

# Electronic Media

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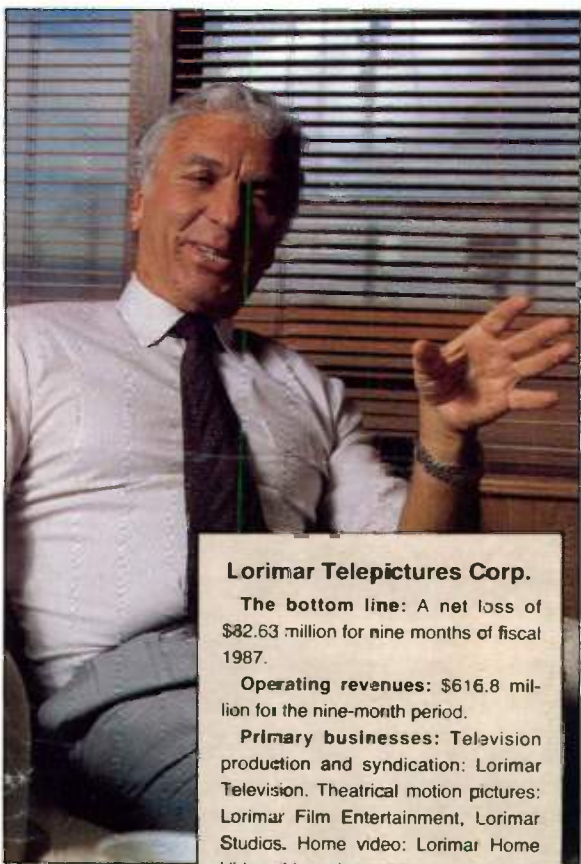
## AT PRESS TIME

### Lorimar's soaps renewed

LOS ANGELES—Lorimar Telepictures announced last Friday that its three prime-time CBS soap operas have been renewed for the 1988-89 season. "Dallas" and "Falcon Crest" air Fridays and "Knots Landing" airs on Thursdays. CBS officials were not available for comment. Earlier, CBS confirmed that Viacom's "Frank's Place" would return for a second season.

### 'Send money' plea legal

WASHINGTON—An FCC official said Friday "there was no fraud" committed by KVIL-AM/FM in Dallas, which received \$243,000 after morning air personality Ron Chapman jokingly asked listeners to each send him \$20. Chuck Kelley, chief of the FCC enforcement division, said Mr. Chapman's request was legal because he didn't provide listeners with his purpose for soliciting the funds. If the money had not been used for a stated purpose, (Continued on Page 48)



Lorimar CEO  
Merv Adelson

#### Lorimar Telepictures Corp.

**The bottom line:** A net loss of \$82.63 million for nine months of fiscal 1987.

**Operating revenues:** \$616.8 million for the nine-month period.

**Primary businesses:** Television production and syndication: Lorimar Television. Theatrical motion pictures: Lorimar Film Entertainment, Lorimar Studios. Home video: Lorimar Home Video. Magazines: 75 percent of US magazine. Television stations: WLII-TV and WSUR-TV, both in Puerto Rico, and WPGH-TV, Pittsburgh.

## What now?

Lorimar's Warner deal off; next move, if any, uncertain

By DIANE MERMIGAS  
and RICHARD MAHLER  
ELECTRONIC MEDIA staff

There were more questions than answers in the aftermath of last week's abrupt but amicable end to merger talks between Lorimar Telepictures Corp. and Warner Communications.

Some sources speculated that Lorimar has emerged stronger in the eyes of Wall Street and thus better able to remain autonomous.

Others insisted, however, that Lorimar will remain in play and that other prospective suitors are likely to emerge. Some theorized that even Warner might return if and when its stock price escalates.

