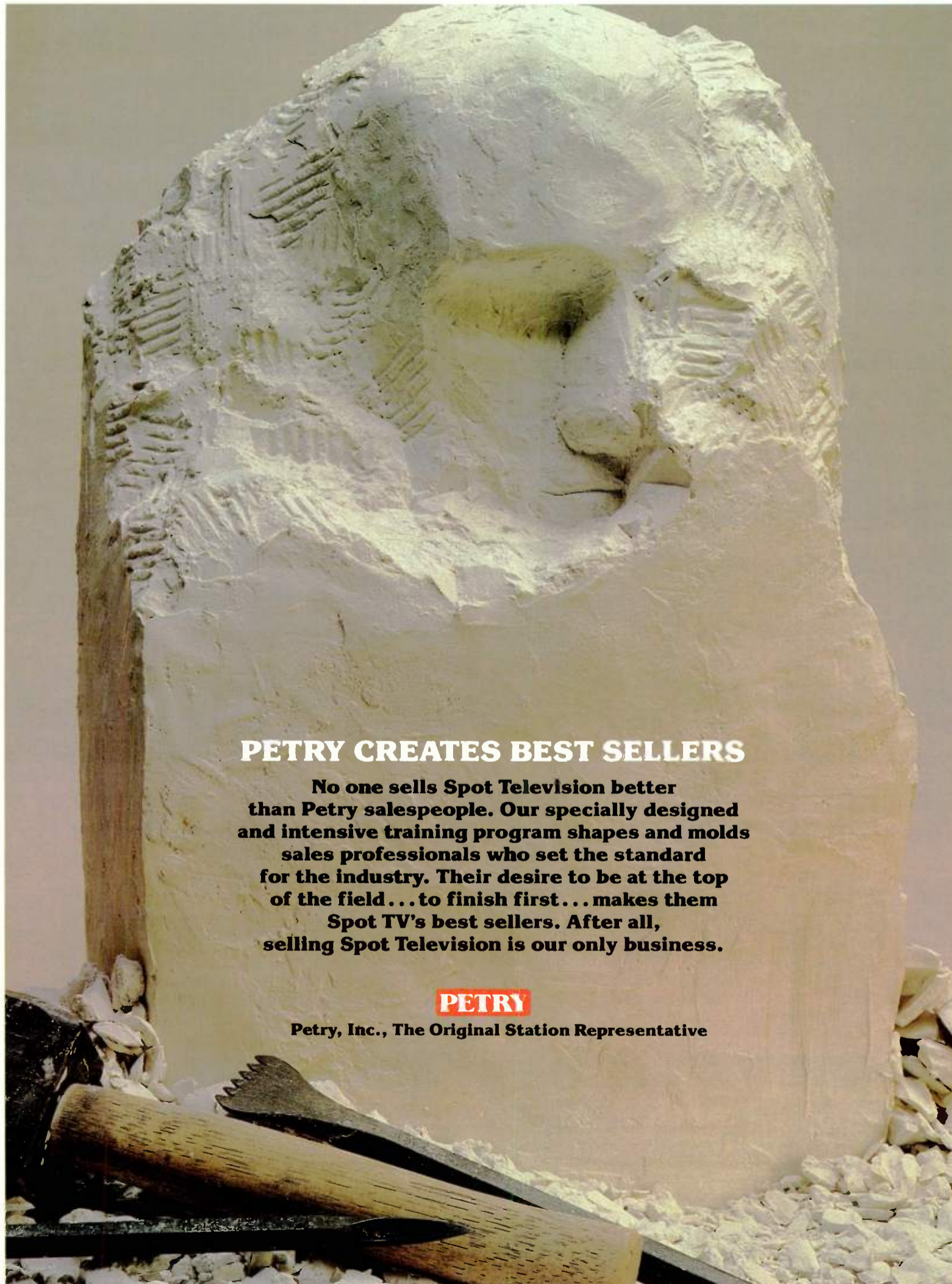
The effort, according to association offi-

cial, is also being driven by the membership, which some say really didn't take the need for strong lobbying all that seriously until last year.

That's when Congress began fiddling with a variety of proposals that threatened to hit broadcasters hard and fast in their pocket-books.

Efforts on Capitol Hill to pass legislation that would have limited the tax deduction an advertiser can take on advertising and that

(Continued on Page B13)



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**JIM MAY**

Gained early exposure to politics

## May looking to heighten NAB profile

WASHINGTON—When it comes to beefing up the National Association of Broadcasters' presence on Capitol Hill, the association's top officials say that Jim May is their man.

Mr. May, 42, the new head of the NAB's government relations department, got his first exposure to politics, he says, at age 6 when he passed out bumper stickers for one of his mother's campaigns.

That exposure eventually led to a first-hand look at what Congress was all about. His mother, Catherine May, was a U.S. congresswoman from the state of Washington from 1958 through 1970.

"I grew up in Congress," Mr. May says.

He even ran, unsuccessfully, for the same congressional seat in 1976.

Eddie Fritts, NAB president, says another key factor in Mr. May's appointment is that he learned the lobbying ropes at the Grocery Manufacturers of America, which has been noted for turning out top-notch lobbyists and for the strength of its grass-roots organization.

Wally Jorgenson, NAB joint board chairman, says the association is hoping to develop its own grass roots.

"And that's one of the specialties that Jim May is good at," Mr. Jorgenson says.

Mr. May told ELECTRONIC MEDIA that by stimulating those roots, he hopes to turn NAB into the "single best government relations and lobbying department in all of the communications industry."

Mr. May studied economics at the University of Washington before joining the U.S. Marines in 1967.

As a Marine officer, he served as both a platoon leader and company commander in Vietnam and received the Bronze Star and the Cross of Gallantry.

In his career, Mr. May also worked in public affairs for both Coca-Cola Co. and Pepsico Inc. #

—Doug Halonen



## SPECIAL REPORT/Broadcasting

# TV careers lead some into politics

By ROBERT HOMAN  
Staff reporter

WASHINGTON—When Bob Dornan hosted a talk show on KTLA-TV in Los Angeles in the early 1970s, he had more than just a career in broadcasting on his mind.

"I became a broadcaster to build my name to run for Congress," he recalls. "It was by design."

His plan worked. The broadcaster was elected to the House of Representatives in 1972 and now serves as one of the prominent members of California's Republican delegation.

Rep. Dornan is one of a half-dozen or so members of Congress who used an on-air presence to help produce the name recognition needed to mount a successful political campaign.

Today, those broadcasters-turned-congressmen, who include former talk show hosts, a sportscaster and a political commentator, say a background in broadcasting doesn't guarantee success in politics. But, they add, it can give a would-be candidate a big boost in launching a campaign for public office.

Some were even able to use their on-air exposure to bypass the traditional climb up the local political ladder before running for federal elective office.

After Rep. Claudine Schneider, R-R.I., lost her first bid for Congress in 1978, she was hired by WJAR-TV in Providence to host a weekly public affairs program.

She was elected to the House two years later.

"The contribution of that TV show to my election was fairly significant," Rep. Schneider said in a recent interview. "It added

substance to a name."

And Rep. Earl Hutto, D-Fla., says having been a TV sportscaster for 20 years cut down on the amount of time and money he needed to spend on his first race for the Florida state legislature.

"It doesn't get you elected, but it does help you get known," Rep. Hutto says about his broadcasting background.

But Rep. Al Swift, D-Wash., who was public affairs director for KVOZ-TV in Bellingham, Wash., before being elected to Congress in 1978, has a different opinion about on-air exposure. He says the power that TV has to help broadcasters get elected to public office has often been exaggerated.

"I did a show that nobody watched," Rep. Swift says. "A number of broadcasters who have run for Congress have been defeated. It can turn against you if the public thinks you

have an unfair advantage."

Rep. John Miller, R-Wash., a political commentator for KIRO-TV in Seattle from 1981 to 1984, notes that TV commentator Lloyd Cooney was "trounced" in his race against Sen. Dan Evans, R-Wash.

"We don't talk about the people who didn't make it," says Rep. Miller, a lawyer and former Seattle city council president.

"They're not all winning."

Asked why he left his job as a political commentator, Rep. Miller responds, "I loved it, but I got the uneasy feeling I was going stale."

The broadcasters-turned-congressmen contacted by ELECTRONIC MEDIA all agreed with the need for the equal-time rule, which requires stations to provide equal air time to opposing candidates.

When on-air personalities decide to run for  
(Continued on Page B15)



Among the equipment that TV station engineers are looking at this year are Beta products, such as Ampex's Betacam SP line with such items as (above, left to right) the CVR-75 Studio VTR, the CVR-5 Camcorder VTR and the CVR-35 Field Portable VTR. Grass Valley Group, meanwhile, is offering the IPS-100 integrated production system to station engineers interested in production equipment.



## FCC eyes national AM outlets

By ADAM BUCKMAN  
Staff reporter

The Federal Communications Commission is trying to decide how to allocate hundreds of new AM radio licenses that would become available if an expansion of the AM band is approved.

Among other things, the commission is thinking about granting national AM radio licenses for the first time.

On Feb. 25, the commission asked for the broadcasting industry's suggestions on how to allocate the new licenses.

That's despite the fact that the international broadcasting community hasn't yet approved the expansion of the AM band—an idea that's been debated since 1984.

However, the band's expansion might be approved this June in Geneva, Switzerland, when the International Telecommunications Union convenes the second session of its Region 2 Administrative Radio Conference.

At issue is a new section of AM spectrum that would establish 10 new AM channels located at the high end of the band from 1605 khz to 1705 khz.

AM radio signals are currently broadcast on 107 channels from 535 khz to 1605 khz.

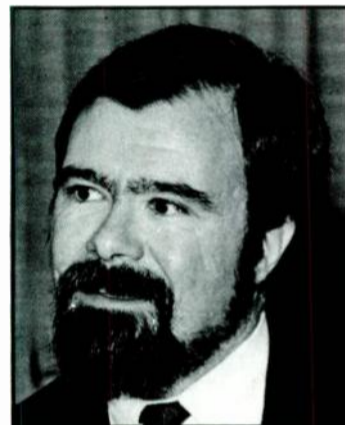
AM expansion is being pushed primarily by international broadcasting organizations (with support from the FCC) whose member countries want to establish more stations on an already-crowded AM band.

However, with AM radio stations in the United States reeling from more than 10 years of losing listeners and advertisers to FM stations, one might wonder why the United States would support the creation of even more AM stations.

The FCC has climbed on the bandwagon primarily because the international broadcasting community is demanding it, and the commission sees no reason not to support friendly countries in their quest for better communications systems within their borders, explained Alex Felker, FCC Mass Media Bureau chief.

Moreover, rather than create more competition for hard-pressed AM stations already in existence, the expansion of the AM band could ease the crowding on the existing AM spectrum that is causing interference problems between adjacent stations, said David Parnigoni, senior vice president of radio for the National Association of Broadcasters.

That's one of the ideas the NAB is considering as it devel-  
(Continued on Page B12)



ALEX FELKER  
FCC supports expanded AMs

## Feast or famine

### TV equipment buying plans run the gamut

By HOWARD J. ANDERSON  
ELECTRONIC MEDIA staff

Tight budgets are forcing some TV stations to forgo equipment purchases this year or focus on top-priority replacements of aging equipment.

Other stations, however, say they're planning major purchases to help them remain competitive in their markets.

ELECTRONIC MEDIA asked chief engineers and operations directors at 10 television stations across the country what they're planning to buy this year.

#### WNBC-TV New York

The NBC-owned station in the nation's largest market plans to acquire new graphics equipment this year, said Edward Knapp, director of station operations.

The station expects to replace most of its 5-year-old graphics equipment to update its on-air look and remain competitive, Mr. Knapp said.

"It's always a battle to keep the competitive edge," he said.

Among the equipment to be purchased are character generators, storage systems and paint-box type devices, he said.

#### WSB-TV Atlanta

New solid-state transmitters are the major item on the purchase agenda at this ABC affiliate in the 12th market, accord-

Radio engineers share their shopping lists. Page B7.

ing to Herb Gilbert, director of engineering. The transmitters will replace 14-year-old equipment, he said.

#### WBAL-TV Baltimore

Production equipment, including a production editor, will account for a major portion of the acquisition budget at this CBS outlet in the nation's 21st market, said Tom Bentsen, director of engineering.

The station also plans to buy a newsroom computer system.

#### WLAE-TV New Orleans

Because this PBS station just underwent budget cutbacks, no major purchases are planned this year, said Doug Curry, director of engineering. The economy in the nation's 33rd market has been hard hit by the slump in the oil industry, he said, plus viewer donations are down.

#### WOTV-TV Grand Rapids, Mich.

The NBC affiliate in the 40th market is focusing on production equipment this year, said Don Gallagher, the station's  
(Continued on Page B6)

## SPECIAL REPORT/Broadcasting

# 'Shock' broadcasts unabated by curbs

By ADAM BUCKMAN  
Staff reporter

Despite the Federal Communications Commission's efforts to curb "indecent" broadcasts, examples of strong language, racist remarks and sexual innuendo have continued to dot the airwaves.

In New York recently, radio shock jock Howard Stern responded to a critical review by New York Daily

News columnist Kay Gardella by telling his listeners: "I'd like to give her a gynecological examination with a shovel."

That same week on New York television, WWOR-TV's Morton Downey Jr., known as a "confrontational" talk-show host, began a debate on smokers' rights by holding a cigarette up to a TV camera lens and declaring, "If you don't like my butt, you can kiss my ass!"

In Miami and Indianapolis, concerned citizens have been monitoring shock-oriented, morning-drive radio shows for months and claim to have logged thousands of violations of the FCC's program-content regulations, which prohibit references to "sexual organs" and "excretory functions."

Controversial material has achieved higher ratings for some TV and radio stations. Mr. Stern's radio

show is among the highest-rated radio programs in New York, and Mr. Downey's nightly TV program has garnered heavy press coverage in local print media and the television trade press.

The local press coverage has helped boost ratings for Mr. Downey, while his notoriety in the trade press might help clearances of his talk show, which is being offered in syndication.

Mr. Downey's approach to hosting his talk show has "created an electricity, and that was the intention," commented WWOR General Manager Robert Kunath in an interview earlier this year.

Broadcasting executives who don't take a shock approach to programming don't understand shock programs.

"We don't have to do that kind of radio to get ratings," said Robert Hyland, senior vice president of the CBS Radio Division and general manager of CBS's KMOX-AM in St. Louis.

His station, which offers a G-rated, mass-appeal format of news, talk, music and sports, has the highest major-market audience share in the United States: more than 22 percent of the St. Louis radio audience, according to the fall 1987 Arbitron Ratings Co. report.

He criticized practitioners of shock radio because, he says, their programming has invited the intervention of the FCC.

Most executives don't want to comment on the programming carried by other stations.

"I really don't think it's my place to comment on the programming strategies of other radio stations," said Rick Starr, vice president and general manager of Pittsburgh's KDKA-AM, another one of the nation's top mass-appeal stations.

However, Mr. Starr said, if KDKA began using a shock approach to its programs, "our audience would be outraged and dismayed."

At the National Association of Broadcasters in Washington, David Parnigoni, senior vice president of radio, said: "The NAB believes that listeners will be the determining factor of what stations program on the air."

When it began cracking down on so-called "blue" radio in 1986, the FCC was responding to complaints about programs aired on two listener-supported radio stations on the West Coast, as well as remarks made on the air by Mr. Stern.

The FCC's opponents argued that none of the offending programs violated existing program-content regulations. Eventually, no disciplinary action was taken against the alleged offenders.

Twice since then, the FCC has attempted to clarify its content rules, but broadcasters say they still don't understand the regulations.

Within those clarifications, the commission established a "safe harbor" after midnight, in which broadcasters could air material of questionable taste.

Today, citizens' groups continue to press the FCC to take stronger action, while broadcasters continue to challenge the commission's rules.

Most recently, the FCC notified Kansas City's KZKC-TV in January that an uncut broadcast of the film "Private Lessons" might have violated the commission's program-content rules.

Despite its action in the KZKC case, the commission appears to be stymied by the indecency issue.

"It's new ground for the commission," said Rich Bozzelli, a special assistant to FCC General Counsel Diane Killory, who has been assigned to deal with indecency.

While the commission wants to respond to consumers' complaints about TV and radio stations, the FCC wants to tread carefully where the First Amendment is concerned, Mr. Bozzelli said.

Broadcasting attorneys say that no matter what the commission does, the agency's actions will inevitably run afoul of the First Amendment, especially if the commission's guidelines are unspecific. #

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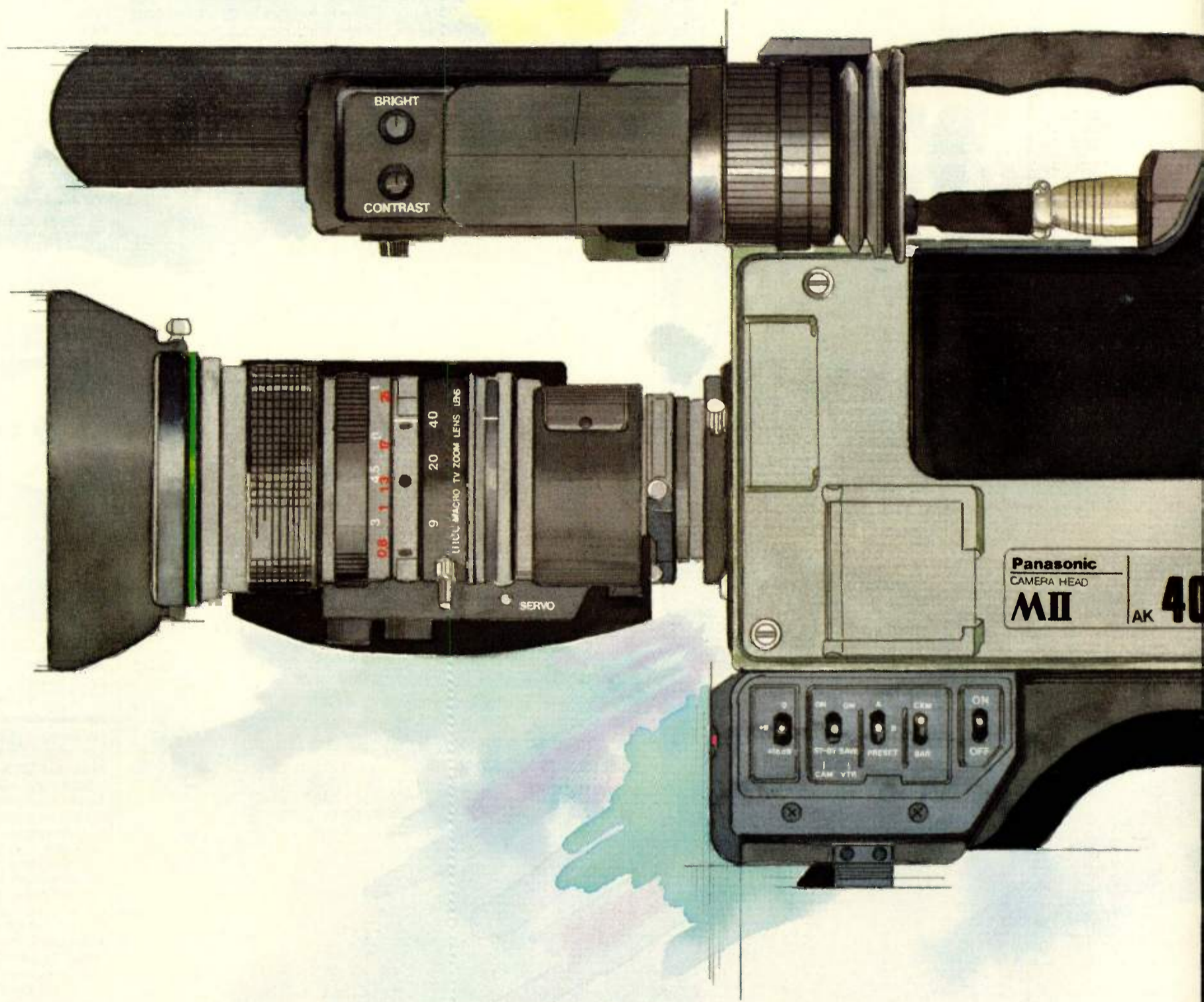
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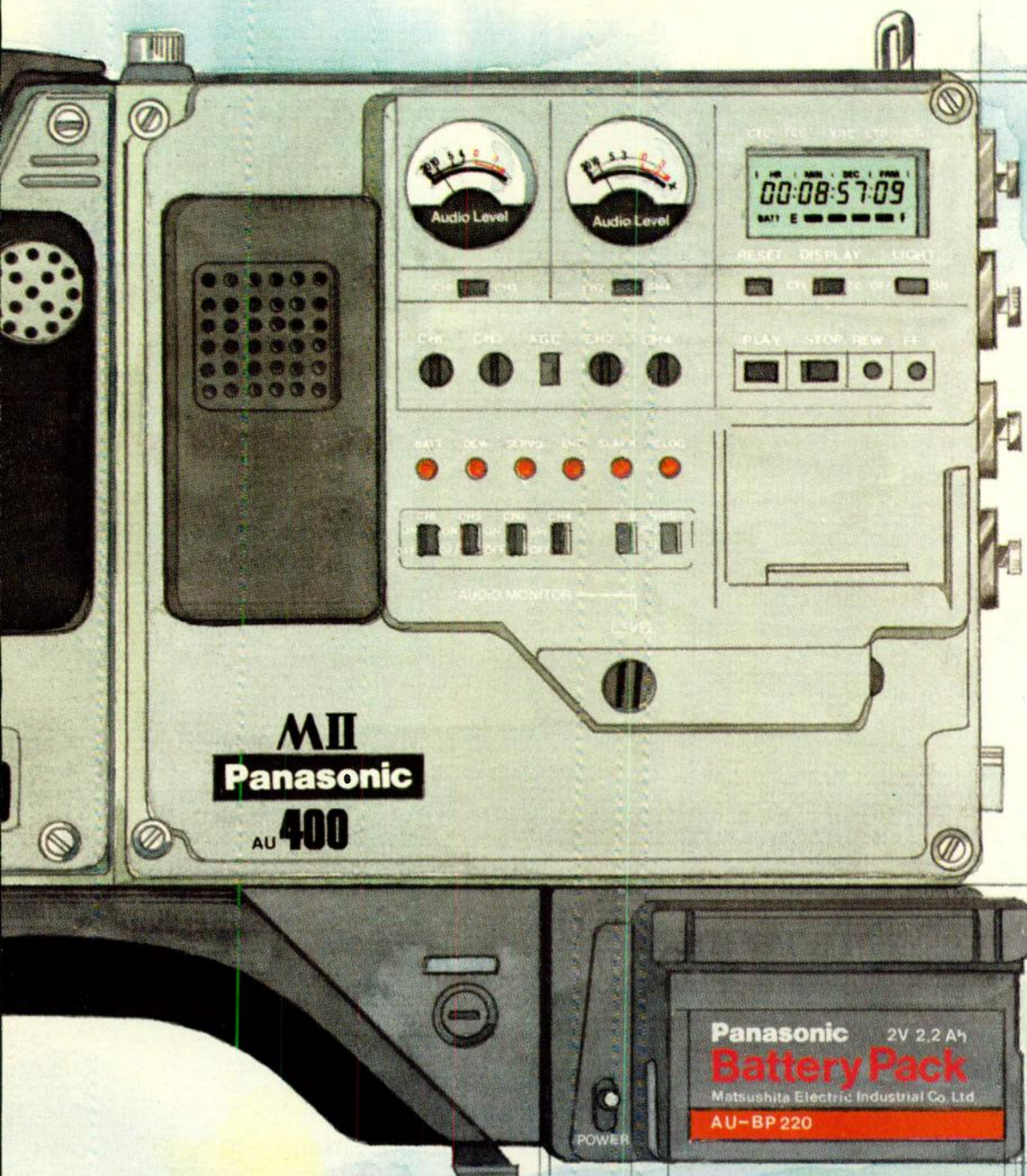
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SPECIAL REPORT/Broadcasting

# Jefferson-Pilot stresses civic activism

(Continued from Page B1)

in broadcasting.