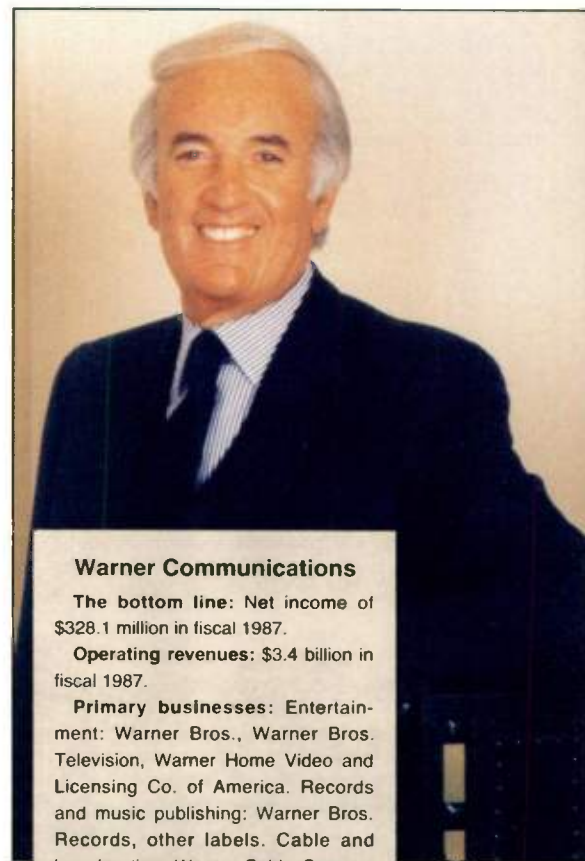
For its part, Lorimar had little to say. If the company was signaling its intentions, the signs were subtle and seemed to suggest a plan to resume business as usual and remain independent.

"I think because of the talks with Warner, our position and (general) perceptions about the company have been strengthened," said one Lorimar executive.

"I think analysts who underestimated our underlying value before now see some new upside to Lorimar. They appear more willing to realize the strides we've made to turn this company around."

Indeed, in the glare of heavy publicity surrounding its talks with Warner, Lori-

(Continued on Page 48)



Warner CEO  
Steve Ross

#### Warner Communications

**The bottom line:** Net income of \$328.1 million in fiscal 1987.

**Operating revenues:** \$3.4 billion in fiscal 1987.

**Primary businesses:** Entertainment: Warner Bros., Warner Bros. Television, Warner Home Video and Licensing Co. of America. Records and music publishing: Warner Bros. Records, other labels. Cable and broadcasting: Warner Cable Communications, 42.5 percent of BHC Inc. Publishing: Warner Books, Mad Magazine, DC Comics.

## Cronkite says he just might switch networks

By DIANE MERMIGAS  
Senior reporter

Walter Cronkite, the premiere news anchor who ushered CBS into the age of electronic journalism, says he may be looking for a job at another network at year's end.

Mr. Cronkite, in an interview with ELECTRONIC MEDIA last week, said a provision in his existing CBS contract will allow him to break his 38-year exclusivity with CBS on Nov. 4.

ABC News President Roone Arledge, when asked whether he would be interested in Mr. Cronkite's availability, said, "I would be delighted to see Walter Cronkite on the air, any time, any place."

NBC News President Lawrence Grossman said: "I am an admirer of Walter Cronkite's, but would never talk publicly about anything before we had a chance to discuss it with him."

On Nov. 4, Mr. Cronkite's an-

(Continued on Page 48)

## NBC to produce sitcom for The Disney Channel

By JANET STILSON  
Staff reporter

NEW YORK—The first of what could be several production agreements between broadcast networks and cable services was reached last week.

The ground-breaking agreement will see NBC, the No. 1 TV network in the ratings, supplying The Disney Channel with a half-hour sitcom, "Good Morning, Miss Bliss."

According to an agreement in principle, "Miss Bliss" will have an exclusive two-year run on The Dis-

ney Channel. After that run, NBC has the option of placing "Miss Bliss" in its Saturday morning schedule or during daytime hours in the summer.

In addition to its license fee for running episodes twice weekly on the cable network, The Disney Channel will pay a transferral fee in future years, which will give it syndication distribution rights.

The cable network also may pay an additional rights fee to extend the program's run on The Disney Channel after the initial two-year

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## INSIDE:

### 21 Making peace with PBS

NCTA President Jim Mooney told public TV station executives he favors reinstating some form of must-carry rules.

### 27 CAB hears ACE plans

CAB conference attendees learned that at least seven basic cable networks will televise the ACE awards next January.

### 37 BPME beefs up

After years of development, BPME has named its first executive director and has hired a full-time staff.



## NEWS SUMMARY

**Merger talks between** Lorimar Telepictures Corp. and Warner Communications came to an abrupt halt last week, prompting questions about the future plans of the two companies. (Page 1)

**NBC has agreed to produce** a half-hour sitcom, "Good Morning, Miss Bliss," for The Disney Channel. The agreement could be the first of several between broadcast networks and cable services. (Page 1)

**Walter Cronkite says he might** be looking for a job with an organization other than CBS at year's end, citing a recent lack of on-air appearances and financial complaints. (Page 1)

**NBC boss Robert Wright** told the Hollywood Radio & Television Society about an idea to split prime time in half, with 11 hours kept under the current rules and 11 hours opened up for networks and producers to strike any type of deals they want. (Page 3)

**Live specials are still** attracting viewers, as evidenced by the ratings from Geraldo Rivera's latest special, "Murder: Live on Death Row." (Page 3)

**NBC won its third straight** TV season, and CBS finished last in the prime-time ratings race for the first time in the network's history. (Page 3)

**"The Muppet Show" will be shown** exclusively in the United States on Turner Network Television, under an agreement between Jim Henson Productions and TNT. The two parties are also discussing collaboration on original productions and the sale of other existing Henson product. (Page 3)

**Public TV stations are** expected to make few changes despite a recent move by the PBS board to "de-commercialize" the stations. (Page 3)

**Production of Howard Cosell's** weekly "Speaking of Everything" TV talk show has been suspended in its initial season of syndication. (Page 2)

**The fairness doctrine** was the hottest topic of regulatory conversation at the recent National Association of Broadcasters convention. (Page 4)

**A simple assault charge against** TV talk show host Mort Downey Jr. was dismissed last week in a Secaucus, N.J., municipal court. (Page 4)

**Fox Inc. plans to produce** news and one-hour specials for its owned stations, as well as Fox Broadcasting Co. affiliates. The programs will be developed by the Fox Television Stations division. (Page 8)

**Metropolitan Broadcasting's** asset sales came to a halt when Sillerman Acquisition Corp. agreed to buy 100 percent of Metropolitan's stock, which marks a new record sum for a single radio deal. (Page 8)

**CBS Inc. had a more than** 18-fold increase in first-quarter net income, largely due to the \$2 billion sale of CBS Records. (Page 46)

**A new book by former** CBS News President Ed Joyce will hit the stores this week. The book recounts some tumultuous times at the network. (Page 20)

**The president of the National Cable** Television Association told public TV officials that he supports reinstating some form of the must-carry rules. (Page 21)

**The 10th Annual Awards for Cable** Excellence ceremony will be aired simultaneously by at least seven basic cable networks next January. (Page 27)

**Substitution of objectionable** dialogue in movies is a routine operation, but one that requires a high level of technical sophistication and performance skills. (Page 40)

**The Television Bureau of Advertising** has promoted five staff members and hired three outside executives to fill newly created posts. (Page 41)

**Authorities were searching** for clues last week to explain the suicide of Jerry Harvey, vice president of programming for the Z Channel. (Page 41)

# Writers and producers to reopen negotiations

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—A federal mediator here is scheduled today to reconvene formal negotiations between representatives of the striking Writers Guild of America and the Alliance of Motion Picture & Television Producers.

The talks were requested by Brian Walton, executive director of WGA-West and chief negotiator for the 9,000-member guild.

But he declined to say why talks were called or what outcome he expected.

Although both sides continue to talk tough, at press time last week a breakthrough in the 6-week-old deadlock seemed possible.

WGA members last week ratified two contracts negotiated separately from the alliance, one with the producer of "The New Smothers Brothers Comedy Hour" on CBS and another with a movie production company.

The guild has heard from about 60 of the estimated 240 firms represented by the alliance requesting interim or independent agreements that would allow them to return to production.

The alliance last week confirmed that at least 22 episodes of prime-time TV shows have been scrapped by producers because of the walkout.

"That (shortfall) has had minimal impact on the industry," claimed Herb Steinberg, senior vice president of the alliance.

"We're still producing all of the pilots that we had

planned, and it won't jeopardize any audiences throughout this summer because we're in reruns . . ."

But the WGA's Mr. Walton believes the walkout has had much more serious ramifications.

"Our indication is that many shows have lost or are about to lose the back-end of their season," said Mr. Walton, who is acting as chief negotiator for the guild, which went on strike March 7.

"(Network) summer replacement shows are clearly impacted and will be lost; pilots are going not to be written if the strike continues," he said. "The impact has been very, very significant."

The source of the impasse is the alliance's refusal to give in to the WGA's demands regarding syndication residuals and creative rights.

The alliance's Mr. Steinberg, who also serves as a corporate spokesman for MCA, said basic cable USA Network paid \$500,000 an episode for "Murder, She Wrote" in a 10-year deal.

"That's about one-third of what we'd expect to get in broadcast distribution," Mr. Steinberg contended.

He said the business of one-hour shows is currently "a loss venture for us. The domestic syndication market for one-hour shows has totally dried up."

The guild's Mr. Walton agrees that one-hour sales are flat but believes it's a "temporary situation."