Mr. Jorgenson, a veteran of almost 40 years with Jefferson-Pilot, assumed the presidency after 30 years of being No. 2 to broadcasting pioneer Charles Crutchfield, who helped found the company and ran it until his retirement.

And when Mr. Jorgenson retires in November, the executive widely dubbed most likely to succeed him is 56-year-old Jim Babb, a 31-year veteran of the firm.

Mr. Babb, who formerly ran the company's flagship station, WBTV-TV, here, has been Jefferson-Pilot's executive vice president under Mr. Jorgenson for the past 10 years.

But, managerial bench strength notwithstanding, it is the commitment to civic activism that stands as the most deeply imbedded trademark of Mr. Jorgenson and his company.

Jefferson-Pilot's two television stations and 10 radio stations involve themselves heavily in do-good projects, ranging from blood drives to charity auctions.

And CBS-affiliated WBTV has had a reputation for providing unusually aggressive and ambitious local TV news coverage over the years, even in the days when it had little competition in its market, the

nation's 32nd largest.

Likewise, Jefferson-Pilot managers involve themselves in matters decidedly broader than their day-to-day jobs.

For example, Mr. Babb, the company's No. 2 executive, has served on the CBS affiliates advisory board. Mr. Jorgenson is the joint board chairman of the National Association of Broadcasters.

Cullie Tarleton, WBTV senior vice president and general manager, says the company's top management has never made a "thou shalt" of community service.

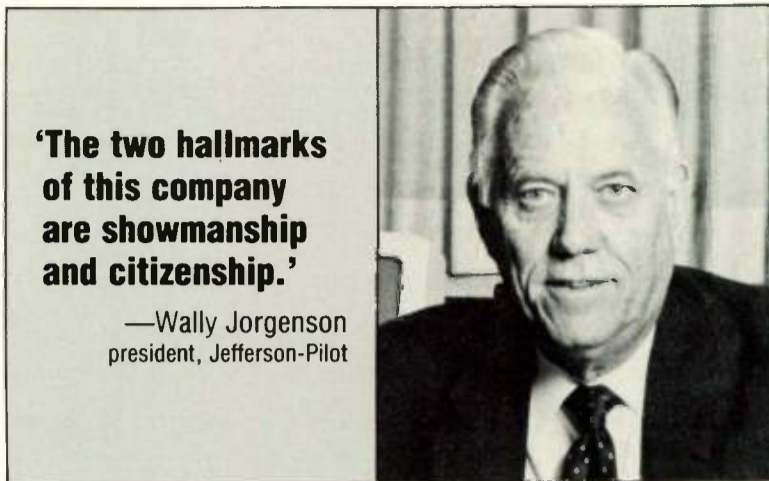
"Those of us in management sort of tended to follow their example," Mr. Tarleton says.

"We've always operated on the basis that you need to weave yourself into the fabric of the community," Mr. Jorgenson sums up. "Do business in a way that it will have mattered in people's lives."

Practicing what Mr. Jorgenson preaches has won the company and its stations strong community support in high places.

"They are a very good corporate citizen," says Charlotte Mayor Sue Myrick.

Mr. Jorgenson notes with pride that his company's efforts to contribute something beyond the bottom line have sometimes reached far



**'The two hallmarks of this company are showmanship and citizenship.'**

—Wally Jorgenson  
president, Jefferson-Pilot

Photo by Mark Sluder

come to be in recent years makes another point about Mr. Jorgenson's company: It is extremely competitive.

Once, in the mid-1970s, WBTV's management learned that WSOC was buying Charlotte's first TV news helicopter.

WBTV eventually bought one, too, but to be the first to actually put one to use in the market, went out and rented one. "We didn't want to be second," Mr. Jorgenson says.

Mr. Jorgenson says he got interested in broadcasting while in high school during the early 1940s. As a teen-ager, he hung out at WCCO-AM, then owned by CBS, in his hometown of Minneapolis, and watched the announcers ply their trade.

While a student at St. Olaf College in Northfield, Minn., he worked as an announcer for WCAL-AM, the college radio station, before the Japanese bombed Pearl Harbor and he enlisted in the Marines.

Mr. Jorgenson was with the first wave of Marines that landed at Nagasaki, Japan, just over a month after the United States had dropped the atomic bomb there on Aug. 9, 1945, and he set up a radio network for the occupation troops there.

After his discharge from the military in September 1946, he helped set up and manage KTRF-AM in Thief River Falls, Minn.

He later moved south and became WBTV-TV's first local salesman on June 24, 1948, and since then has been with the company—a subsidiary of the Greensboro, N.C.-based Jefferson-Pilot Corp., a holding company with insurance interests.

"He wanted to improve himself," quips Mr. Crutchfield, Mr. Jorgenson's immediate predecessor, who retired as the company's president in 1977. "He wanted to come down to thaw out."

He says that part of the company's success in Charlotte is attributable to its desire, even before it faced any formidable competition, to go first class.

"The two hallmarks of this company," says Mr. Jorgenson, sitting in his office overlooking downtown Charlotte, "are showmanship and citizenship."

As president of Jefferson-Pilot, Mr. Jorgenson is credited with having spearheaded efforts to acquire most of the broadcaster's stations.

Aside from WBTV and WWBT-TV in Richmond, Va., they are: WBTV-TV and WBCY-FM, also in Charlotte; KSON-AM/FM in San Diego; KIMN-AM and KYGO-FM in Denver; WNWS-AM and WLYF-FM in Miami; and WQXI-AM/FM in Atlanta.

In 1967, just before Mr. Jorgenson was promoted to executive vice president and chief operating officer, the company essentially consisted of the three Charlotte broadcast facilities and generated less than \$9 million in gross revenues.

Today, that figure has grown to \$150 million.

Although Mr. Jorgenson is planning to retire as president of Jefferson-Pilot Communications on Nov. 1, the day after he turns 65, he isn't expected to drop out of sight.

He says he may even form a family broadcasting business with some of his five children. What's more, he says he intends to run for re-election as NAB joint-board chairman.

Judging from the reaction of his board colleagues, who appear to appreciate his low-key leadership style, he'll be a shoo-in.

"I can't imagine anyone attempting to take on Wally," says Gene Cowen, a Capital Cities/ABC vice president and a member of NAB's TV board. #

beyond its own markets.

For instance, when Cass Balenger, a North Carolina Republican congressman, was looking for someone to help the Catholic Church get its radio station back on the air in Nicaragua last year, he asked Mr. Jorgenson for assistance.

"I said, 'Absolutely,'" recalls Mr. Jorgenson, who supplied a bilingual engineer and the transmitter parts necessary to get the radio station back up and running after it had, according to Mr. Jorgenson, been shut down by Nicaraguan President Daniel Ortega.

"My feeling, as far as this company is concerned, is that we would do anything we could, within reason, to help the 'freedom fighters' in Nicaragua," says Mr. Jorgenson, a veteran of World War II as a Marine officer and an admittedly conservative Republican. "We don't like dictatorships."

Then there was the time in the early 1960s when the company's WBTV-TV, with a 50,000-watt signal strong enough to reach from Charlotte to Cuba at night, made a series of post-midnight Russian-language propaganda broadcasts at the request of the State Department, which wanted to reach Soviets stationed in Cuba.

Mr. Jorgenson tells such stories proudly, showing no signs that the less patriotic times that have since arrived have made him the slightest bit self-conscious.

In fact, Mr. Jorgenson ticks off another example of what he sees as patriotic service by his company: an annual citywide, company-sponsored Fourth of July fireworks demonstration, complete with accompanying patriotic music from WBTV-TV.

"We feel good about the Fourth of July and wonderful to be an American," Mr. Jorgenson says.

A dedicated Lutheran who sometimes preaches at his church, Mr. Jorgenson stresses that he tries to

keep his conservative Republican politics out of the limelight in Charlotte and out of his thrice-weekly broadcast editorials.

"I contribute heavily to candidates," says Mr. Jorgenson. "I work with campaigns as a private citizen behind the scenes, but I will do nothing openly, because I do not want to jeopardize the credibility of our news department."

He also says he has pre-empted, or delayed until late-night hours, CBS network shows he believes are too suggestive for Charlotte.

The stations also refuse to run condom ads, even with all the concern about AIDS.

"It could be construed as exploiting promiscuity and taking advantage of the situation," Mr. Jorgenson says.

Controversial though such decisions may be in much of the country, the numbers suggest that the company has been calling them right in Charlotte, hometown of evangelist Billy Graham (whom Mr. Jorgenson considers a personal friend) and a racially integrated New South city generally regarded as politically progressive.

By all accounts, WBTV has been the station to beat in the region since it first signed on in 1949. Only over the last five years or so has it been feeling any significant heat from its only other VHF competitor here, Cox Enterprises' WSOC-TV, an ABC affiliate.

Early-evening news shares (percentage of sets in use) that once hovered in the 50s aren't what they used to be, but the rating (percentage of TV homes) still stands at a respectable, and market-leading, 25 in the February figures from A.C. Nielsen Co.

"The success of (WBTV) at a time when CBS is third-ranked is phenomenal," says Jeff Borden, radio and TV writer for the Charlotte Observer.

The WBTV-WSOC fight that has

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## SPECIAL REPORT/Broadcasting

# FCC considers allocating more AMs

(Continued from Page B3)

ops its reply to the FCC's request for suggestions on the new AM channels, Mr. Parnigoni said.

"We look at it as a way to solve a lot of problems on the lower end of the spectrum," he said.

He explained that hundreds of AM stations—particularly daytimers with low-power, directional signals—have no chance of receiving permission to increase their power because they are already interfering with some bigger stations located nearby.

Mr. Parnigoni said the NAB envisions a scenario in which licensees of hard-pressed AM stations would be given preference when new AM licenses become available on the new section of spectrum.

By removing them from the lower end of the band and converting them into full-time AM

stations on the new part of the band, their communities could be better served, and interference could be alleviated, Mr. Parnigoni said.

Such a scenario is one of the issues that the FCC has requested comments on.

Other issues that need to be ironed out include the technical criteria for operating on the expanded band, the procedure under which the FCC will grant licenses and the fate of travelers' information services that are currently broadcast at 530 khz and 1610 khz.

The commission also asked for comments on the possibility of granting national AM licenses for some or all of the new channels that will become available.

Under such a national licensing plan, which would represent the first national broadcast licenses ever granted by the FCC, individual entities would be granted licenses for national

AM frequencies.

However, rather than build a single station that would broadcast coast-to-coast, the national licensees would more likely operate a string of stations in different markets that all broadcast on the same frequency, said the FCC's Mr. Felker.

"A single entity would be able to guide the development of a channel on a nationwide basis," an FCC statement explained. "Such a national licensee could operate the stations itself or could lease the frequency to others," the commission said.

Mr. Parnigoni called the idea "intriguing." He said he wasn't sure if the NAB would support licensing all of the new channels in this way, but he said a national licensing plan would prevent the sort of crowding that has plagued the lower section of the AM band.

The last thing the NAB wants, he said, is for

the FCC to try to shoehorn too many new stations into the new spectrum.

Mr. Parnigoni said the expanded part of the band could contain up to 1,000 new radio stations, which the NAB feels would be too many.

Mr. Felker pointed out that establishing an expanded AM band is still years in the future.

For one thing, he said, much hinges on whether delegates to this spring's ITU conference approve AM expansion or get hung up on debates that would further delay definitive action.

In addition, broadcasting on the new spectrum won't be practical until radio manufacturers build receivers capable of tuning in the new AM stations.

That's not likely to happen until sometime after AM expansion is approved, Mr. Felker said. #

## Company cuts FM red tape

By ADAM BUCKMAN

Staff reporter

Without the Federal Communications Commission's Docket 8090, Consolidated Broadcast Services would not exist.

Initiated in 1980, Docket 8090 established a procedure under which the FCC would award licenses for up to 700 new FM radio stations located in markets of all sizes.

But the commission did not begin to accept applications for new FM station licenses until several years later.

In about the last 1½ years, the commission has received about 400 applications per quarter for the highly sought-after FM licenses, according to Alex Felker, FCC Mass Media Bureau chief.

He said the commission will cease accepting applications in about a year and will begin a lengthy process in which some applications will be ruled out immediately, and the merits of others will be reviewed in comparative hearings.

And that's where Consolidated Broadcast Services comes in. The West Palm Beach, Fla.-based consulting firm was formed last year to help individuals fill out applications for the FCC's new FM licenses.

According to the firm's vice president, Phyllis Giles, Consolidated Broadcast Services hasn't experienced "an avalanche" of takers for its services, but business has been steady.

For a flat fee of \$8,975, the firm handles the legal and engineering analyses that go into a broadcast license application and helps clients prepare their applications. The firm also offers to guide its clients through the comparative hearing process.

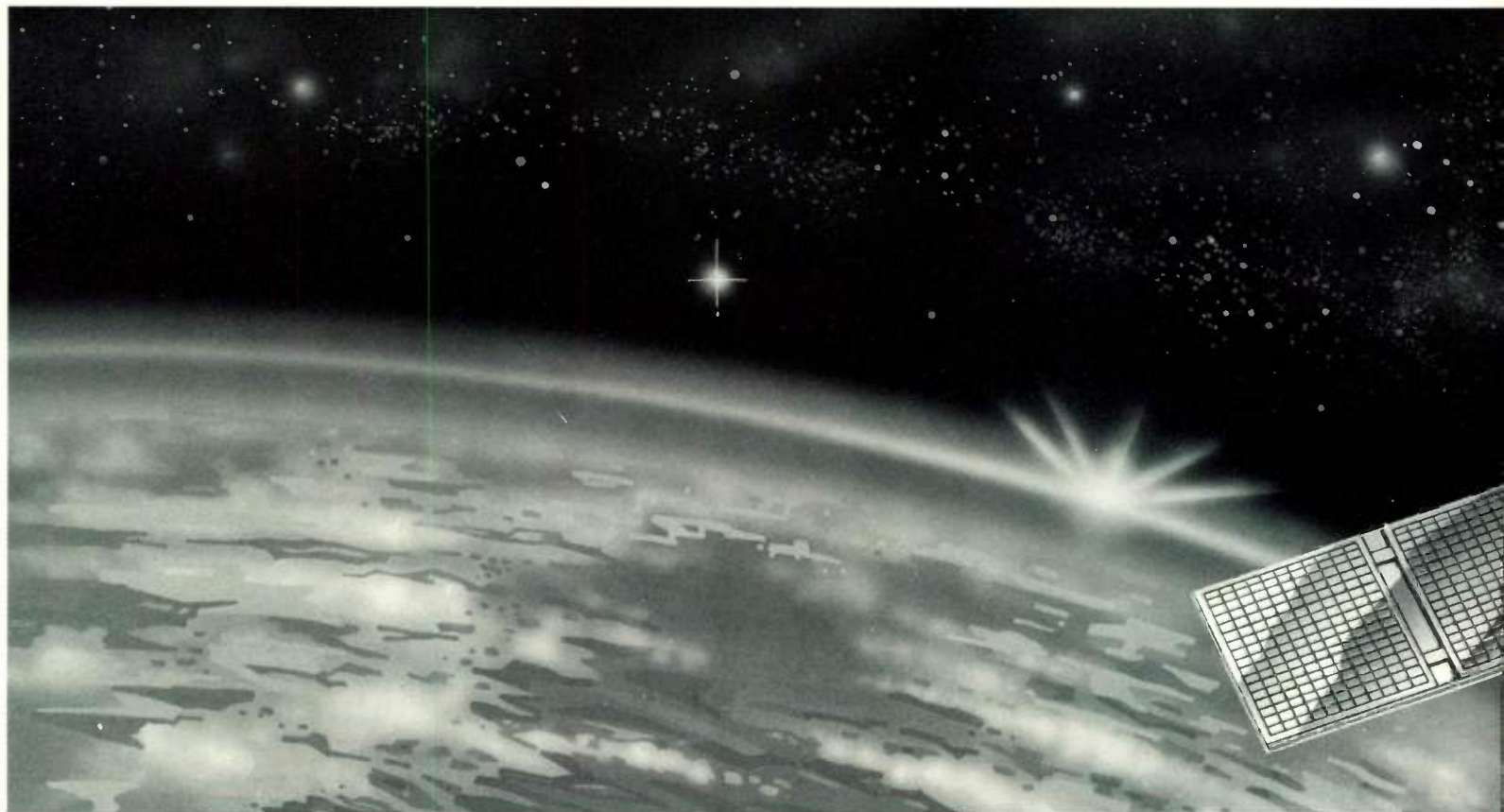
Ms. Giles defends her firm's fee as reasonable because FM licenses worth millions of dollars are at stake.

Besides, she adds, the FCC charges fees in the thousands of dollars just to apply for the FM licenses.

The company's fees include \$1,800 for filing an application and \$6,000 for participating in a comparative hearing, Ms. Giles says.

The commission's Mr. Felker said that since the agency instituted filing fees last April, the number of license applications filed monthly has dropped 30 percent to 40 percent. #

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## SPECIAL REPORT/Broadcasting

# NAB beefing up lobbying capability

(Continued from Page B2)

would have assessed a special tax on sales of broadcast properties are still fresh in mind.

The NAB is credited for helping to quash those proposals, largely through unusually strong support from the grass roots.

"I think now that gives the grass-roots broadcaster new confidence that he indeed can make a difference," says Wally Jorgenson, NAB joint board chairman and president of Jefferson-Pilot Communications.

"And that's going to be the trademark and the strategy from here on—to develop that grass roots. We've got 11,000 broadcasters out there."

The NAB already has taken some

steps toward improving its grip on relations with the government.

For starters, the NAB board has agreed to increase the association's government relations war chest by 40 percent this year, earmarking a total of about \$1.5 million for the effort.

The association also has hired Jim May, 42, a former lobbyist for the soft drink giants Coca-Cola Co. and Pepsico, to head up its government relations department.

One of the major reasons NAB officials say Mr. May got the job is that he has experience organizing grass-roots lobbying efforts, the kind that can get the attention of lawmakers.