Asked about reports that non-WGA writers have been used on several network and first-run shows, Mr. Walton said: "As best as we can tell, there really is no scabbing going on except in a few isolated instances." #

## Booking lawsuit dismissed

By RICHARD MAHLER  
Los Angeles bureau chief

LOS ANGELES—A Florida judge last week dismissed block-booking and fraud claims filed against King World by Outlet Communications, a Providence, R.I.-based station group.

Outlet had accused King World of conditioning the renewal of the syndicator's "Wheel of Fortune" game show by Outlet-owned WCPX-TV, in Orlando, Fla., on the station's purchase of two other King World programs, "Jeopardy!" and "Headline Chasers."

Outlet's complaint, filed in November 1985, sought total damages in excess of \$13 million, plus attorney's fees, interest and associated costs.

In a directed verdict announced last Thursday, U.S. District Court Judge G. Kendall Sharp said there was insufficient evidence to support Outlet's claims.

Afterward, King World, citing a "tarnished reputation," said it plans "to take appropriate action to recover the costs, expenses and losses incurred by us as a result of this groundless litigation."

In a prepared statement, King World Chairman Michael King and Chief Operating Officer Stephen Palley said they were "appalled" by the allegations.

The executives said they "have always felt that the case was an attempt by Outlet management to hide its mistake in failing to renew 'Wheel of Fortune' in Orlando."

Representatives of Outlet had no immediate comment on the court's action.

Shortly after his company's lawsuit was filed, David Henderson, Outlet president and chief operating officer, said one goal of the lawsuit was to publicize block-booking, the illegal practice of forcing combined programming sales. #

## Howard Cosell's TV show canceled

By RICHARD TEDESCO  
Staff reporter

NEW YORK—Howard Cosell won't be speaking of everything on television much longer this season.

Production of Mr. Cosell's weekly "Speaking of Everything" TV talk show has been suspended in its initial season of syndication by mutual agreement between Ohlmeyer Communications, the producer of the show; Casablanca IV, the distributor; and Mr. Cosell.

All three were equity partners in the venture.

"The public loved the show. But that's the nature of the business," Mr. Cosell said in a brief interview last week.

The show ends its run with its 13th telecast on April 24, a program featuring an interview with Henry Kissinger.

But Mr. Cosell may return to the screen in the fall if one or two advertisers can be found to purchase a large portion of the advertising inventory, according to Howard Katz, executive vice president for Ohlmeyer Communications.

Also, he said Ohlmeyer would seek a cable deal as a second option to revive the show.

"The problem is really one of sales," Mr. Katz said. "The ratings have been pretty good."

He cited the late Sunday night time slot of 12:30 a.m. (ET) in most markets as a possible reason for the lack of advertiser support, but said he was otherwise "mystified" by the lack of sales.

Casablanca was responsible for covering costs of funding the production and was taking substantial losses on the show, Mr. Katz said.

Richard Gold, president of Casablanca, could not be reached for comment at press time last



HOWARD COSELL  
Hopes to revive show later

week.

The show is aired on NBC owned-and-operated stations in New York, Chicago, Los Angeles and Washington, and was reaching 65 percent of the country.

WRC-TV, the NBC O&O in Washington, recorded an average rating of 3.3 (percentage of TV homes) with a 19 share (percentage of sets in use) for "Speaking of Everything," according to Kathleen McCambell, WRC director of programming. "We've got no problem with it," she said.

But the show was not well-received by some NBC O&Os that used it as a lead-in for George Michael's "Sports Machine" program.

"The show is not holding its own as a lead-in," said Karen Copeland, program director of WNBC-TV in New York, where the show was scoring ratings of 2 to 3.

Mr. Cosell, who gained his fame as a sportscaster before branching out into a broader talk-show format, will continue his "Speaking of Everything" radio show. #

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# Sponsors undeterred by PBS changes

By ROBERT HOMAN  
Staff reporter

WASHINGTON—PBS has made a move toward "de-commercializing" public television, but there are indications that little will change.

The PBS board last week approved new guidelines to tone down the commercial nature of national messages placed by program underwriters.

But several major corporate sponsors, including IBM, Chevron and General Motors, said the new guidelines won't affect their current messages, so they don't intend to change them.

It also remains to be seen whether public TV stations will adopt the national guidelines for their locally placed spots, many of which critics charge are nothing more than commercials.

Among major users of enhanced underwriting credits, officials at WNET-TV in New York said the station's local guidelines would conform to the PBS standards, but executives at WTTW-TV in Chicago were non-committal.