"We have a better sense of confi-

dence in the industry association than several years ago, because NAB is making a real effort to stay abreast of the issues," says Gene Cowen, a vice president for Capital Cities/ABC in Washington and a member of NAB's TV board.

Radio representatives, who have long sensed that their own interests have been "held hostage" on Capitol Hill to lawmakers' concerns about the power and influence of TV, say the association will also be making an effort to distinguish radio from TV on certain issues, including reform of comparative renewal.

The association had been seeking comprehensive relief from comparative renewals in Congress last year but pulled the plug when the NAB

board decided that lawmakers were seeking too many trade-offs.

"I think we're now recognizing that we (radio and TV) are going to have to look at separate agendas," says Jerry Lyman, chairman of the NAB radio board and president of RKO Radio.

Of course, most NAB insiders say broadcasters aren't likely to get major legislation they want out of Congress this year.

For one thing, the Democratic leadership of the Senate and the House was alienated by the NAB's support of the FCC's elimination of the fairness doctrine.

And Sen. Ernest Hollings, D-S.C., who chairs the Senate committee with oversight of broadcasting

issues, wasn't pleased with the part the association played in derailing his proposed tax on sales of broadcast stations, a proposal he says he'll bring to the fore again soon.

"Not only do we have a Congress that's bent the wrong way, in that they're regulators, but we've got one that's angry," says the NAB's Mr. Jorgenson.

Indeed, so grim are the prospects of getting pro-broadcasting legislation, including new must-carry rules, that many industry observers expect the NAB's actions on Capitol Hill to be primarily of a defensive nature.

And some NAB officials are breathing a sigh of relief that many legislators will be too concerned about winning elections and about other pressing matters to give much thought to broadcasters for the rest of this year.

"I think maybe we can use this year to good advantage," says the NAB's Mr. Jorgenson. "We're all tired from slugging it out last year with some of these issues, so maybe we can use this for some quiet education of Congress this year, because we know there are going to be more battles down the road."

Adds Ben McKeel, NAB TV board chairman and vice president of TV for Nationwide Communications: "I think we'll continue positioning ourselves for what we have to have. Maybe they won't fly this year, but maybe they will next year."

While the NAB's support of the FCC's elimination of the fairness doctrine may have alienated congressional leaders, it would appear to have scored points with FCC Chairman Dennis Patrick, architect of the doctrine's demise.

And NAB officials make it clear they'll be encouraging the FCC to furnish broadcasters with some relief from parties that broadcasters say try to shake them down for cash by challenging their continued rights for a broadcasting license.

"The big, big, big issue is to get the FCC to eliminate payoffs," says Jeff Baumann, NAB executive vice president and general counsel.

Yet even though NAB officials may get a warmer reception at the FCC than in the offices of congressional leaders, that doesn't mean association representatives feel they can drop their guard at the agency.

For starters, NAB officials say they'll be trying to ensure that the FCC follows through and adopts syndicated exclusivity rules and puts them into effect immediately.

The controversial rules would require cable TV operators to black out syndicated programs from cable superstations and other distant TV signals if a TV station in their local area has bought exclusive rights to the same show.

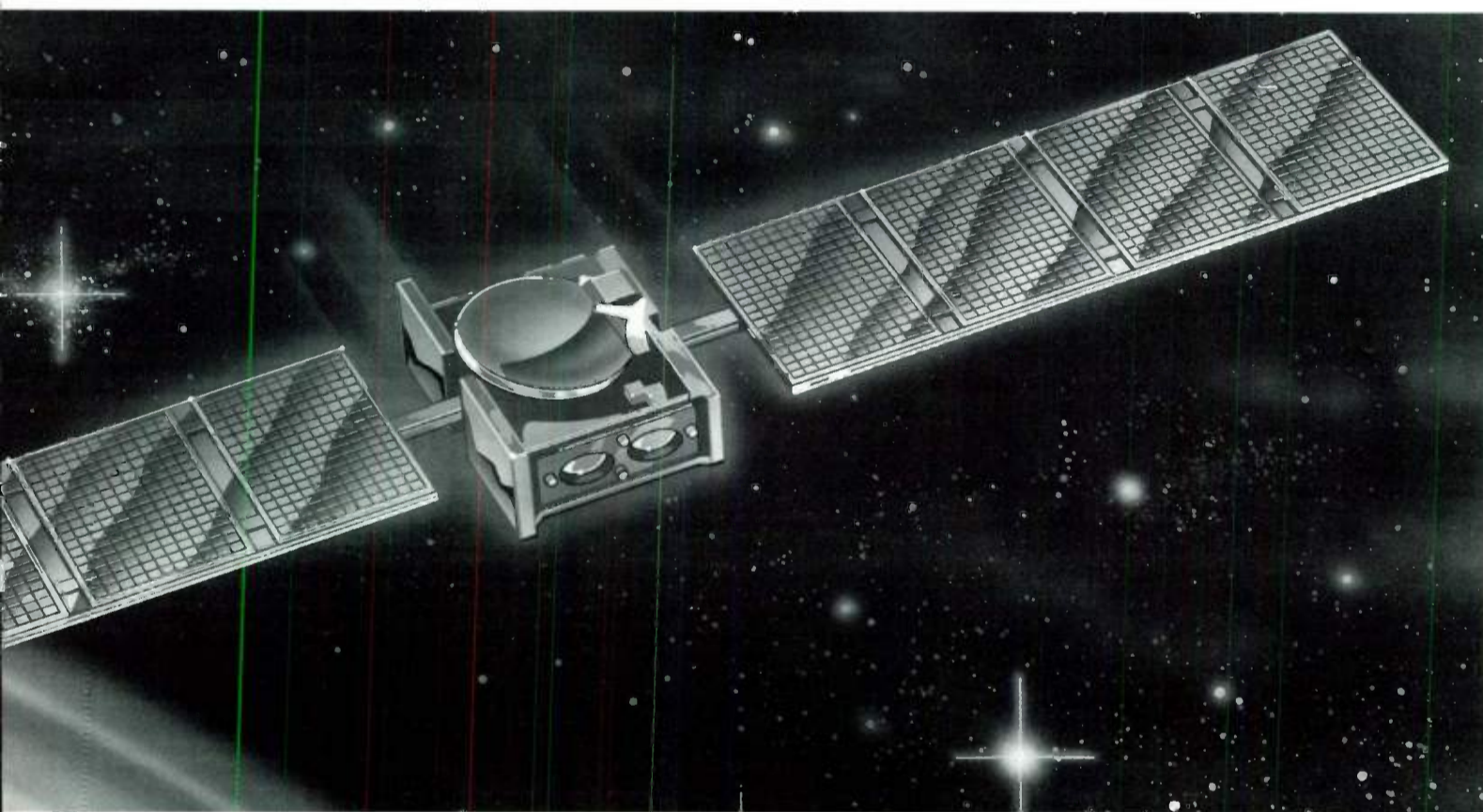
But representatives of superstations have been trying to persuade the FCC to phase in any new rules gradually.

The agency is also playing a major role regarding HDTV, and the association will be trying to ensure that the FCC's role there serves the interests of broadcasters.

There are also pending at the agency a variety of initiatives to increase the number of radio outlets, and the FCC, according to broadcasters, has appeared bent on squeezing in too many new stations.

"I can appreciate the marketplace strategy of the FCC, and in many respects I agree with it," says the NAB's Mr. Jorgenson. "But when they begin to compromise on standards of interference and things like that, simply to create more outlets, I think that they have really given away our birthright . . . and I think that's wrong." #

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## SPECIAL REPORT/Broadcasting

# HDTV primer: A review of the issues

(Continued from Page B1)

director of the Advanced Television Systems Committee, an industry-wide group based in Washington, likes to compare HDTV to a garden hose.

"The bigger the hose, the more water gets through. The same is true with HDTV. It's kind of a bigger hose to get more information through to the TV viewer."

More information translates into more lines making up the picture.

Inches away from your TV screen, you can discern lines made up of little dots.

On an HDTV set, which has more than twice as many lines as a conventional set (1,125 compared to 525), the lines will be too close together to detect.

## That sounds simple enough. What's so difficult about adding lines?

Simply this: To get that much more information down the line from the broadcaster to the home viewer, you essentially need a bigger garden hose.

For broadcasters, that may mean more spectrum.

Conventional television signals are transmitted on a portion of the radio spectrum 6 MHz wide.

But the system that's farthest along in terms of its development is the Muse system invented by the Japanese, and it requires nearly 1½ conventional channels of bandwidth

for its signal.

Muse is the only HDTV transmission standard that has been broadcast over the air so far.

## What other systems are being considered for use in the United States?

Some interim systems have been proposed using only 6 MHz, 6 MHz plus an adjacent 3 MHz, or 6 plus a non-adjacent 3 MHz.

Recently, NBC proposed a system using 6 MHz that it claims is compatible with the limits of current NTSC transmission parameters.

Developed by the David Sarnoff Research Center and General Electric-RCA Consumer Electronics, the system has demonstrated a picture with 1,025 scanning lines and a 5:3 aspect ratio (a ratio of width to height).

Proponents of the system say it can transmit a primary signal and two side panels to provide for the wider screen.

But testing of the system is incomplete, and time plays a factor in the advisory group's decision-making.

NBC's Tom Rogers, who sat in on the advisory group meeting for NBC chief executive Robert Wright, said, "Even we believe we are at least one year off" from being certain that the system offers a near-term solution for advanced TV.

Another single-channel system proposed by the Del Rey Group of

Marina Del Rey, Calif., has 828 scanning lines with an aspect ratio of 14:9.

Favored by many broadcasters because it is the most technically developed is one invented by William Glenn of the New York Institute of Technology's Science and Technology Research Center in Fort Lauderdale, Fla.

Mr. Glenn proposed to supplement the current 6 MHz channel system with a 3 MHz augmentation channel from the UHF band.

Mr. Glenn's system also is closest to the quality of Japan's Muse, with the same number of lines.

It has a slightly different aspect ratio of 5:3, but the Japanese standard of 16:9 could be applied if desired, he says.

Another two-channel system is proposed by North American Philips, but that system is more properly considered advanced television because it doesn't have as many scanning lines and the picture isn't as wide.

## How much is all this research and testing costing?

None of the companies involved would reveal how much they're spending on their projects, though one estimate given to Congress put the figure at \$10 million a year over the next four to five years.

That came in testimony last October by Daniel Gold, president and chief executive officer of Knight-Ridder Broadcasting and chairman of the National Association of Broadcasters' HDTV task force.

The NAB, for its part, has allocated \$700,000 for HDTV development, Mr. Gold said.

Part of that was to have established an ambitious Broadcast Technology Center, but plans have been scaled back and the center—now called the Advanced Television Test Center—is focusing on testing just a few technologies that hold the most promise.

NAB, the Association of Maximum Service Telecasters, Capital Cities/ABC, CBS, NBC, the Association of Independent Television Stations and the Public Broadcasting Service have teamed in the testing effort.

## Is there other testing going on?

Over-the-air testing is being done in the Washington area on UHF and VHF channels to see how the timing and amplitude of the transmission signals correspond.

Several new companies are involved in the testing effort—witness that there's interest among U.S. manufacturers in pursuing a completely domestic HDTV standard.

Among them are Miro Communications of Manchester, N.H.; ITS Corp. near McMurray, Pa.; and Harris Corp. of Melbourne, Fla.

## Who's going to decide which of these systems gets used?

The Federal Communications Commission will decide. Prodded by mobile phone companies, the FCC began its rule-making on the subject last summer.

The mobile phone companies forced the issue because they want to use the UHF band that broadcasters have been holding in reserve for advanced television.

FCC Chairman Dennis Patrick says spectrum is too scarce to keep forever in the bank, waiting for technology to develop to use it—especially when there are those who want to use it now.

The threat of losing that UHF band forced broadcasters to address the issue.

A few months ago, a group of 24 media executives and top industry

engineers began researching such issues as how to introduce HDTV at the least cost to viewers, producers and broadcasters.

Called the Advisory Committee on Advanced Television Service, the committee is broken into smaller groups.

These will evaluate the technologies currently being explored to transmit HDTV, estimate the market for it, weigh the relative costs and benefits to broadcasters, cablecasters, video producers and consumers, and try to decide how much spectrum the FCC should allocate to the new service.

## When will this group issue its report?

Mr. Patrick wanted the committee to come back with some initial recommendations in its first report in mid-May.

But few on the committee think that's possible.

Committee Chairman Richard Wiley, a former FCC chairman and now a partner with the law firm of Wiley, Rien & Feilding, told EM that he thinks the committee is making progress, but that a final decision on what spectrum will be needed for HDTV is a few years off.

## Some broadcasters are clearly worried about the advent of HDTV in America. Why?

ATSC's Mr. Hopkins says broadcasters are concerned because choices are already being made that will affect their future.

"The feeling has been expressed by broadcasters that they don't want local TV to become the AM radio of the airwaves."

What Mr. Hopkins means is that broadcasters worry that their signal quality could become inferior to the HDTV signal available in home video, or by cable or satellite.

Furthermore, broadcasters will have to invest sizable sums of money both in exploring the proper transmission technologies and in whatever new equipment they'll need to make the transition to HDTV production.

## How much money are we talking about?

Knowing when and what to buy will be tough.

It will cost \$1 million to \$3 million to convert the average station to full-up HDTV production and transmission, according to Hal Protter, vice president of Dallas-based Gaylord Broadcasting and general manager of WTVT-TV, Milwaukee.

With that kind of investment looming, station managers are wondering whether to replace aging equipment now or wait three to five years when they'll know better what to buy for the new age.

## Are there political factors at work here also?

Definitely. The market for HDTV television sets is expected to top \$20 billion by 1997, and Hollywood makes \$2 billion in annual revenue from the video products it exports. That means a lot of people care whether the United States evolves a standard different from the Japanese.

The commerce and state departments both have been involved in the FCC's advanced television advisory group because they want to protect consumer interests and also do what's possible to enhance U.S. trade in the technology.

It may be too late for most U.S. manufacturers, but Alfred Sikes, assistant secretary for communications and information, looks upon HDTV as an opportunity to get back in the game.

Even if large quantities of sets aren't made here, U.S. manufacturers can participate in the market for converters and perhaps produce the computer chip that will make HDTV affordable to most Americans, he says.

Legislators got in the act last October but haven't formed any opinions yet.

Rep. Edward Markey, D-Mass., chairman of the House telecommunications subcommittee, is expected to stop the FCC from rushing to assign spectrum that broadcasters may end up needing.

## Will viewers have to junk millions of TV sets to see this?

Broadcasters are nearly unanimous in feeling that some kind of evolutionary approach is necessary to bring HDTV to viewers, and regulators agree it's untenable to make \$80 billion worth of TV sets obsolete overnight.

Cablecasters and videocassette and videodisc suppliers will be the first to wean the viewing public away from smaller screens.

Consumers will be able to purchase equipment in the early 1990s that transmits in full HDTV size.

But early models, especially those with the potential of receiving off-air HDTV, will be in the \$3,500-to-\$5,000 range.

Unless acceptance grows for a single-channel HDTV transmission system, the first broadcast HDTV signals to the home probably will need an augmentation channel like that contemplated by Mr. Glenn.

A conventional set could receive pictures from the primary band the same way as usual, but it would need a smart receiver inside to take the augmentation channel.

If HDTV had to be moved to an entirely different band, the consumers who wait to buy a new set would need a converter box.

## If the Japanese have been working on this for 20 years, why has it taken so long for the United States to get its act together?

The United States is "coming late to the party," acknowledged Mr. Wiley. But it hasn't been entirely inactive in the field.

Film-makers have long expected a transition to HDTV and have already decided upon what will probably become the HDTV production standard.

Here again the Advanced Television Systems Committee was in the forefront, with its members voting about 2-to-1 for a full 1,125-line, 60-hertz field rate system with a 16:9 aspect ratio.

That's the standard with the most qualities of 35mm film, and Hollywood could hardly be expected to invest time or effort in anything less.

Two HDTV production studios exist in New York, and CBS has contracted with one of them to shoot a docudrama called "Innocent Victims," about the real-life work of Dr. Jim Oreske with babies that are victims of AIDS.

## Is HDTV really worth all this effort and risk?

If you mean economically, it's moot.

The plain fact is, given the competitive pressures broadcasters face, they really have no choice but to find the best system they can and bite the bullet.

If you mean in terms of consumer pleasure, the answer, by near-unanimous consent, is a resounding yes.

As Mr. Snow put it: "It's not like television anymore. It's like a window on the world." #



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## SPECIAL REPORT/Broadcasting

# Careers in TV lead some to Congress

(Continued from Page B3)

public office, station managers sometimes face complications with the equal-time law.

Robert Baker, an attorney for the Federal Communications Commission, says of broadcaster candidates: "More often than not, they're pulled off the air."

Recently, Bill Branch, a TV reporter for KOVR-TV in Sacramento, Calif., challenged the constitutionality of the equal-time law after he sought to run for public office.

Mr. Branch had wanted to run for an unpaid position on the Loomis, Calif., town council, but he says he was forced to choose between running for office and keeping his job at the station.

He chose to stay at KOVR, but filed a lawsuit challenging the equal-time rule. He asked that candidates be exempt from the law when they are simply presenting the news and aren't the subject of the news.

But last summer, a federal appeals court turned down Mr. Branch's request. Then, on March 21, the Supreme Court declined to review the case, thereby ending the possibility that on-air personalities would be immune to equal-time laws when running for office.

Similarly to Mr. Branch's situation, Rep. Miller says each of his 12 opponents may have been entitled to be on the air had he not resigned his position at KIRO.

"There was no question about my going off the air," Rep. Miller says.

When Pat Robertson announced his run for the presidency last fall, he resigned as chairman and chief executive officer of the Christian Broadcasting Network.

Now on the campaign trail, Mr. Robertson objects to being called a former "TV evangelist."

Yet Rep. Dornan says Mr. Robertson "wouldn't have a prayer" in the presidential sweepstakes without having been the longtime host of CBN's "700 Club."

"There's no way a minister who just wrote books and traveled the tent circuit could have even attempted to start at the top like he has without a TV ministry," Rep. Dornan says.

Mr. Robertson isn't the first person to use his broadcasting career as a launching pad to run for the presidency. President Reagan gained much of his public exposure as host of TV's "General Electric Theatre" from 1954 to 1962, as well as his appearances as an actor on "Death Valley Days" and other TV shows.

"Reagan has taught us the impact of being a good communicator," says Rep. Dornan.

Another presidential contender, Gov. Michael Dukakis, D-Mass., hosted a PBS show called "The Advocates" from 1971 through 1973.

And Rep. Fred Grandy, R-Iowa, used to play the role of "Gopher" on "The Love Boat."

Robert Lichter of the American Enterprise Institute, a Washington think tank, says, "TV has replaced local party politics. Broadcasting and politics are so intertwined that the skills you learn in one are easily transferred to the other."

Mr. Lichter says Mr. Robertson's career as a TV preacher allowed him to "go from asking for money to asking for votes," but that a career in broadcasting "doesn't give you experience in governing."

Adds Rep. Dornan: "TV is a great training ground for anyone to discuss issues, but it doesn't give you wisdom."

As elected officials, the former broadcasters say they've enjoyed a certain advantage in communicating with their constituents and con-

sequently staying in office.

Rep. Dornan, for example, says, "You could almost see my opponent's butterflies on the screen" during one televised campaign appearance.

And Rep. Swift says his broadcasting background enables him to appear on TV without notes.

Rep. Swift is one member of the group of ex-broadcasters who chose to put his background to work in Congress. A member of the House telecommunications subcommittee, he has often played a role in issues involving the electronic media.

"It's useful to bring your personal expertise to a field," Rep. Swift says. But he adds that "if your loyalties are to your industry, it

would be a very bad thing."

As for Rep. Miller, he says his past career didn't spur an interest in serving on the telecommunications subcommittee.

"I never looked at television regulation as an area of great intellectual interest," Rep. Miller says. "There are other areas, such as trade, that have a much more direct impact on my district."

As congressmen, former broadcasters say they wield a different type of influence than they did in their previous occupations.

"The media can be influential in a broad sense, but an individual member of Congress has a lot more influence on specific issues," says Rep. Swift.#



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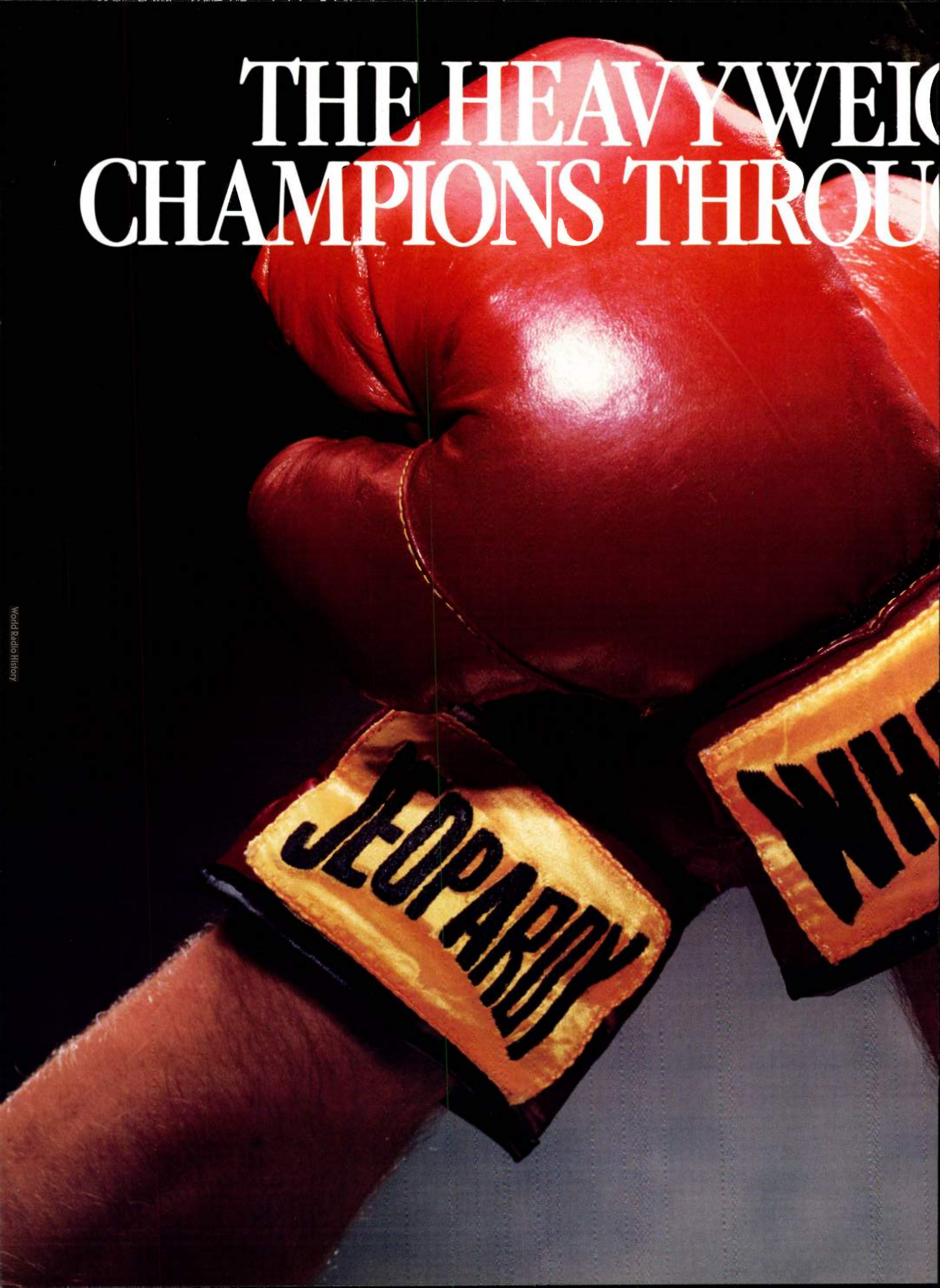
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WDIV, Detroit	Petry	Post-Newsweek	NBC
WEWS, Cleveland	Blair	Scripps Howard	ABC
WPXI, Pittsburgh	TeleRep	Cox Broadcasting	NBC
KSDK, St. Louis	Katz	Multimedia	NBC
KTSP, Phoenix	HRP	Great American Broadcasting	CBS
KXTV, Sacramento	TeleRep	Belo Corporation	CBS
WMAR, Baltimore	TeleRep	Gillett Broadcasting	NBC
WTNH, Hartford	Blair	Cook Inlet Comm.	ABC
KCST, San Diego	Gillett Sales	Gillett Broadcasting	NBC
WFTV, Orlando	TeleRep	Cox Broadcasting	ABC
KCTV, Kansas City	MMT	Meredith Corporation	CBS
WCPO, Cincinnati	Blair	Scripps Howard	CBS
WTMJ, Milwaukee	MMT	Journal Communications	NBC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVD, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTV, Oklahoma City	TeleRep	Griffin Television	CBS
WZZM, Grand Rapids	Katz	Price Communications	ABC
WKBW, Buffalo	Blair	Queen City Broadcasting	ABC
KTVX, Salt Lake City	MMT	United Television	ABC
KMOL, San Antonio	MMT	United Television	NBC
WPRI, Providence	HRP	Knight-Ridder	ABC
WVEC, Norfolk	TeleRep	Belo Broadcasting	ABC
WLKY, Louisville	Katz	Pulitzer Broadcasting	ABC
WHIO, Dayton	TeleRep	Miami Valley Broadcasting	CBS
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
KWWL, Cedar Rapids	Blair	American Family Broadcasting	NBC
KWQC, Quad Cities	Blair	Palmer Communications	NBC
WAPT, Jackson, MS	MMT	Price Communications	CBS
WAFF, Huntsville	Blair	American Valley Broadcasting	NBC
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# Wall Street perplexed by CBS's strategy

When Laurence Tisch took control of CBS, he reassured the company's employees that he wasn't interested in selling off the network. After all, he said, CBS is a national treasure.

Now, more than two years later, CBS resembles something closer to a national treasury.

Having sold the company's publishing and records division, Mr. Tisch now rules an entity that is half corporation, half cash. And Wall Street, it seems, doesn't quite know what to make of the situation.

As the market has gone up and down since last October's crash, CBS has been treading water—selling these days for about \$160 a share, down from about \$215 a share before the plunge.

Mike Arends, associate director of research for Kemper Financial Services, says the problem is simple: Investors like Larry Tisch as a money manager, but he inspires less confidence as a media manager.

"If you consider that they probably have over \$2 billion of cash on the balance sheet and then add some sort of reasonable valuation for their properties, the stock is probably worth \$200 a share," he says.

"But there has to be concern with CBS likely to finish third in prime-time ratings for the first time in the history of the network."

While Mr. Arends is quick to add that the ratings problems may not be Mr. Tisch's fault, the fact is that investors don't like the coincidence of bad ratings and Mr. Tisch's rise to power.

Indeed, most analysts see a grim year for the network. While CBS's television stations continue to do well, the network could lose as much as \$100 million by next year, according to Alan Kassan, who follows CBS for Shearson Lehman. Mr. Kassan expects earnings of about \$11 a share this year and about \$10 a share in 1989.

The company had a profit of \$17.74 a share in 1987, but most of that was from discontinued operations. The profit from continuing operations was \$5.21 a share.

With CBS worth about \$90 a share in cash alone, the company wouldn't appear to be a high-risk investment. But the stock's current malaise could be an indication of a general lack of confidence in the network business.

Mr. Arends points out that it's been about 10 years since all three networks made money in the same year. With VCRs continuing to proliferate and cable penetration still growing, many analysts doubt that the networks will ever again be able to profitably co-exist.

That leaves investors with the problem of trying to read Mr. Tisch's intentions. Mr. Tisch has said that he simply wanted to get the company back to basics—but, says L.F. Rothschild analyst Alan Gottesman, "There's nothing more basic than money."

Mr. Gottesman argues that CBS is "meandering down liquidation road." There is, he says, no great urgency, but if Mr. Tisch can find someone who will pay "full value" for the network, it will most likely be sold.

The question is, what constitutes full value?

Typically, analysts would value a network by multiplying cash flow times five or six. The problem is that there isn't going to be a cash flow this year—not with only one or two shows ("60 Minutes" and/or "Murder, She Wrote") in the top 10, and at the bottom of the top 10 at that.

Over the years, of course, the networks have taken turns leading the ratings—a fact that has the analysts generally sanguine about CBS's long-term prospects.

"Two networks out of three have gone from No. 3 to No. 1 in the past," says Mr. Gottesman, "so it's not wishful thinking to say it could be done. CBS is notable as the only network that hasn't done it, and the reason is that they've never had to."

Using peak performance as a guideline, says Mr. Arends, the network might be worth \$1.5 billion. Clearly, though, there's no objective way of assigning a value to the network.

"The only price," says Mr. Gottesman, "is what someone is willing to pay."

Still, Mr. Gottesman believes that Mr. Tisch's concept of full value is about \$2.5 billion. "If they don't get more than \$2.5 billion, they won't sell it," says Mr. Gottesman.

That might seem like a lot of money for a network that isn't making a penny, but, says Mr. Gottesman, if anyone can find such a suitor, it's Mr. Tisch. He points out that the \$2 billion sale of the records business was considered astronomical even before the market crash.

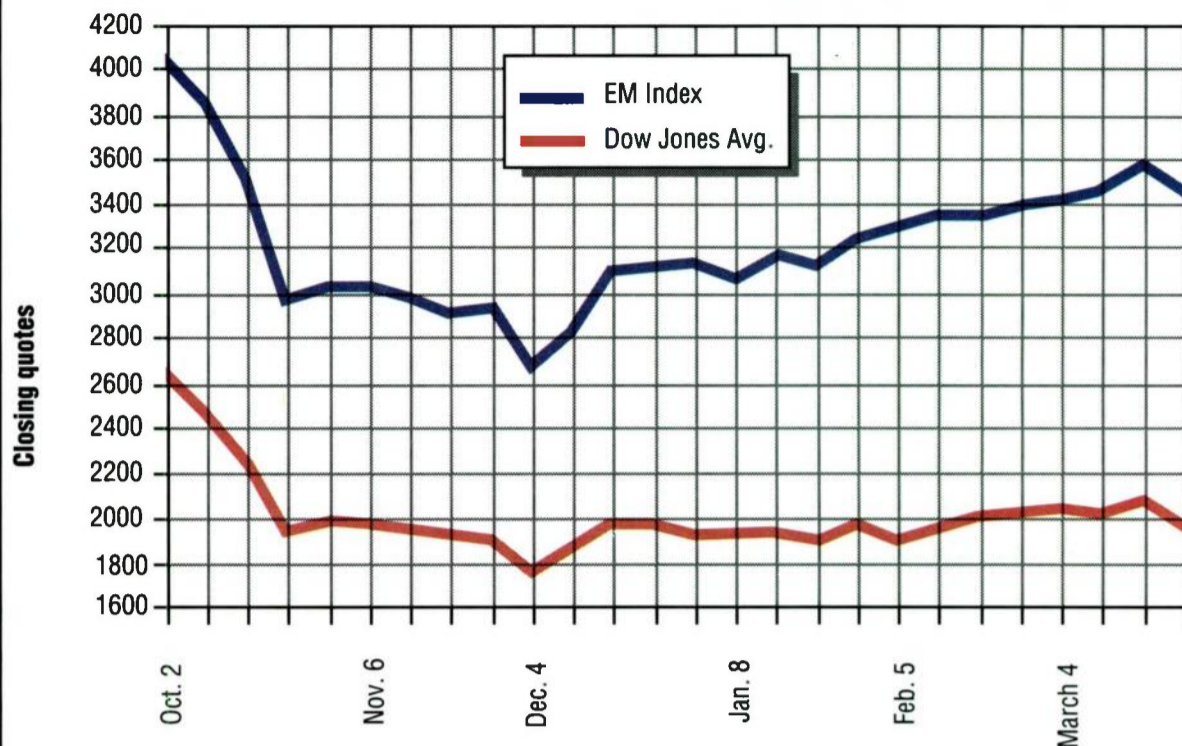
Mr. Arends says the prospect of liquidation "is a hard case to disagree with. Tisch has already stripped away all the non-broadcasting divisions. Publicly and privately he says he wants to reinvest the money back into TV stations or a major acquisition related to broadcasting; but lately we're hearing rumors that the CBS radio division is available."#



FOCUS ON FINANCE

M. Howard Gelfand

## ELECTRONIC MEDIA stock index vs. Dow Jones average



## ELECTRONIC MEDIA stock index results for the week ended March 25

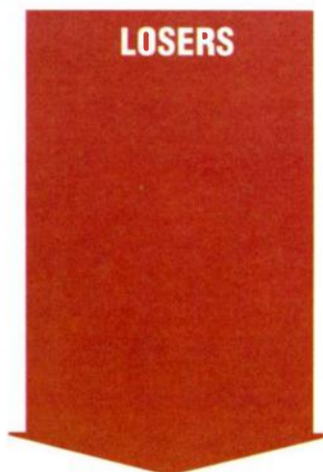


	March 18	March 25	Change
Turner Broadcasting	\$11.63	\$13.50	16.08%
A.H. Belo	\$47.50	\$51.50	8.42%
Cablevision	\$31.50	\$33.50	6.35%

	March 18	March 25	Change
Scripps Howard	\$75.50	\$75.00	-0.66%
United Cable	\$32.88	\$32.50	-1.16%
Lorimar Telepictures	\$15.88	\$15.63	-1.57%
King World	\$21.13	\$20.75	-1.80%
Gulf & Western	\$81.38	\$79.88	-1.84%
Jones Intercable	\$12.88	\$12.63	-1.94%
MCA	\$43.75	\$42.88	-1.99%
CBS	\$166.00	\$161.50	-2.71%
Cap Cities/ABC	\$351.75	\$341.75	-2.84%
Multimedia	\$66.50	\$64.25	-3.38%
Coca-Cola	\$39.75	\$38.38	-3.45%
Disney	\$63.88	\$60.38	-5.48%
Time Inc.	\$93.00	\$87.50	-5.91%
TCI	\$27.63	\$25.88	-6.33%
General Electric	\$44.00	\$40.50	-7.95%
Viacom	\$25.25	\$23.13	-8.40%
Tribune Co.	\$41.13	\$37.63	-8.51%
Gannett	\$38.63	\$35.13	-9.06%

### UNCHANGED

Home Shopping	\$6.13
Comcast	\$26.25



Source: Nordby International

# Centel to fight board challenge

By DIANE MERMIGAS  
Senior reporter

Centel Corp., which operates one of the nation's top cable companies, last week said it faces a challenge for three of its 10 board seats by a group of investors that includes the Bass brothers of Texas.

The Chicago-based company, which is involved in telephone, cable TV, business systems and cellular services, said it plans to vigorously oppose the proxy fight being waged by the investor group. The group, which calls itself the Committee for Maximizing Shareholder Value of Centel, holds 3.2 percent of Centel's 43.4 million shares of outstanding common stock. It is the largest single holder of Centel shares, and it has received federal clearance to acquire up to 25 percent of the company's stock.

According to a filing made with the Securities and Exchange Commission, the group represents Metro Mobil CTS, a small New York-based cellular tele-

phone company in which the Bases own about 25 percent interest and hold seats on its board. The challenging group also represents New York financier Asher Edleman, a Metro Mobil investor.

Centel officials last week acknowledged that they were approached last year by Metro Mobile with a proposed business combination, which Centel rejected.

However, John Frazee Jr., who serves as chairman, chief executive officer and president of Centel, last week declined to speculate on the investor group's motives.

He indicated that his company currently plans to take no special defensive measures to help ward off an attempted hostile takeover or "greenmail" effort.

"Our track records and prospects for the future will be our best defense," Mr. Frazee said.

He asserted that neither the company as a whole nor any of its parts are for sale.

Centel owns and operates cable TV

systems mostly located in the Southeast and Midwest.

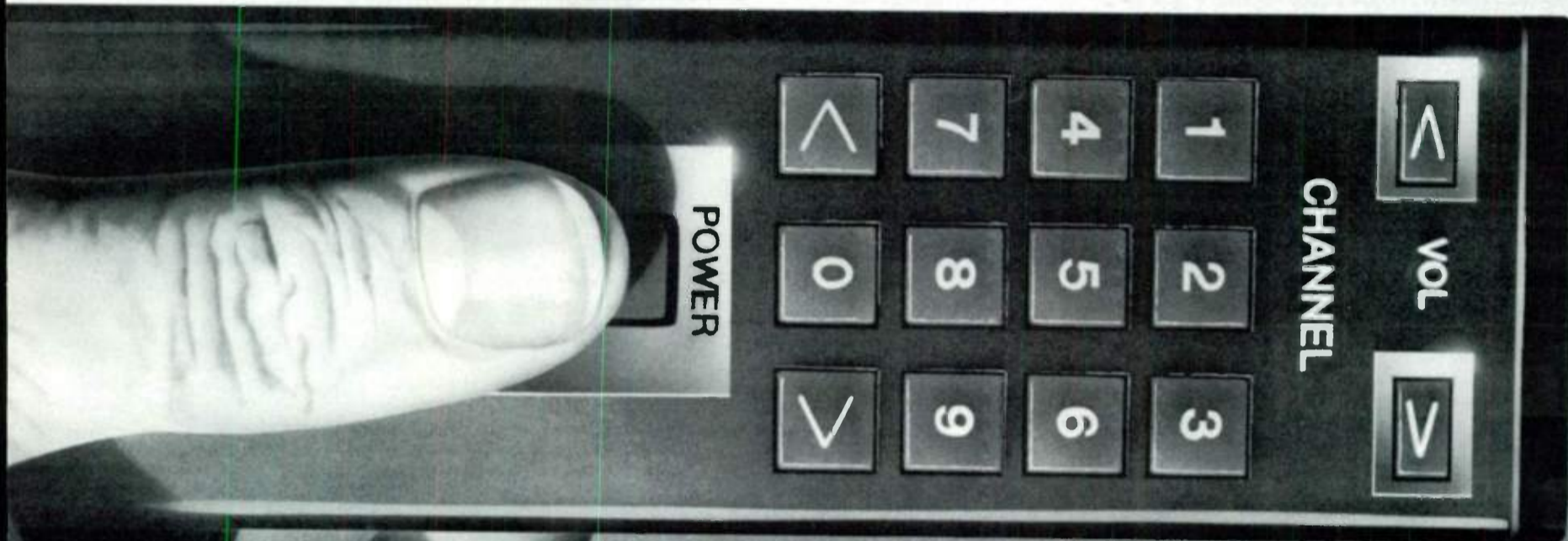
The three board seats in dispute are up for re-election at Centel's annual meeting in Chicago on April 28. Metro Mobil has nominated its chairman, George Lindemann, its president, John Brennan, and Mr. Edelman for the three Centel board seats.

The Bass family declined comment on its participation in the challenge. Mr. Edelman, who was reached in his New York office, also declined comment on the group's SEC filing.

However, industry experts familiar with Mr. Edelman's business interests speculated last week that the group might attempt a hostile takeover of Centel or seek to force current management to sell off some of the company's assets to better realize shareholder value.

Robert Bass has a growing interest in cable that was fortified by his recent purchase of systems from Great American Broadcasting (formerly Taft Broadcasting) and Wometco.#

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Produced by Group W Television, major funding is provided by Met Life.

## AIDS LIFELINE

The Fight Has Just Begun.  
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# Rogers Cable to fight city takeover of Texas system

By RICHARD TEDESCO  
Staff reporter

Attorneys for the Rogers Cablesystem in San Antonio, Texas, have indicated they intend to fight any takeover attempt by the city government.

Rogers' attorneys, in a meeting two weeks ago with city officials, said San Antonio was "probably not on safe legal grounds" to proceed with any attempt to pursue purchase of the nation's fourth-largest cable system, according to Lou Fox, San Antonio city manager.

At issue is an unusual franchise clause that the city says allows it to buy the system at a 5 percent discount off its market value after the 10th anniversary of the system, which is later this year.

In the meantime, Rogers informed the city in a March 19 letter, basic cable rates will be increased by \$2 to \$14.45.

Rogers President Colin Watson said the recently declared rate increase was merely intended to bring rates up to levels equivalent to systems in other Texas cities. The system is also adding new basic cable programming, he said.

"It's totally unrelated to our relations with the city," Mr. Watson said of the increase.

But Mr. Fox felt it might be a case of Rogers' subscribers effectively paying for the current fallout between the city and the multiple cable system operator.

"It seems retaliatory," he said.

He reiterated the city's intention to proceed with plans to exercise its option to take over the system.

"We are of the opinion that our franchise is a binding contract," Mr. Fox declared.

The market value of the cable system is estimated at

\$400 million, and the city could realize a profit in the \$25 million range in a resale, according to estimates from Rogers officials and Mr. Fox.

The city manager expressed "concern" over the rate increase because it would translate to more than \$5 million in additional revenue per year, effectively increasing the cost of purchasing the system.

Mr. Watson declined to comment on the meeting between his company's attorneys and Mr. Fox. He said Rogers intended to handle the situation "quietly and professionally," indicating that he did not feel the cable company had reached an impasse with the city.

Mr. Watson has already said he thought the city was "misinterpreting" the franchise agreement in contemplating its takeover initiative.

A team of San Antonio officials met last week to review proposals from several major financial underwriting institutions interested in representing the city, according to Mr. Fox, including Shearson Lehman Bros., Smith Barney, Dillon Read and Underwood, Neuhaus.

He said the city council will be presented with a plan of action within a month.

In February, Mr. Fox said that rather than having the city buy the system, he favored the option of requiring Rogers to pay a new annual payment to retain the franchise through its final five years, to 1993.

While Mr. Fox has said that running the system itself is San Antonio's least-likely option, he said he did meet with officials of City Public Service, the city-owned electric utility company, to discuss that prospect.

In the meantime, San Antonio continues to receive inquiries from MSOs interested in either buying the state-of-the-art system from San Antonio or operating the system for the city, according to Mr. Fox.

# N.J. town rejects short-term renewals for cable franchise

By DOUG HALONEN  
Staff reporter

A New Jersey community has decided against requiring a local cable company to renew its franchise every three years.

The town council of Cherry Hill, N.J., last week dropped the idea of a short-term renewal and granted NYT Cable TV a new 10-year franchise, but only after the cable operator agreed to upgrade its system.

Several communities, in a move that the cable industry finds disturbing, appear to be experimenting with the use of short-term renewals—one of the few tools they believe has been left at their disposal—to keep cable systems in line.

Many franchising authorities believe that the massive deregulation that the cable industry received under the Cable Communications Policy Act of 1984 has left local governments with little authority over cable TV systems.

In the wake of the town council's action, Steve Felsenstein, chairman of the Cherry Hill cable TV advisory board, said the short-term renewal appeared to be emerging as a new tool for franchising authorities, "and evidently an effective one."

Frank Carcione, director of franchise relations for the cable system, said, "I think there are very many cable operators worried about this."

Cherry Hill's cable TV advisory board had proposed restricting NYT Cable, which serves Cherry Hill and 55 other area communities, to a three-year franchise renewal because the cable operator had refused to commit to upgrading its system in order to provide more channels.

However, at a town council meeting last week, NYT Cable agreed to expand its 35-channel system by "at least five channels" by the end of 1989, according to Mr. Carcione.

### CALENDAR

#### April

April 5, **Television Bureau of Advertising** regional sales conference, Hilton Hotel, Albany, N.Y. Information: Lee Barney, 212-486-1111.

April 5-29, **Matinee Theatre: Movie Stars on Television** screening series, Museum of Broadcasting, New York. Information: Letty Aronson, 212-752-4690.

April 6, **Cable/Broadcast Peace**, Rocky Mountain Chapter of Women in Cable meeting featuring speaker Jim Cownie, chairman, National Cable Television Association, Hyatt Regency Tech Center, Greenwood Village, Colo. Information: Suzanne Stokes, 303-740-6432.

April 6, **New York Television Academy drop-in luncheon** featuring guest Squire Rushnell, vice president of late-night and children's entertainment, ABC Entertainment, Copacabana, New York. Information: Mary Tischbein, 212-765-2450.

April 7, **Chicago Area Chapter of Women in Cable meeting**, Ambassador Banquet Hall, Elmhurst, Ill. Information: Sue Kaluzna, 312-256-6740.

April 7, **Caucus for Producers, Writers & Directors** general membership meeting, Chasen's, Los Angeles. Information: David Levy, 213-652-0222.

April 7, **Television Bureau of Advertising** regional sales conference, Crystal Gateway Marriott, Crystal City, Va. Information: Lee Barney, 212-486-1111.

April 8-9, **Radio-Television News Directors Association** region 7 conference and awards presentation, Indianapolis Athletic Club, Indianapolis. Information: Gene Slaymaker, 317-923-1456.

April 8-9, **Radio-Television News Directors Association** region 11 conference and awards presentation, Newport Harbor Treadway Inn, Newport Harbor, Rhode Island. Information: Jeff Marks, 207-772-0181.

April 8-10, **Society of Professional Journalists, Sigma Delta Chi and Radio-Television News Directors Association** region 3 conference and awards presentation, Hitching Post Best Western Hotel, Cheyenne, Wyo. Information: Brian Olson, 307-634-7755.

April 9-12, **National Association of Broadcasters** annual convention, Las Vegas Convention Center, Las Vegas. Information: Hilda Jannesson, 202-429-5353.

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

April 12, **The Future of Fiber**, technical seminar sponsored by the Chattahoochee Chapter of the Society of Cable Television Engineers, Northcrest Holiday Inn, Atlanta. Information: Guy Lee, 404-451-4788.

April 13-16, **20th annual International Television Association international conference and Golden Reel awards ceremony**, Caesar's Palace, Las Vegas. Information: Inez Wehri, 214-869-1112.

April 14, **Technical seminar** sponsored by the Central California Society of Cable Television Engineers, Picadilly Inn, Fresno, Calif. Information: Andrew Valles, 209-453-7791.

April 14, **International Radio & Television Society newsmaker luncheon**. Panelists will include Arthur Watson, NBC Sports president, and Michael Eskridge, NBC executive vice president for the Olympics. Waldorf-Astoria, New York. Information: Mariyn Ellis, 212-867-6650.

### Major events

<b>NAB</b>	Las Vegas	April 9 to 12
Information: Hilda Jannesson, 202-429-5353.		
<b>CAB</b>	New York	April 10 to 12
Information: Vince Fazio, 212-751-7770.		
<b>MIP TV</b>	Cannes, France	April 28 to May 3
Information: Barney Bernhard, 212-967-7600.		
<b>NCTA</b>	Los Angeles	April 30 to May 3
Information: Dan Dobson, 202-775-3606.		
<b>BPME/BDA</b>	Los Angeles	June 8 to 11
Information: Pat Evans, 717-397-5727.		
<b>CTAM 88</b>	Boston	July 31 to Aug. 3
Information: Christina Nelson, 202-371-0800.		
<b>Radio '88</b>	Washington	Sept. 14 to 17
Information: Hilda Jannesson, 202-429-5353.		

April 14-18, **National Federation of Community Broadcasters** annual conference, Crowne Plaza, Rockville, Md. Information: David LePage, 202-797-8911.

April 15, **The Law and the Program Director**, NATPE International educational foundation regional seminar, Adam's Mark Hotel, St. Louis. Information: Steve Currie, 503-243-6666.

April 15-16, **Society of Professional Journalists, Sigma Delta Chi and Radio-Television News Directors Association** region 12 conference and awards presentation, Pittsburgh Hilton and Towers Hotel, Pittsburgh. Information: Rob Sunde, 212-887-4138.

April 15-17, **Radio Sales University** sponsored by the Radio Advertising Bureau, San Francisco Airport Hilton, San Francisco. Information: Joann Nimetz, 800-232-3131. In New York, 212-254-4800.

April 15-17, **Society of Professional Journalists, Sigma Delta Chi and Radio-Television News Directors Association** region 6 conference, Ramada Inn, Columbia, Mo. Information: Loren Tobia, 402-592-3333.

April 15-19, **Munditele** world show of television productions, Feria De Zaragoza, Zaragoza, Spain. Information: Manuel Boada, 718-544-8400.

April 16-17, **Economics and the '88 Elections** conference for journalists, co-sponsored by the Foundation for American Communications and the Gannett Foundation, Vista International Hotel, Washington. Information: Dale Shaps, 213-851-7372.

April 17-20, **Broadcast Financial Management Association and Broadcast Credit Association** 28th annual conference, Hyatt Regency New Orleans, New Orleans. Information: Mary Ghiselli, 312-296-0200.

April 18, **The Law and the Program Director**, NATPE International educational foundation regional seminar, Marriott Marquis, Atlanta. Information: Steve Currie, 503-243-6666.

April 19, **Greater Philadelphia Chapter of Women in Cable** meeting, featuring guest speaker Margaret Durburow, president and chief operating officer, Cable Television Administration and Marketing Society, Adams Mark Hotel, Bala Cynwyd, Pa. Information: Liz Bacon, 215-293-8681.

April 19, **Radio Advertising Bureau** vendor sales training courses, Hyatt Regency DFW, Dallas. Information: Joann Nimetz, 800-232-3131. In New York, 212-254-4800.

April 20-24, **National Association of Video Distributors** trade conference, Hyatt Grand Champions, Indian Wells, Calif. Information: Mark Engle, 202-452-8100.

April 21, **Television, From Both Sides of the Table**, Academy of Television Arts & Sciences forum luncheon featuring speaker Fred Silverman, president, The Fred Silverman Co., Century Plaza Hotel, Los Angeles. Information: Murray Weissman, 818-763-2975.

April 21-22, **Mass Media in a Multi-Cultural Society**, the 38th annual Broadcast Industry Conference, San Francisco State University, San Francisco. Information: Nathan Shoehalter, 415-338-1626.

April 21-24, **Health reporting conference** sponsored by the American Medical Association's division of television, radio and film services, Hyatt Regency New Orleans. Information: Irene Foster, 312-645-5102.

April 22, **The Law and the Program Director**, NATPE International educational foundation regional seminar, Hyatt Hotel, Minneapolis. Information: Steve Currie, 503-243-6666.

April 22-23, **Kentucky Cable Television Association** general membership meeting, Holiday, Bowling Green, Ky. Information: Randa Wright, 502-864-5352.

April 22-24, **PBS Rocky Mountain Retreat**, women's media conference, Sundance Resort, Sundance, Utah. Information: Suzanne Singer, 703-739-5036.

April 23, **Associated Press and Radio-Television News Directors Association** region 9 conference and awards presentation, Hotel Acadiana, Lafayette, La. Information: Norman Robinson, 504-529-4444.

April 23, **Television reporters performance workshop**, 10 Washington Place, New York. Information: Julie Eckhart, 212-921-0774.

April 25, **The Law and the Program Director**, NATPE International educational foundation regional seminar, Downtown Marriott, Salt Lake City. Information: Steve Currie, 503-243-6666.

April 26, **Advertising Age** awards dinner to benefit the Museum of Broadcast Communications, emceed by Jay Leno, Chicago Hilton and Towers, Chicago. Information: Laura Zuckert, 312-649-5205.



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With the addition of Mistix, Clearwater, Fla.-based HSN will be able to offer tickets to entertainment and sporting events around the country, plus reservations at recreation facilities. Terms of the acquisition were not disclosed. #

## TECHNOLOGY QUICK TAKES

# What is your favorite news-gathering equipment?



**Bill Vance**  
director of news operations  
WBNS-TV (CBS)  
Columbus, Ohio

"We have most of the new toys. We were one of the first computerized newsrooms, and we'd be lost without it. The computerized archiving ability helps us greatly. Our Ku truck helps the news department a great deal, both as a production tool and for news gathering. We're also installing a new paint-box system."



**Harvey Powers**  
news manager  
WWBT-TV (NBC)  
Richmond, Va.

"We just got into the SNG business, and we're still stretching our legs. We haven't mastered having several satellite shots in one newscast. We're looking for a fool-proof IFB system. We've almost completely converted to Betacam, and we really like it. There's not a better system out there. We're also getting to the point where we have enough microwave gear for our out-of-town bureaus."



**Paul Sands**  
director of news  
KGTU-TV (ABC)  
San Diego

"Most stations are debating about, or have already bought, an SNG truck. Part of me would like one, but we cover San Diego just fine with our news helicopter and microwave relay system. We can cover anything in San Diego live that we need to. Our computerized newsroom offers great efficiency. We bought a Dynatech Newstar system a few years ago."



**Steve Grund**  
news director  
KWGN-TV (Ind.)  
Denver

"I'm more interested in people than technology. We're looking for good stories. We're looking for the 18-to-49 market. Lots of people in the newsroom are in that age bracket, and we're looking to how to get those people to watch. People's ability to express what's interesting to them, that's what we emphasize here, not technology."



**Ron Miller**  
news director  
WJAC-TV (NBC)  
Johnstown, Pa.

"I was here during the conversion from film to videotape, and that really changed the way things are done in TV news gathering. It provides so much more flexibility, immediacy. As for equipment, Sony equipment works very well for us. The new Sony CCDs have worked well. They're excellent low-light cameras."



**Dick Westbrook**  
news director  
WAND-TV (ABC)  
Decatur, Ill.

"The biggest change is portable videotape. Our turnaround time is so much greater than with film. But the most important tool is the telephone. We're not much into high-tech equipment."



**Jim West**  
news director  
WTVT-TV (CBS)  
Tampa, Fla.

"If you look at the broad picture, portable videotape is the most important thing. That has eliminated deadlines and improved the entire product. It's the top development in the past quarter-century, followed by ENG and then SNG."



**Bill Lord**  
news director  
WKRN-TV (ABC)  
Nashville, Tenn.

"My preferences run toward satellite trucks, one that's well-designed and reliable. We don't have much in the way of new, fancy high-tech gadgets. Cellular telephones are great, but they're not exactly high tech."



**Stuart Kellogg**  
news director  
KTVY-TV (NBC)  
Oklahoma City

"I'd say our SNG truck. We're located in the middle of the state, and all of Oklahoma is our market. Skylink 4 helps us respond quickly to news anywhere in the state. It's a real competitive advantage."



**Bret Marcus**  
news director  
WRC-TV (NBC)  
Washington

"I look at everything we have as tools. Everything we have works very well in tandem, depending on the story we're covering. Sometimes we over-emphasize technology and forget the most basic elements of our craft, which are good reporting and writing."

# PBS outlet gains notoriety with offbeat awards

Next Monday night, TV sets in most homes across the country will be tuned to ABC's 9 p.m. (ET) telecast of the 60th annual Academy Awards ceremony.

But in Miami, the real excitement begins at 8 p.m., when locals will tune in to PBS station WLRN-TV for the first official Augie Awards ceremony.

What, you ask, are Augie Awards? Well, to begin with, they were named after a deceased collie. That alone provides an insight into the offbeat nature of these honors, which will salute the most innovative in local home-video productions.

More important for WLRN is the notoriety gained by a unique promotional tie-in with the city's largest newspaper, the Miami Herald.

The awards were created by Tropic, the Herald's Sunday magazine, to honor home videos submitted by readers in five different categories.

Several special Augies, which are named after a former Tropic editor's dead pet, will also be handed out.

According to Tropic's official contest rules, the Augies were created because the magazine's editors were concerned that "for far too many Southern Floridians, culture means the gem and reptile show at the mall."

But seriously, "we like to have more demanding and challenging contests for our readers," said Tropic editor Tom Shroder.

"The latent creativity here is enormous."

To be sure, the contest, announced just a month ago, generated 110 tapes.

Out of that "more than 50 were garbage," admits Mr. Shroder.

But among them were also such prize videos as:

- A man impersonating Madonna by lying on his back with a blond wig and painted eyes on his chin, singing "Like a Virgin."

"It was a very weird effect," said Mr. Shroder.

- A public service announcement spoof on how to shoplift from a K mart.

- An instructional video on how to use a Water-Pik, in which all sorts of strange things come out of a man's mouth.

All winning entries and excerpts from the losers will be featured on WLRN's telecast.

Additionally, a black-tie ceremony will air live from Dade County School auditorium.

Tropic humorist Dave Barry will host the program, along with Meredith Porte and Don Webb, hosts of the station's "Something on 17" magazine show.

In keeping with the spirit of the event, celebrity look-alikes will present statues that feature a laminated photo of the late Augie resting atop a TV set.

The award winners will be featured on the cover of Sunday's Tropic issue, and Miami Herald film critic Bill Cosford will offer tongue-in-cheek reviews in Sunday's paper.

Home-video contests aren't entirely new, either on broadcast stations or cable services.

Cable's Nickelodeon, for example, held a "make your own sitcom" contest last year in which scripts were solicited from viewers.

The channel then selected five winners and produced the shows.

Sister service MTV offered its viewers the chance to make their version of a video for Madonna's "True Blue." (Winners Angel Gracia and Cliff Guest as a result also snagged jobs producing videos for Geffen Records.)

But what's truly special about the Augies is the partnership between the city's leading newspaper and an

innovative local PBS station.

"We like being at risk and enticing viewers with something that's different," says Bob Lopez, the program's director.

"And it goes without saying that you just can't count the benefits of having your show promoted on the cover of Tropic, especially being a PBS station.

"It will help us get people who don't normally watch PBS because they think it's only animal acts, children's show and how-to pro-



**MARKETING**

Susan Spillman

grams."

As for Tropic's broadcasting tie-

in, Mr. Shroder says the newspaper tries "for a lot of interaction with our audience, and TV is so immediate and active. It's an extra treat for our readers."

Tropic's past contests have gone for the sort of community involvement usually dominated by radio stations.

Those efforts have included urging readers to design a monument for Southern Florida.

Then there was the search for an Andy Warhol replacement: "You

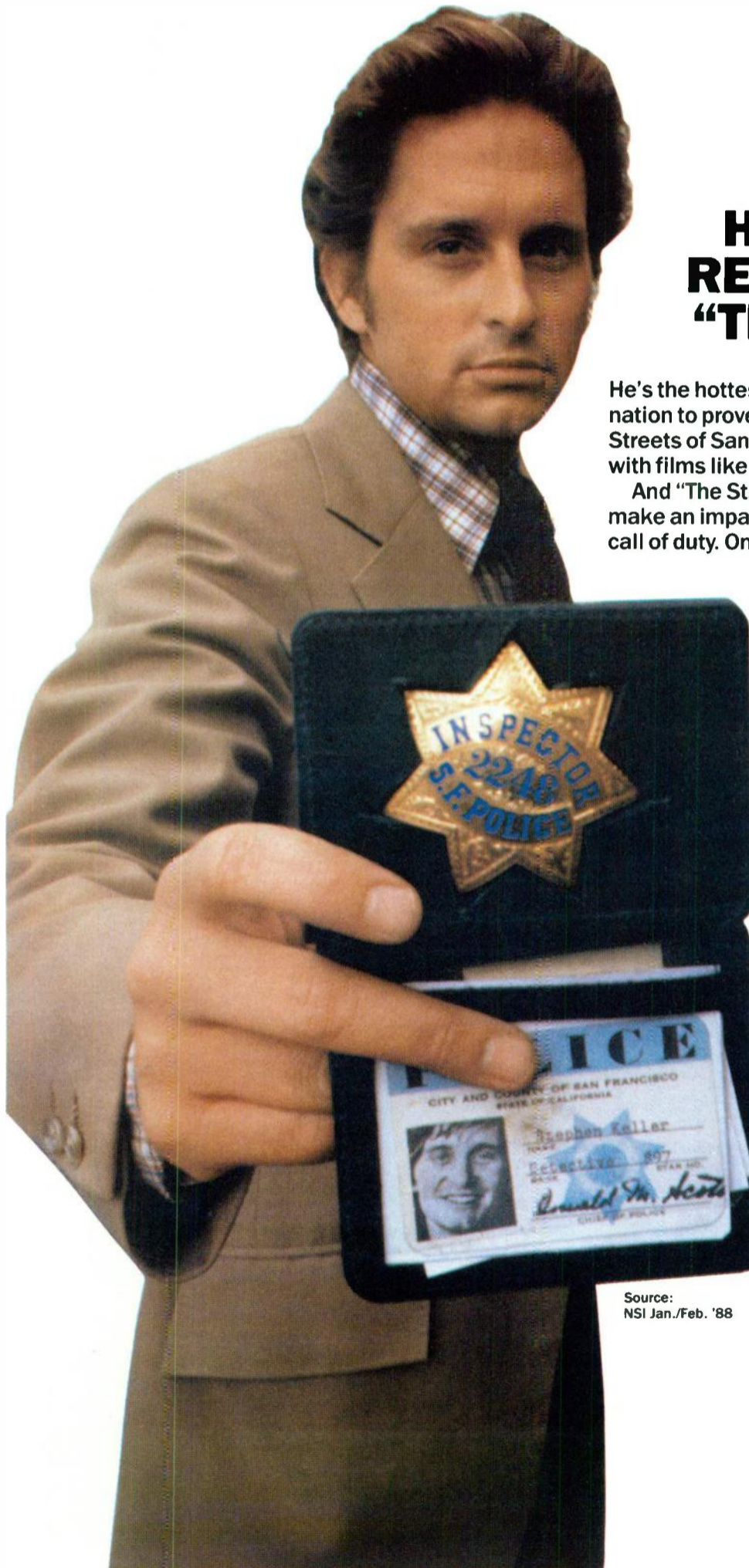
know, coming up with some kind of art that looks like your kid could make it but that could make you millions."

The Augies are the magazine's second TV tie-in.

Previously, it aired the final scene from a mystery story contest on PBS station WPBT-TV.

The size of the tune-in for the Augie Awards is hard for station officials to predict.

But the show is certainly getting a big media push. #



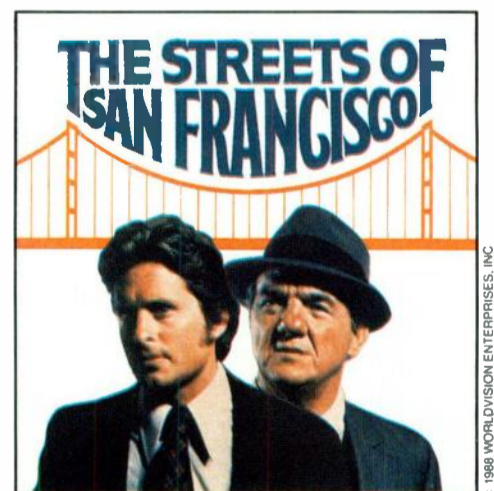
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## WHO'S NEWS

## Broadcast TV

**David Schwartz** to senior vice president/domestic sales, Seltel, New York, from senior vice president/independent sales.

**Kenneth Werner** to vice president of business affairs, Walt Disney Television, Burbank, Calif., from senior vice president of business affairs, Columbia/Embassy Television, Burbank, Calif.

**Robert Blagman** to national sales manager, KCOP-TV, Los Angeles, from vice president/national sales manager, Katz Communications, New York.

**M. Gloria Lee** to promotion manager, WCVB-TV, Boston, from promotion writer/producer, WNBC-TV, New York.

**Jeff Tolvin** has resigned as director of sports information, ABC, New York, to pursue other interests.

## Cable TV

**Elisa Proctor** to sales promotion manager, Arts & Entertainment Network, New York, from national sales coordinator, New York; **Pepe Panchos** to account executive, New York, from McCann-Erickson network negotiator, New York; **Betsy Lebow** to account executive, Los Angeles, from Western International Media network coordinator, Los Angeles; and **Susan Thayer** to account executive, New York, from account executive, USA Network, New York.

**William Gilbert** to vice president of ad sales and new business development, Coaxial Communications, Columbus, from director of advertising sales for Warner Cable Communications, Dublin, Ohio.

**Barbara Witoff** to vice president of legal and contract administration, MTV Networks, New York, from director, legal and contract administration.

**John Crowley Jr.** to president, Cable Publications, New York, from associate publisher, Time magazine,



**ROBERT BLAGMAN**  
KCOP-TV, Los Angeles



**JIM HARRIOTT**  
Voice of America



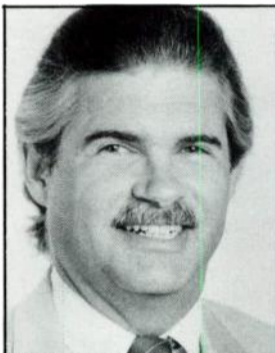
**M. GLORIA LEE**  
WCVB-TV, Boston



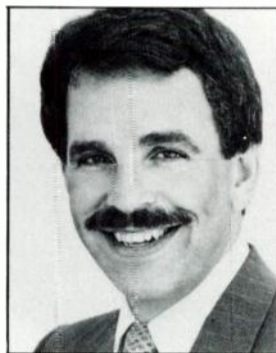
**WILLIAM GILBERT**  
Coaxial Communications



**JOHN CROWLEY JR.**  
Cable Publications



**ROBERT SHEEHAN**  
Paramount



**RICK WEIDNER**  
GTG Marketing



**HARLAN ROSENZWEIG**  
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New York. Also, **Bruce Journey** to publisher, from New York advertising manager for Time.

## Radio

**Mike Nicassio** to executive vice president and sales manager, Eastman Radio, New York, from Eastern regional manager.

**Cynthia Miller** to director of marketing, The Riese Organization, New York, from director of advertising, WABC-AM, New York.

**Howard Bloom** to director of sales, "The Wave" radio network,

Satellite Music Network, Los Angeles, from vice president and general manager, KTWV-FM, Los Angeles.

## Journalism

**Christopher Glenn** to anchor, "The World Tonight," CBS Radio Network, New York, from anchor, "The CBS World News Roundup" (Saturday edition). He replaces **Douglas Edwards**, who anchored "The World Tonight" for the last 24 years and is retiring. Mr. Glenn was also named anchor of "CBS News on the Hour" radio broadcasts, weekdays at 4 p.m. and 5 p.m. (ET).

Also, **Mike Pulsipher** to anchor, "The CBS World News Roundup" (Saturday edition), New York, from reporter and anchor, various "News on the Hour" broadcasts, CBS Radio Network, New York.

**Robert Fishman**, who directs college basketball, college football and auto racing for CBS Sports, has received the 1987 Directors Guild of America Award for Directorial Achievement in sports television. Mr. Fishman, whose work helped CBS win an Emmy Award for its coverage of the 1986 Daytona 500, will be lead director for the telecast of tonight's NCAA basketball finals.

**Bill Roswell** to assistant news

director, KYW-AM, Philadelphia, from morning news editor.

## Syndication

**Robert Sheehan** to senior vice president of business affairs/finance for the domestic television division of Paramount Pictures Corp. from vice president of finance for the television group. Also, **Jack Waterman** to vice president of planning for the television group from executive director of planning.

**Rick Weidner** to vice president of advertising and promotion, GTG Marketing, New York, from director of communications for the American Foundation for AIDS Research, New York.

**Jim Hayden** to general manager, news and information programs, All American Television, Minneapolis, from executive producer for WCCO-TV, Minneapolis. Also, **Todd Jackson** to vice president of international and cable television sales, New York, from Radio Vision International senior vice president of sales, Los Angeles.

## Other

**David Cunliffe** to managing director of ITC Productions Ltd., the United Kingdom production division of the ITC Entertainment Group in London, effective May 1, from controller of drama, Yorkshire Television, London.

**Harlan Rosenzweig** to president of an as-yet unnamed subsidiary of Westinghouse Electric, based in Pittsburgh, from executive vice president of Group W Television, New York.

**Jim Harriott** to international radio newscaster, Voice of America, Washington, from anchor/reporter, KOMO-TV, Seattle.#

## Roger Werner moves into ABC management

By **RICHARD TEDESCO**  
Staff reporter

NEW YORK—Roger Werner Jr., executive vice president of ESPN, was named executive vice president of the ABC Television Group last week.

Mr. Werner, 38, moves into the corporate management at ABC after having established a reputation as one of the movers in the cable TV programming community.

He will now be responsible for ABC's East and West Coast business affairs departments, which handle contractual agreements for ABC Entertainment. But his role is being viewed as a broad management position, a network source said.

Mr. Werner is recognized as the chief architect of ESPN's plan to acquire National Football League rights, which it won last year. That three-year, \$153 million deal effectively gave ESPN, and cable, a presence that neither had enjoyed before.

ESPN President J. William Grimes has described Mr. Werner as ESPN's "MVP." In addition to his role in strategic planning for the network, Mr. Werner has also served on ESPN's board.

During his six years at ESPN, the network also successfully negotiated pacts with the National Hockey League, the NCAA for opening rounds of its basketball championship and the now-defunct



**ROGER WERNER JR.**  
To handle business affairs

United States Football League.

Mr. Werner joined ESPN in 1982 as vice president of finance, administration and planning. He was promoted to senior vice president three months later and was named executive vice president of marketing the following year. He was named executive vice president in 1985.

A member of the board of the Cable Television Administration and Marketing Society, he has been active in many cable industry organizations. He won the Cable Advertising Bureau's President's Award for outstanding service to the industry last year.#

## Amy McCombs hired to improve S.F. station

By **RICHARD MAHLER**  
Los Angeles bureau chief

Amy McCombs, who has overseen the climb of Detroit's WDIV-TV from third place to first place in local news ratings, has been hired to work the same magic at KRON-TV in San Francisco, currently mired in third place among network-affiliated stations there.

Ms. McCombs is giving up her job as president and general manager of Post-Newsweek's WDIV to become KRON's vice president and general manager on April 18. Both stations are NBC affiliates.

In accepting the position, she becomes the second female television station manager in what is the nation's fifth-largest market by TV homes and fourth-largest by revenues. Carolyn Wean is vice president and general manager of KPIX-TV in San Francisco, a CBS affiliate owned and operated by Westinghouse.

The move ends a seven-month search to fill a position being vacated by James Smith, who is now vice president and chief operating officer at KAKE-TV in Wichita, Kan.; KUPK-TV in Copeland, Kan.; and KLBY-TV in Colby, Kan.; and president and general manager at WOWT-TV



**AMY MCCOMBS**  
Moving to KRON-TV

in Omaha, Neb., for KRON's owner, Chronicle Broadcasting.

Ms. McCombs will be replaced at WDIV by Alan Frank, who will become vice president and general manager of the station. He was vice president of programming and production for the Post-Newsweek Stations in Detroit.

A former television news reporter and anchor, Ms. McCombs, 41, has held various executive positions with Post-Newsweek TV stations in Florida, Connecticut and Michigan since 1973.#

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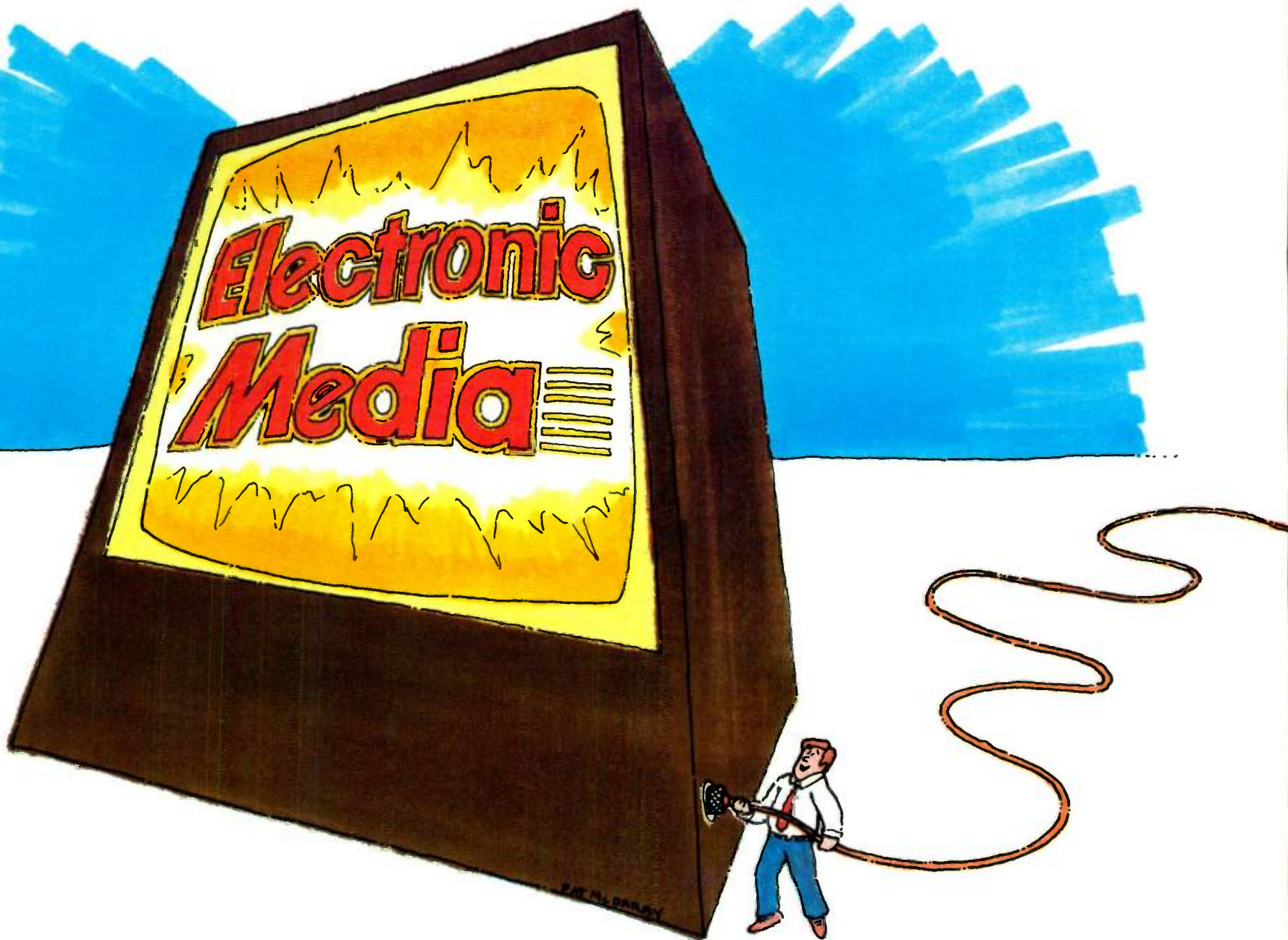


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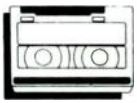
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# Major League baseball revises scrambling plan

(Continued from Page 16)

been provided.

The change is not a direct reaction to the nominal participation of stations signed up for the feeds, Mr. Tagliafaro said. "We had planned to do this from the beginning," he said.

Hughes had been trying to settle on a method of transmitting the information with the MLB, he added. But he admitted being surprised at the lack of response from stations signing on for the game feeds.

"We're puzzled a little bit about this," he said last week. "There are certain people who are very unhappy with what's happened."

MLB's scrambling plans have stirred strong objections from sports directors and producers, particularly a group in the Los Angeles area. Dan Noel, sports producer at KCBS-TV in Los Angeles, said: "Last year, we could've shown highlights from any games around the country. Now we may wind up 'mini-caming' it."

Mr. Noel is one of several disgruntled TV sports broadcasters who had been threatening to boycott baseball highlights at the start of the season.

The Z Channel, a new Los Angeles-based regional cable sports network, is offering to provide each of the area broadcast stations with the \$3,500 General Instrument VideoCipher decoders needed to receive the backhaul signals at no cost, according to a source.

At least two West Coast franchises, the California Angels and the Los Angeles Dodgers, have had lengthy discussions on the subject with Bryan Burns, MLB executive vice president of broadcasting.

But concerns remain about the scrambling initiatives' impact on baseball newscast highlights.

"The main problem is the creativity here," said Tom Seeberg, California Angels director of broadcasting.

He points out that Los Angeles-area stations normally devote considerable time in late evening sportscasts to baseball highlights, since most major league games around the country are completed by that time.

Across the country, sports directors are doubtful that the scrambling initiative will get off the ground before mid-summer. Many are pursuing alternatives to an MLB plan they deem both ill-considered and expensive.

"I don't like the idea. I think people have gotten a little greedy," said Bill Denney, sports director at WPNX-TV, NBC's Phoenix, Ariz. affiliate.

"It's ludicrous. It's insane. If Major League Baseball doesn't want to promote itself, so be it."

MLB's prime objective in scrambling its backhaul signals of away-game transmissions is to secure the telecasts from would-be video pirates, particularly taverns and other commercial establishments.

About 25 percent of the backhaul transmissions of baseball games will be scrambled initially, according to Mr. Burns. He seems unconcerned about reaction to the plans and unfazed at the lack of response from sports directors. "Nothing has happened that we didn't ex-



Major League Baseball's scrambling plans have been hit hard by sports directors and producers.

pect," he said.

He said increased acceptance of scrambling—and not objections from baseball teams—is the reason MLB delayed its original plans to implement encrypted signals last season until this year.

"As every day has passed, scrambling has become less of a dirty word," Mr. Burns said.

Mr. Tagliafaro said scrambling will begin in the 23 major league cities this week and will be "phased in" to meet the June 15 target for full-time scrambling of all backhaul signals.

Persistent rumors of technical or logistical problems holding up MLB's scrambling effort were denied by Hughes and General Instrument last week.

He said Hughes' main business objective was to land the MLB contract with an eye toward scrambling transmissions for the NBA and the NHL, as well as network news operations.

Scrambling could cut down on the amount of game highlights available to many stations, if they don't sign on for decoders and authorization. It won't totally cut off baseball for those stations, however.

Currently, network affiliates receive nightly regional feeds of baseball highlights, while they and many independent stations maintain agreements with station groups or cable networks for much of their material. #

## JOBS

### Broadcast TV

**KSTW-TV** in Tacoma, Wash., is seeking a **Seattle sales manager** with three years of TV management experience. Send resumes to: Personnel Department, KSTW-TV, P.O. Box 11411, Tacoma, Wash. 98411. Phone: 206-572-5789.

**KUSA-TV** in Denver is seeking a commercial production **CMX editor**. Must have a minimum three years CMX editing experience. Send resumes to: Tim Dietz, vice president of broadcast operations, KUSA-TV, P.O. Box 5667, Denver, Colo. 80217. Phone: 303-893-9000.

**Northwest Mobile Television** in Kent, Wash., is seeking to fill several positions:  
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Send resumes to: Anna Berg, Northwest Mobile Television, 7867 S. 180th St., Kent, Wash. 98032. Phone: 206-251-0560.

**WCCO-TV** in Minneapolis is seeking a **promotion production shooter/editor**. Must be an aggressive production person who can shoot tape and film. Send resumes to: Marv Danielski, director of advertising and promotion, WCCO-TV, 11th on the Mall, Minneapolis, Minn. 55403. Phone: 612-330-2590.

**Ourtown Television Productions** in Saratoga Springs, N.Y., is seeking a **sales executive**. Send resumes to: Steven Rosenbaum, Ourtown Television Productions, 78 Church St., Saratoga Springs, N.Y. 12866. Phone: 518-899-6989.

### Journalism

**WJBF-TV** in Augusta, Ga., is seeking an experienced **chief news photographer**. Must be a good manager. Send resumes to: Pete Michenfelder, news director, WJBF-TV, P.O. Box 1404, Augusta, Ga. 30903. Phone: 404-722-6664.

### Radio

**WWJM-FM** in Zanesville, Ohio, is

seeking an experienced **account executive**. Send resumes to: Valerie Edwards, general sales manager, WWJM-FM, 38 N. 4th St., Zanesville, Ohio 43701. Phone: 614-342-1988.

**KPRC-AM** in Houston is seeking an experienced **broadcast engineer** with an FCC general class radio-telephone license. Send resumes to: John Bennett, chief engineer, KPRC-AM, 8181 South Freeway, Houston, Texas 77074. Phone: 713-771-4631.

### Other

**Business Video Communications** in White Plains, N.Y., is seeking to fill several positions:  
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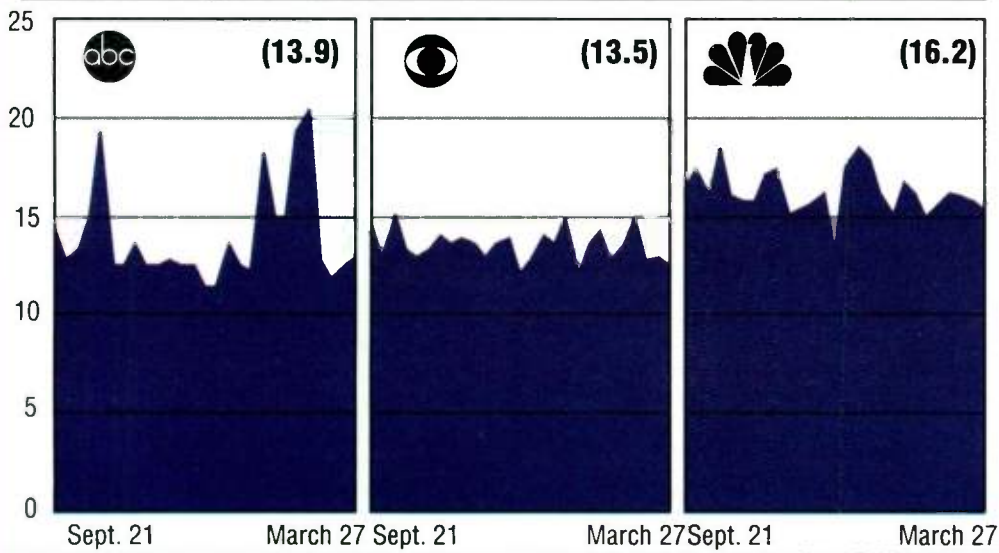
**Video Marketing Network**, a commercial videotape production/post-production facility in Bellevue, Wash., is seeking a **creative director/producer** with retail production experience. Should be trained in artistry, set design, camera work and picture and sound editing. Send resumes to: Melissa Elkins, Video Marketing Network, 500 108th Ave. N.E., 24th floor, Bellevue, Wash. 98004. Phone: 206-646-6648.

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

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**WEEKS 1-27: SEPT. 21 THROUGH MARCH 27**

**NETWORK PRIME TIME**

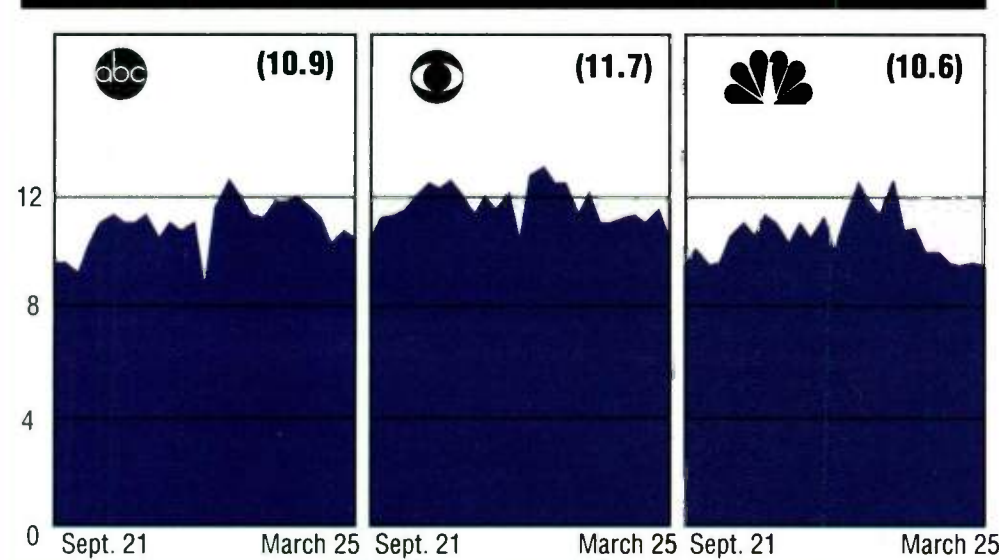


**IN THE SPOTLIGHT**

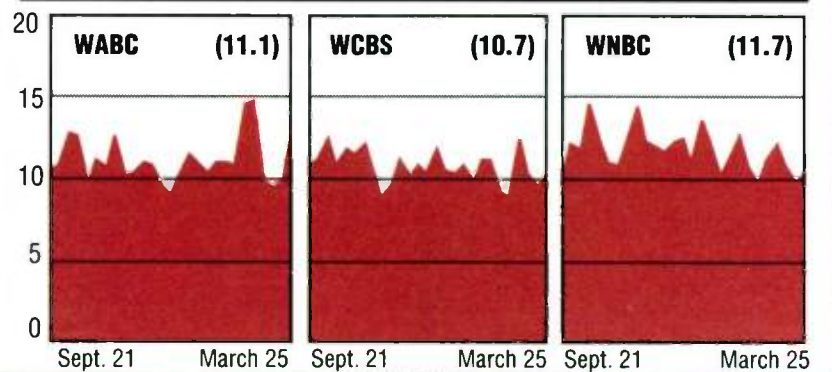
**NCAA championship basketball games ratings/shares**

1987	Syracuse vs. Indiana	19.6/28
1986	Louisville vs. Duke	20.7/31
1985	Villanova vs. Georgetown	23.3/33
1984	Georgetown vs. Houston	19.7/29
1983	North Carolina State vs. Houston	22.3/31
1982	North Carolina vs. Georgetown	21.6/31
1981	Indiana vs. North Carolina	20.7/29
1980	Louisville vs. UCLA	19.8/30
1979	Michigan State vs. Indiana State	24.1/38
1978	Kentucky vs. Duke	19.9/31

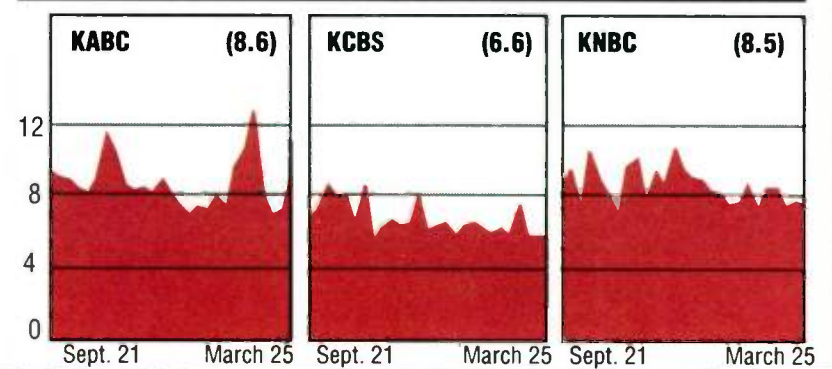
**NETWORK EVENING NEWS**



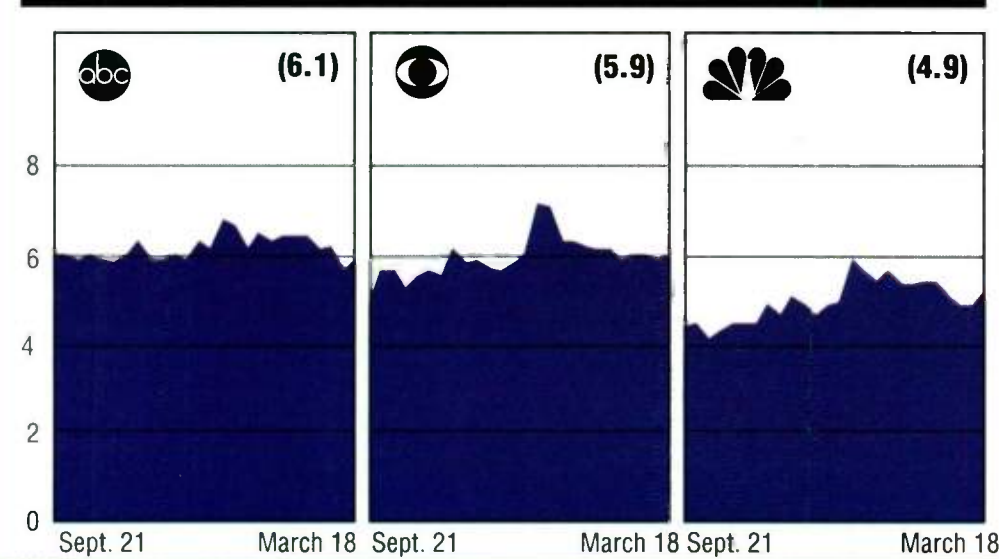
**NEW YORK 11 P.M. LOCAL NEWS**



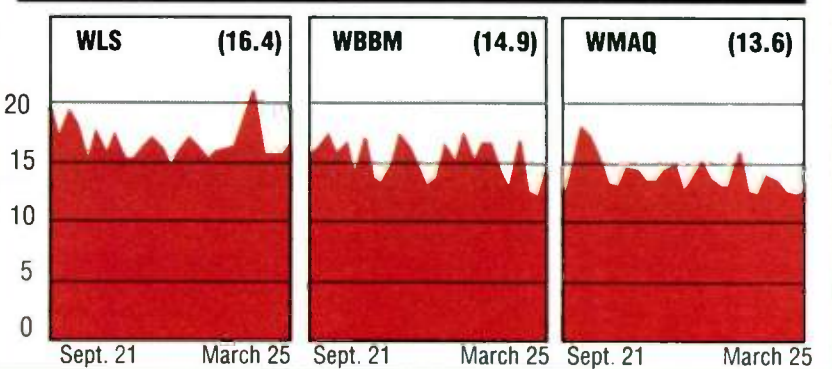
**LOS ANGELES 11 P.M. LOCAL NEWS**



**NETWORK DAYTIME—SEPT. 21 TO MARCH 18**



**CHICAGO 10 P.M. LOCAL NEWS**



**SEASON-TO-DATE RATINGS/SHARES OF REGULAR PRIME-TIME NETWORK PROGRAMS**

1. The Cosby Show	NBC 28.2/44	26. NBC Sunday Night Movie	NBC 16.7/26	51. Cagney & Lacey	CBS 13.0/22	76. I Married Dora	ABC 10.3/18
2. A Different World	NBC 25.1/40	27. Rowan & Martin's Laugh-In	CBS 16.6/26	52. Dolly	ABC 12.9/20	(f) Oldest Rookie	CBS 10.3/17
3. Cheers	NBC 23.9/38	28. 227	NBC 16.6/28	(f) MacGyver	ABC 12.8/20	(f) Beverly Hills Beautz	NBC 10.3/18
4. Growing Pains	ABC 22.4/34	29. Hunter	NBC 16.4/28	54. '84 My Summer of Sowing	ABC 12.8/21	78. Law & Harry McGraw	CBS 10.2/17
5. Night Court	NBC 22.3/35	(f) My Two Dads	NBC 16.4/24	55. 20/20	ABC 12.7/23	80. 48 Hours	CBS 9.6/14
6. Golden Girls	NBC 22.1/37	31. Knots Landing	CBS 15.7/26	(f) Simon & Simon	CBS 12.7/19	(f) Houston Knights	CBS 9.6/15
7. Who's the Boss?	ABC 21.4/33	32. Perfect Strangers	ABC 15.6/26	57. Equalizer	CBS 12.6/22	(f) Range to Riches	NBC 9.6/17
8. 60 Minutes	CBS 21.0/34	33. ABC Monday Night Movie	ABC 15.5/24	58. Supercarrier	ABC 12.4/19	83. Coming of Age	CBS 9.3/15
9. Wonder Years	ABC 20.5/31	(f) Designing Women	CBS 15.5/23	59. Frank's Place	CBS 12.2/18	84. ABC Thursday Night Movie	ABC 9.2/18
(f) Murder, She Wrote	CBS 20.5/30	35. Hoopman	ABC 15.4/24	(f) Jake & the Fatman	CBS 12.2/18	85. Pursuit of Happiness	ABC 9.1/16
11. Moonlighting	ABC 18.9/29	36. Day by Day	NBC 15.2/23	(f) Crime Story	NBC 12.0/21	(f) Hotel	ABC 9.1/17
(f) ALF	NBC 18.9/29	37. Koko & Alko	CBS 14.9/22	62. A Year in the Life	NBC 11.9/19	87. Probe	ABC 8.8/14
13. L.A. Law	NBC 18.6/32	38. Heartbeat	CBS 14.9/22	63. Sonny Spoon	NBC 11.8/21	(f) Thomas	ABC 8.8/15
14. Family Ties	NBC 17.9/27	(f) Facts of Life	NBC 14.7/26	64. Mr. Belvedere	ABC 11.7/19	88. Dhara	ABC 8.7/15
15. Matlock	NBC 17.8/27	40. ABC Sunday Night Movie	ABC 14.6/23	(f) Highways	NBC 11.7/20	90. CBS Saturday Movie	ABC 8.3/15
16. Aaron's Way	NBC 17.7/28	(f) Highway to Heaven	NBC 14.6/23	66. High Mountain Rangers	CBS 11.6/19	91. Sledge Hammer!	ABC 7.7/12
(f) Anne	NBC 17.7/31	42. Kingman, P.I.	CBS 14.4/22	67. Wiseguy	CBS 11.4/19	92. West 57th	ABC 7.6/14
18. CBS Sunday Movie	CBS 17.5/27	43. Falcon Crest	CBS 14.3/26	88. Our House	NBC 11.3/18	93. Charmings	ABC 7.5/12
19. NFL Monday Night Football	ABC 17.4/31	44. Dynasty	ABC 14.2/25	89. Sponsor: For Hire	ABC 11.0/18	94. Sable	ABC 7.4/13
(f) In the Heat of the Night	NBC 17.4/27	45. Miami Vice	NBC 13.8/23	(f) Tear of Duty	CBS 11.0/17	95. My Sister Sam	CBS 7.2/13
21. Nip/Tuck	NBC 17.2/29	46. ThirtySomething	ABC 13.7/24	71. Disney Sunday Movie	ABC 10.9/17	96. Max Headroom	ABC 6.6/12
(f) Valerie's Family	ABC 17.1/26	47. Elsonover & Lutz	CBS 13.3/20	72. Full House	ABC 10.8/19	97. Everything's Relative	CBS 6.5/11
23. Head of the Class	ABC 16.9/26	(f) St. Elsewhere	ABC 13.3/23	73. Family Man	ABC 10.7/18	98. Log Work	CBS 6.2/11
(f) Dallas	CBS 16.9/28	(f) J.J. Starbuck	NBC 13.3/22	74. Buck James	ABC 10.4/17	99. Trial & Error	CBS 5.9/9
(f) NBC Monday Night Movies	NBC 16.9/26	50. Beauty & the Beast	CBS 13.2/22	(f) Private Eye	NBC 10.4/19	100. Once a Hero	ABC 4.1/8



# Grant Broadcasting plan gets court OK

(Continued from Page 16)

creditor, to two of its independent TV station license renewals.

Orbis, a Grant program supplier, has asked that it be given ownership of WBFS-TV in Miami and WGBO-TV in Chicago, whose operating licenses expired last year.

Grant Broadcasting also owns independent WGBS-TV in Philadelphia.

"The reorganization plan has been in front of the FCC for a while. We hope the FCC would realize that it is all that is holding up this long and arduous process from being completed," said Jami McKeon, an attorney for the Philadelphia law firm representing Grant Broadcasting in the case.

Under the terms of the detailed reorganization plan filed last October in U.S. Bankruptcy Court for the Eastern District of Pennsylvania, Milt Grant, the company's founder

and former chief executive officer, would be stripped of his 13.2 percent equity interest in the company and denied any leadership participation.

Even as a stockholder, Mr. Grant would have no voting or participation rights until after the repayment of the more than \$200 million that his company owes program suppliers and another \$90 million it owes to noteholders.

Mr. Grant, who continues to decline comment on the bankruptcy proceedings, will be prohibited from holding more than a maximum 25 percent interest in the reorganized company.

However, sources close to him suggest that he may seek to acquire a new set of independent TV stations with the backing of new investors when the bankruptcy proceedings are completed.

The plan calls for Grant Broadcasting stock to be equally distributed between the programmer and bondholder groups, which also will share ownership and management.

The new board of the reorganized company will comprise six directors selected by the noteholders and programmers.

Other board members will include: William Adams, senior vice president of Executive Life Insurance Co.; Thomas Ireland, managing director of Magten Asset Management Corp.; and Gordon Stulberg, chairman of American Interactive Media and president of Polygram Pictures Corp.

The plan allows the new owners of Grant Broadcasting to sell the company's TV stations before 1995 if they are unable to reverse their financial fortunes in time.

However, a station sale is contingent upon the company's debt service dipping below \$8

million. The plan contemplates that \$420 million in debt will be repaid by 1995.

Also, the program suppliers will continue to supply the three Grant stations with their contracted fare over the next three to five years without receiving monthly payments.

Under the revised plan, funds available after payment of operating expenses (other than obligations under current film contracts) and any required new programming will be paid equally to the programmers and noteholders.

Unsecured creditors will be allowed to share in the proceeds on a pro-rata basis or accept smaller, more immediate cash payments equaling about five cents on the dollar.

The reorganization plan also provides that existing program contracts with Grant Broadcasting can be transferred to other parties over the next seven years, under strict conditions. #

## BRIEFLY NOTED

### Broadcast TV

Former President **Richard Nixon** will make a live appearance on a one-hour broadcast of NBC's "Meet the Press" on April 10. NBC News anchor Tom Brokaw and commentator John Chancellor will join "Meet the Press" moderator Chris Wallace. Bryant Gumbel will conduct a three-part interview with Mr. Nixon for "Today."

Chicago superstation **WGN-TV** will mark its 40th anniversary of broadcasting during 1988. WGN signed on the air on April 5, 1948.

**Susan Spencer** has been named permanent anchor of "The CBS Sunday Evening News," a post she has held on a substitute basis since predecessor Forrest Sawyer left the network in November. Ms. Spencer has been with CBS since 1977.

Chicago-based **Century Broadcasting** has been advised that Howard Grafman has filed a complaint in Cook County (Ill.) Circuit Court objecting to being replaced last year as Century's president.

### Cable TV

Denver-based **Tele-Communications Inc.** reported a 92 percent drop in 1987 net income to \$5.6 million, compared to \$72.3 million in 1986. The company said earnings were decreased by the acquisition of Heritage Communications. Revenues totaled \$1.7 billion, compared to \$645.7 million for 1986. Fourth-quarter results weren't available.

**CNN** will produce a daily half-hour newscast in Spanish for the Telemundo Television Group, to begin airing May 31 on Telemundo's 12-station Spanish-language TV network. CNN will also produce an hour-long news wrapup and five daily news briefs.

Woodbury, N.Y.-based **Cablevision Systems Corp.** recently increased the number of subscribers on its Cleveland systems to more than 77,000 with the acquisition of Shamrock Cable, which serves 13,700 Cleveland-area subscribers.

A \$95.1 million acquisition was announced recently by **Western Tele-Communications**. Western, which is 57 percent owned by Tele-Communications Inc., picked up 44,000 subscribers in some Midwestern cable systems, but is not revealing the sellers or locations of the systems until local authorities are notified.

**HBO's "Welcome Home" concert** last July 4 has resulted in the network distributing \$1.5 million in

## NATIONAL SYNDICATION STANDINGS

For the week ended March 20

	Rating	Stations	Coverage
1. Wheel of Fortune	17.5	222	99%
2. Jeopardy!	14.8	216	98%
3. WWF Wrestling	11.2*	254	96%
4. Oprah Winfrey Show	10.7	205	98%
5. Star Trek: Next Generation	9.3*	227	95%
6. All-Star Wrestling	8.6*	163	89%
7. Wrestling Network	7.8*	182	91%
8. People's Court	7.6*	195	94%
9. Falling in Love	7.4*	180	90%
10. Donahue	7.0	210	99%
11. Win, Lose or Draw	6.9	152	83%
12. Entertainment Tonight	6.8*	161	92%
13. Univ. Pictures Debut Net	6.4*	125	93%
14. Mama's Family	6.3*	158	92%
15. Hollywood Squares	6.1	136	88%

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

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

viewer contributions to 23 Vietnam veteran organizations.

Production of the first 13 new episodes of this season's "**Alfred Hitchcock Presents**" on USA Network has been completed. The original dramas will be shown this spring and summer.

Procter & Gamble remains the **largest cable TV advertiser**, according to Arbitron's Broadcast Advertisers Reports, despite a 20.3 percent decline in P&G's cable spending to \$23.7 million, compared with 1986. P&G was followed by Anheuser-Busch (\$22.9 million), Philip Morris (\$20.6 million), General Mills (\$18.6 million) and Time Inc. (\$16.4 million).

### International

**Wall Street Journal Television** begins live daily feeds to Japan as part of its international news service this week. "The Wall Street Journal Report," currently syndicated on stations covering 70 percent of U.S. TV homes, also added its 101st affiliate on April 10 with the addition of WTSG-TV, the Fox affiliate in Albany, Ga.

### Radio

**WNYC-AM**, a public radio station owned by the city of New York, will expand its broadcast day from 10 to 24 hours in summer 1989. That's when the station expects to complete construction of a new transmitter facility that will increase its power from one to 10 kilo-

watts during the day. For nighttime, the FCC has authorized five kilowatts of power for WNYC.

In an unusual move, an FM radio station in Fort Wayne, Ind., has dropped its format and has begun simulcasting the full-service format currently airing on a co-owned AM station in the same market. Easy-listening WIOE-FM began **full-time simulcasts** of WOWO-AM programming on March 28. The 50,000-watt, mass-appeal WOWO-AM is Fort Wayne's top-rated radio station. WIOE has also changed its call letters to WOWO-FM. Both stations are owned by Price Communications, New York.

**Five disc jockeys** will appear in cameo roles in the three-part season finale of NBC's "Crime Story." Frank Dill of KNBR-AM, San Francisco, and Dale Dorman of WXKS-FM, Boston, will play reporters; Jonathon Brandmeier of WLUP-AM/FM, Chicago, will play a policeman; Ron Chapman of KVIL-FM, Dallas, will appear as an inmate in a Latin American prison; and John DeBella of WMMR-FM, Philadelphia, will play an airline pilot.

### Sports

**NBC Sports** announced its broadcast roster for the 1988 Summer Olympics. Hosts will include: Bob Costas for nightly late-night coverage; Gayle Gardner, Jimmy Cefalo and Jane Pauley for weekday morning coverage; Ahmad Rashad for weekday afternoon coverage; Dick Enberg as venue host; Ms. Gardner for weekend afternoon

coverage; and Mr. Cefalo and Maria Shriver on Sunday mornings. NBC had previously named "Today" anchor Bryant Gumbel as prime-time host. Assignments for events coverage include: Marv Albert, boxing; Tom Hammond and Al McGuire, men's basketball; Charlie Jones, track & field and diving; and Don Criqui, swimming.

**ESPN** confirmed last week that it has signed Joe Theismann, CBS football announcer and former Washington Redskins' quarterback, as part of its NFL announcing team for next season. CBS had also offered a contract to Mr. Theismann, who signed with ESPN for approximately \$400,000 per year in a one-year contract with an option for the 1989 season, sources said.

**CBS Sports' ratings** for coverage of the "Elite Eight" in the men's **NCAA Basketball Championship** averaged a 9.3 rating, a 12 percent drop from the 10.6 rating those games drew in last year's tournament, according to A.C. Nielsen Co. In other national ratings, CBS had a 12.9/23 for its prime-time production of the World Figure Skating Championships on March 26.

### Syndication

**Access Syndication** has changed terms of its proposed first-run music-based game show, "Triple



Elliot Gould stars in "Faerie Tale Theatre: Jack and the Beanstalk."

Threat," from a daily cash-plus-barter series to a weekly straight barter show. The program, produced by Television Program Enterprises and distributed by TeleTrib, is being offered for a September premiere and has been cleared on

about 30 stations. Access also confirmed that the Gaylord and Chris-Craft/United stations have committed themselves to an on-air test of the "Slime Time" and "Treasure Mall" live-action game shows for children.

Paramount's domestic television division has cleared its "**Friday the 13th: The Series**" for broadcast in prime-time and prime-access periods on stations serving 60 percent of U.S. TV homes for the 1988-89 season, the distributor reports.

New York-based **Orbis Communications** has withdrawn its proposed half-hour strip "Love Court" from the syndication market due to low clearances and is exploring possible sales to basic cable. The straight barter series had been cleared on 12 stations.

**Multimedia Entertainment** has cleared its proposed half-hour comedy game show, "Sweethearts," in eight more markets, including WCVB-TV in Boston, KDKA-TV in Pittsburgh and WPLG-TV in Miami. So far, 37 stations have picked up the series for a fall start.

"**Faerie Tale Theatre**," the off-cable series distributed to broadcast stations by The Silverbach-Lazarus Group, has been sold to Los Angeles' KTLA-TV, among others. Twenty-six hour-long episodes of the Shelley Duvall production are being syndicated.

**Genesis Entertainment** has renewed "The Judge" for a third year, with 40 stations representing 50 percent of U.S. TV homes already signed to bring back the strip for the 1988-89 season.

### Other

**Turner Broadcasting System and Tribune Broadcasting** have added eight independent TV stations to their ad hoc national spot ad network. In addition to Tribune's six stations and Turner's services, WDCA-TV, Washington; KTHX-TV, Houston; KTVT-TV, Dallas; WTAF-TV, Philadelphia; WUAB-TV, Cleveland; WSBK-TV, Boston; WKBD-TV, Detroit; and KTVU-TV, San Francisco, are now being served.

**The Walt Disney Co.** has bought out the Wrather Corp. in its 50/50 partnership for \$85.2 million, culminating a bid by Disney for full control of the enterprise that began last August. Included are Wrather's long-term leases on the Queen Mary and Spruce Goose tourist attractions in Long Beach, Calif., the Disneyland Hotel in Anaheim and a management contract for the Biltmore Hotel in Los Angeles. #

## Gillett appoints third new general manager

(Continued from Page 4)

Mr. Gillett said.

"The changes in general managers at the three stations are directed toward the new reality in our industry," explained Mr. Gillett.

"We need a Mr. Inside and a Mr. Outside in some markets—someone who can oversee the daily operations of a station while someone else focuses on community affairs and improving revenue prospects," Mr. Gillett told ELECTRONIC MEDIA.

Gillett Broadcasting has similar executive arrangements in place at WTVT-TV in Tampa, Fla., and WMAR-TV in Baltimore, where increased community involvement has paid off with more ad dollars.

"If you give your executives the freedom to become more involved in a community, there are not just goodwill advantages, but economic opportunity that arises," Mr. Gillett said. "No one executive can do everything there is to do these days at a large-market station."

Also in recent months, Mr. Gillett has made a similar move in San Diego, where Bill Fox, longtime vice president and general manager of UHF NBC affiliate KCST-TV, was promoted to executive vice president of cor-

porate affairs for Gillett Broadcasting.

In that new role, Mr. Fox will assist the 12 Gillett-owned stations in improving their relations with local cable television systems, improving ad sales and dealing with governmental issues.

Mr. Fox was succeeded by Neil Derrough, who once headed CBS's owned TV station group and more recently was vice president and general manager of KSBY-TV, Gillett's San Luis Obispo, Calif., station.

Mr. Derrough also will serve as a regional overseer of Gillett's three West Coast stations—KCST, KSBY and KSBW-TV in Salinas, Calif.

The third major management change came just after Mr. Gillett acquired management control and 60 percent ownership of the six Storer TV stations last October, when longtime vice president and general manager Bill Flynn resigned his post at WJBK-TV in Detroit. He was replaced by George Lyons.

A number of other station executives resigned, paving the way for what Mr. Gillett says has been a strengthening of the station's executive ranks at a station that has long been mired in third place. #

# Congressman requests cable rate investigation

(Continued from Page 3)

groundswell across the country for Congress to reopen those issues which the Cable Act sought to address."

What controversy there was last week appeared to be generated by the allegations of some cable critics that the most vociferous anti-cable spokesmen were denied opportunities to testify by the subcommittee staff.

Bill Finneran, chairman of the New York State Commission on Cable Television, charged that he was "uninvited" as a witness to the hearings because NCTA lobbied against him.

"I am disturbed by the apparent willingness of committee staff to accommodate the industry in this fashion," Mr. Finneran said.

Among the others who sought to testify but were turned away by the subcommittee staff were Charlie Brown, attorney general for West Virginia, and Joe Lieberman, attorney general for Connecticut, according to their spokesmen.

Mr. Brown has filed a lawsuit against American Television & Communications Corp.'s Charleston, W.Va., cable system, alleging that a re-tiering by the system that led to an increase in prices for the basic service package ran afoul of the state's antitrust laws.

Yet another witness who didn't

make the final cut is Chip Shooshan, one of the principals in the Washington telecommunications consulting firm of Shooshan & Jackson. His firm conducted a report that uses statistical analysis in an effort to demonstrate that cable companies have monopoly power.

Larry Sidman, subcommittee chief counsel and staff director, said the suggestion that the subcommit-

tee would permit NCTA lobbyists to shoot down witnesses it didn't like was "nonsensical."

Among other things, he said that New York's Mr. Finneran had never received a "formal invitation" to testify. He also said that Mr. Shooshan was only excluded because the subcommittee couldn't line up an economist of his "articulateness" to represent cable's position. #

## Murdoch wins court case

(Continued from Page 4)

same community," Sen. Kennedy said.

Meanwhile, FCC Chairman Dennis Patrick hailed the decision, saying it demonstrates that "Congress does not have a free hand in the regulation of the broadcast press. I am pleased the court will hold the Congress to a higher standard when First Amendment freedoms are implicated."

The court did not say whether the commission should extend Mr. Murdoch's waiver, which expires on June 30. An FCC spokesman said Mr. Murdoch's News America Corp. will need to file additional documents before

the agency will consider the matter.

Mr. Murdoch recently sold the New York Post to real estate developer Peter Kalikow so that Mr. Murdoch could keep WNYW-TV in New York. Ironically, Mr. Kalikow is seeking to purchase a radio or TV station in New York, meaning that he may seek a waiver of the cross-ownership rules from the commission as well.

Andrew Schwartzman, a lawyer for the Committee for Media Diversity, which urged the court to deny Mr. Murdoch's challenge of the rules, said he is "seriously considering" appealing the decision. #

## Five indicted in alleged ad sale scheme

(Continued from Page 4)

the indictments say. For her role in the scheme, Ms. Nevins assumed the position of director and sole officer of Standard Broadcast Services.

For the plan to work correctly, it had to include key personnel in WNYW's traffic and billing departments, and that's where Mr. Witkin and Mr. Zubernick came in, the district attorney alleges.

As head of the station's traffic department, Mr. Witkin made sure the spots were aired by telling the traffic department to put them on, but list them as "no charge" spots, the indictments say.

The indictments allege that, as credit manager, Mr. Zubernick "would eliminate records of amounts due from certain advertisers through the entry of fraudulent credits so that Goldschmidt could divert to the conspirators the advertisers' payments without the station becoming aware of the shortfall."

Mr. Hochman was involved because his media buying firm, Rayco, represented several clients that advertise on WNYW. The government says Mr. Hochman diverted payments to Standard Broadcast Services that his firm owed to WNYW.

In return for that, the indictments say, Mr. Hochman would receive "no charge" spots and credits for his own clients from WNYW, plus cash payments to himself and his wife from Standard Broadcast Services.

WNYW officials had little to say about the case because the alleged crimes occurred before their company, Fox, owned the station. A WNYW spokeswoman said they have since instituted "safeguards" to ensure that such a scheme could not recur. #

# NAB to salute Reagan, discuss reforms

(Continued from Page 1)

taken, resulting in the elimination of dozens of regulations.

But as broadcasters' freedoms have grown, so have cries that some of those regulations should be resurrected.

The president and Mr. Fowler are likely to be best remembered by broadcasters for their efforts in shooting down the fairness doctrine last year.

But that has created a dilemma for the industry as it seeks to persuade Congress to resurrect new must-carry rules.

Congress' Democratic leadership, which is expected to be around long after the president steps down, is still vowing to make the doctrine law, and it's generally believed that the lawmakers will hold must-carry legislation hostage to the doctrine.

Yet last week, NAB President Eddie Fritts said it would be up to the association's board and the industry to decide whether to consider a legislative package that also includes the doctrine.

"The NAB staff is not going to change the NAB policy," Mr. Fritts said. "That's changed by the board. And the current board policy is, we're opposed to the fairness doctrine, and I proceed on that basis."

The must-carry rules, which were struck down by a court last year, required cable operators to carry local television stations on their systems.

Meanwhile, according to Mr. Fritts, the association expects to be shifting its focus to "bottom-line" issues, including taxes, spectrum fees and high-definition TV.

The FCC's Mr. Patrick is slated to discuss comparative renewal in a luncheon speech on Tuesday, April 12, at the Hilton Pavilion.

John Kamp, director of the FCC's office of public affairs, said the agency is planning to propose "dramatic changes" in the comparative renewal process to insulate worthy broadcasters from the sorts of license challenges they are subject to under the current rules.

Last week, Mr. Patrick's effort received an endorsement from all 17 Republican members of the House Energy and Commerce Committee.

As the rules stand now, the agency is required to hold hearings on every challenge filed at renewal time, no matter how irrelevant or lacking in merit those may be.



**EDDIE FRITTS**  
To give state-of-the-industry speech



**DENNIS PATRICK**  
To speak on comparative renewal

Because of that obligation, Mr. Patrick will point out, stations in major markets will be put into the hearing process over the next several weeks. Included among those television stations are WBBM-TV in Chicago; KMOV-TV in St. Louis; and KZKC-TV in Kansas City, Mo.; and WBFS-TV in Miami.

The NAB said it is expecting more than 40,000 to attend this year's convention, which will be headquartered at the Las Vegas Convention Center. An association spokesman said there are 710 exhibitors using 383,400 square feet of space this year—more than last year.

All three of the current FCC commissioners will be on hand, as well as 45 senators and congressmen.

Here are some the highlights of the NAB agenda:

- At a Saturday luncheon in the Hilton Ballroom, NAB's engineering achievement award will be presented to Jules Cohen, of Jules Cohen & Associates in Washington. The luncheon speaker will be Richard Kirby of the International Telecommunications Union.
- At the grand opening session at 2:30 p.m.

Saturday in the Hilton Pavilion, members of the syndicated public affairs show "The McLaughlin Group" will discuss television's role in political campaigns. Mr. Fritts will deliver his state-of-the-industry speech, and Mr. Fowler will be presented with the DSA, NAB's highest honor.

- At noon Sunday at the convention center, there will be a special session on the impact that HDTV is expected to have on the media.

- At the TV luncheon at 1:15 p.m. Sunday, entertainers Lucille Ball and Milton Berle will be inducted into the Broadcasting Hall of Fame. The featured speaker will be NBC News President Lawrence Grossman.

- At the radio luncheon Monday, country music performer Roy Acuff and veteran radio announcer William B. Williams will also be inducted into the Broadcasting Hall of Fame. The featured speaker will be impressionist Rich Little.

- At 10:30 a.m. Tuesday at the convention center, John Abel, NAB executive vice president, will address a range of technological and economic issues that are likely to affect radio's future. #

# Tisch sends memo to calm CBS troops

(Continued from Page 1)

"I have met with no one, have had no conversations and have received no offer for the sale of Loews' CBS stock or the CBS network. If you hear or read anything to the contrary, it is absolutely, totally and categorically untrue," Mr. Tisch wrote to CBS staffers.

The memo also offered Mr. Tisch's first public statements about CBS's impending last-place ratings finish this season, referring to it as "a small setback."

"Obviously we would prefer to have done better... but finishing second or third is not our objective," wrote Mr. Tisch. "First place is what counts, and we know it will take several years, not a few months, to get there."

Mr. Tisch was unavailable for comment late last week.

In the memo, the CBS chief executive said Loews bought its position

in CBS in 1986 because "it is a good investment in a premiere company and in a special business—broadcasting."

"Nothing has changed that belief. Loews was not looking for a quick turnaround," he wrote.

Mr. Tisch said a new round of "fanciful speculation" to the contrary began several weeks ago when The Gallagher Report, which he referred to not by name but as "an industry gossip sheet," reported that he was seeking buyers for the CBS network and his 24.9 percent interest in the company.

Mr. Tisch conceded that his own "gloomy" predictions about the economy and its impact on broadcasting may have inspired speculation that he has become disillusioned enough with the industry to sell out.

Mr. Tisch said he feared that the unfounded rumors could "only cre-



**LAURENCE TISCH**  
Says CBS is not for sale

ate insecurity inside CBS at a time when, I believe, we have restored financial and management stability."

Mr. Tisch's memo was viewed by some CBS insiders and Wall Street analysts as an effort to restore employee morale in the face of the network's first-ever last-place prime-time finish and the company's renewed cost-cutting.

Earlier last week, CBS informed 800 of its 6,919 employees they are eligible for a new early retirement plan designed to further streamline the ranks without more massive layoffs. CBS also continues to gradually streamline its corporate ranks, which eventually are expected to be pared in half.

The memo, which was the first of its kind since Mr. Tisch became CBS's president and chief executive officer 18 months ago, came as a welcome assurance to some CBS employees.

One employee, who asked to remain anonymous, told ELECTRONIC MEDIA, "The unchecked rumors,

however familiar and however wrong, have been a deterrent to getting anything done around here. People are more concerned about their jobs than they are about our competitive performance."

However, some industry skeptics said the memo did not take into account the possibility of selling off the entire company, merging it with Loews or doing some creative restructuring.

Some CBS insiders said they remain uncertain about Mr. Tisch's true intentions, particularly in light of sales of other CBS assets.

Consequently, Mr. Tisch's memo might "raise more questions than it answers," said a CBS executive, who asked not to be identified.

"Everyone's glad he took the time to address these rumors that have been driving everyone crazy. But ultimately, his actions will speak louder than his words."#

## AT PRESS TIME CONTINUED

losses were \$27.2 million, or 88 cents per share, on revenues of \$193.1 million, compared to losses of \$65.9 million, or \$1.86 per share, on revenues of \$155.9 million for the same period in 1986.

● **NEW YORK**—GTG Entertainment announced Friday that **Freemantle International** will market "USA Today" in foreign markets.

● **WASHINGTON**—The Senate Commerce Committee has scheduled a hearing for April 27 on legislation that would place a special 2 percent to 4 percent **tax on the sales of broadcast stations**. An effort by Sen. Ernest Hollings, D-S.C., last year to pass similar legislation failed.

● **NEW YORK**—CBS's FM station group, with 11 stations, is the first to commit to the **FMX system**, which doubles the coverage area of a conventional FM stereo signal, CBS officials said last week.

● **NEW YORK**—Network radio ad revenue increased 5.5 percent in January and February this year, compared to the same two months in 1987, the **Radio Network Association** said Friday. Revenue for the first two months of 1988 amounted to \$53.3 million, compared to \$50.5 million in the same period a year earlier.

● **LOS ANGELES**—**New World Entertainment** announced fourth-quarter losses of \$21 million, or \$1.99 cents per share, for the period ended Dec. 31, on revenues of \$136 million. Losses for 1987 were \$18.4 million, or \$1.72 cents per share, on revenues of \$384.3 million.

● **ATLANTA**—Turner Broadcasting System added a second and third multiple system operator to its affiliate list for **Turner Network Television**, a service to premiere Oct. 3. United Artists Communications has committed to 90 percent, or 719,000 subscribers, of its total count. Heritage Communications, which has 1.2 million subscribers, is making a "major" TNT commitment.

● **NEW YORK**—The new management of Viacom International completed its first exclusive movie deal for **Showtime/The Movie Channel**. The agreement, announced Thursday, calls for the pickup of 20 upcoming theatrical releases from Weintraub Entertainment Group.

● **WASHINGTON**—Washington Post TV critic **Tom Shales** won a Pulitzer Prize for criticism. The awards were announced Thursday.

● **NEW YORK**—Titan Sports and General Instrument Corp. said they will file lawsuits against two Michigan bars that illegally rebroadcast "**Wrestlemania IV**" in defiance of cease-and-desist orders.#

# New cable network has rocky premiere

(Continued from Page 2)

One reason for the money problems was You TV's decision to program an entire schedule of original programming—47 hours rotated in any given week—rather than sticking with a plan to pick up 25 percent syndicated fare.

That decision caused the \$4 million start-up money to disappear quicker than anticipated, according to Louise Goodman, You TV director of sales and marketing services.

Both Mr. Lehman and Kathryn Gavert, the service's executive vice president, said the network's inability to pay the checks was not antici-

pated, and that a venture capital arrangement fell through at the last minute.

Mr. Lehman said he's looking for an initial \$3 million from venture capitalists, with an additional placement of about \$5 million as the network matures.

You TV followed 11 days of preview programming, sent out for prospective system affiliate perusal, with a week's worth of original health and fitness-oriented programming that premiered March 31.

These shows will be rotated over the next two months on a 24-hour basis.#

# Impact of writers' strike grows

(Continued from Page 1)

people-meter differentials and larger-than-normal audience drop-off," one industry source explained.

"The whole thing could mean that if the strike goes on more than another month, the networks collectively could have \$100 million at stake."

Said one prominent network executive, who also sought anonymity: "It's like a line of dominoes about two miles long that starts going down and doesn't stop. If the strike crosses from this season and into the summer, we're in trouble."

CBS, which many observers say has been the hardest-hit network, last week yanked a 2-week-old block of Tuesday night comedies because of low ratings and will replace the block with a movie.

"Coming of Age," "Frank's Place" and "Trial & Error" had their final airings last week, and "My Sister Sam" will leave the schedule April 12. "Frank's Place" will return at a later date.

CBS Entertainment President Kim LeMasters was in the process of installing Tuesday and Wednesday comedy blocks when the strike went into effect, and he had to temporarily hold two shows that had been slotted.

One of them, "The Smothers Brothers Comedy Hour," has made it on the air, but a sitcom, "The Dictator," has not.

Meanwhile, NBC's "The Tonight Show" "Late Night With David Letterman" and "Saturday Night Live" continue in reruns.

Also, NBC's three daytime dramas, "Another World," "Santa Barbara" and "Days of Our Lives," are almost out of scripts.

"We have enough scripts until mid-April, and after that they anticipate going with non-WGA writers," an NBC spokeswoman said last week.

ABC and CBS both said they have enough scripts stockpiled for their daytime dramas to continue without new writers for the time being.

But ABC, which aired its 14th and possibly final original "Moonlighting" episode for the season on March 22, may have to cancel its plans for a 3-D episode of the series during the May sweeps.

No script is prepared for the complicated 3-D effort.

On another front, the strike is expected to affect ABC's airing of the Academy Awards on April 11, though the exact impact was still unclear at press time.

The Hollywood studios that produce the network programs also

face negative financial implications from a prolonged strike.

"A studio's revenues and earnings are depressed every time they don't deliver a network series episode," said Charles Slocum, WGA director of industry analysis.

"That could be \$1 million that comes out of their bottom line," Mr. Slocum said. "It lessens the number of episodes they have to sell in syndication, where they make their real money." Among the major network suppliers that could be hardest hit are Paramount, Steve Cannell Productions, Aaron Spelling Productions, MGM/UA and Carsey Werner.

The last prolonged Writers Guild strike was in 1981, when the writers stayed off the job for three months. That strike cost the three major networks millions of dollars in lost ad revenues, lost audiences and time, said a network executive.

"This time around the ultimate

cost could be more because the networks are weaker," the executive said. "We're working from an eroding audience base."

Also feeling the effect this time is Fox Broadcasting Co., which announced some strike-related changes last week.

Fox said it will temporarily add the Fox Television Stations' half-hour show, "America's Most Wanted," to its schedule in "Werewolf's" 8 p.m. (ET) Sunday time slot beginning April 10, because the strike will force "Werewolf" to run out of original episodes before the May sweeps begin.

Fox had planned to offer "America's Most Wanted" to Fox affiliates and non-Fox stations beginning April 10.

"Werewolf" will be moved to 10 p.m. Saturdays beginning May 7 during the "Most Wanted" experiment.#

## Major issues in the strike

● **One-hour off-network series residuals:** This is the major issue separating the two groups. The Writers Guild of America wants to preserve the current fixed-rate formula for paying writers residuals on one-hour television shows, but the Alliance of Motion Picture and Television Producers wants to install a system that awards residuals on a percentage of gross revenues per episode.

WGA says the cash-flow formula would pay writers much less in 1988, would be difficult to police and would take longer for members to be paid. The Alliance says the fixed-rate system is a barrier to sales of hour-long shows.

● **General increases in current payment rates:** The Alliance gave two alternatives in its final March 6 offer: 3 percent in the first year, 3 percent in the second year and 4 percent in the third year, compounded; or 5 percent now and 5 percent after 18 months.

WGA says the offer is at least 2.2 percent below the inflation rate. The Alliance rejected WGA's proposal that story minimums and minimums for movies be increased at a higher rate than the general increase.

● **Overscale payments:** WGA objects to an Alliance proposal to credit overscale compensation and bonuses against all later residuals, saying it would reduce residuals for overscale writers. The Alliance is willing to give in on this issue if WGA agrees to the remainder of

the proposed contract, including the new formula for one-hour show residuals.

● **Basic cable residuals:** The Alliance says it will agree to an increase in basic cable from 1.2 percent to 2.5 percent if the WGA ratifies other elements of the final offer; otherwise it would only allow an increase to 2 percent.

● **Foreign residuals:** The Alliance says the "substantial" increases WGA has requested in this area would further burden the deficits on shows. The Alliance made no offer for increases in the final offer. The WGA argues that the international TV market is becoming much more lucrative for producers, as privatization of overseas TV systems becomes commonplace.

● **Videocassettes and pay-TV residuals:** WGA is seeking increased residuals in those areas as well.

● **Use of television characters in motion pictures:** WGA is seeking a one-time payment of \$5,000 to the creator of a TV series character that is later used in a theatrical motion picture.

● **Creative participation:** WGA wants increased creative control over rewrites for its members. The Alliance has agreed to some changes in that area.

● **Copyright Royalty Tribunal:** WGA wants money paid by cable systems as license fees for free-television product to be subject to the basic cable residuals formula.#

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