The PBS guidelines, which will go into effect for programs scheduled for original broadcast after Sept. 1, primarily are designed to increase corporate identification and tone down an emphasis on products in corporate messages on public TV programs.

One of the most controversial changes to the guidelines reduces from four to one the number of specific products that can be shown in a message.

Dan Johnson, manager of corporate advertising at Chevron Corp., which contributes about \$2 million a year for the "National Geographic" series, said the PBS board was "probably reacting to a perception that public

TV audiences don't like to see their programming contaminated by product advertising."

But he added: "Our billboards haven't been a means for us to sell products. It doesn't sound like it would affect us at all."

Steve Bass, director of national corporate support at PBS, said, "We have no reason to suspect that anyone will be doing anything drastically different. Most underwriters aren't using four products."

E. William Henry, a PBS board member and former FCC chairman, said he strongly approves of the new guidelines because he believes public television recently has been taking on the appearance of commercialization.

Mr. Henry said he was initially concerned about the product depiction limitation but is now convinced that underwriters can work within the new guidelines.

Compliance with the national guidelines is

voluntary for public TV stations in the production of their local underwriting spots. Locally placed messages, in particular, have led some commercial broadcasters to complain that public stations are unfairly airing commercials.

PBS's Mr. Bass said 80 percent of public TV stations have local underwriting standards that are as strict or more conservative than the national guidelines.

Other changes to the national underwriting guidelines approved last week will allow corporate sponsors to use their mascots, theme music, "generic" on-air employees and slogans.

Rudy Bechtel, vice president for program marketing at WNET-TV in New York, said, for example, that AT&T will now be able to use its slogan "The Right Choice."

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"Murder: Live on Death Row" featured Geraldo Rivera interviewing Charles Manson.

## Killer ratings

### Syndicators find live specials worth the risk

By MARIANNE PASKOWSKI  
New York bureau chief

NEW YORK—Live specials are once again packing a punch, as witnessed by viewers flocking to see Geraldo Rivera talk to convicted mass-murderer Charles Manson in last week's "Murder: Live on Death Row."

The live prime-time Tribune Entertainment special averaged a 15.7 rating (percentage of TV homes) and a 25 share (percentage of sets in use) on the 12 stations in A.C. Nielsen Co.'s overnight markets which aired it live.

Those ratings included a 22.9/34 on KTLA-TV in Los Angeles, 14.9/24 on WPIX-TV in New York and 18.5/31 on WGN-TV in Chicago.

The strong showing for Mr. Rivera's special, carried on

160 stations, was further proof to some syndicators that neither viewers nor stations have tired of what some critics claim is a tired, over-hyped genre.

In fact, Orbis Communications and Blair Entertainment say they expect to jump into the game and announce specials of their own within the next few weeks.

LBS Communications already has one hit under its belt—last fall's "Return to the Titanic . . . Live," with a staggering 25.7 rating, and vows to churn out three or four event specials a year. It has budgeted \$10 million a year to do so.

On the eve of its second prime-time event, "Mysteries of the Pyramids . . . Live," LBS was predicting a 30 rating for the program, which airs April 30 on a station

(Continued on Page 47)

## Wright offers plan to split prime time

By WILLIAM MAHONEY  
Staff reporter

BEVERLY HILLS, CALIF.—NBC continued to take the lead in creative program deal-making last week, as NBC President Bob Wright floated yet another plan to reduce deficit-financing in prime time.

Mr. Wright, who has supported a suspension of the financial interest and syndication rules now preventing networks from owning a piece of the back-end, added another option during a Hollywood Radio & Television Society speech here.

The NBC executive suggested that prime time be split in half, with 11 hours kept under the current rules and 11 hours opened up for networks and producers to strike any type of deals they want.

Both plans could be monitored by the Federal Communications Commission, he said, suggesting a five-year shake-out period if the rules were suspended completely.

But the production community gave the proposal a cool reception.

"A five-year suspension of (the rules) is unacceptable," Jack Valenti, president of the Motion Picture Association of America, responded last week.

"Producers have been trying, without success, for the last three years to negotiate a plan with the networks that would keep competition alive in the long-term best interest of the public viewers," he said.

One studio executive, who declined further comment on the NBC plan, said firmly, "Our position is widely known on that issue."

Generally, producers resent the tougher line that the networks have taken in negotiating licensing fees and say that doing away with the rules could erode their business.

The producers fear the networks could take too much business away from them, though a network official contended the producers' feeling stems from "a lack of trust" of the networks.

"We are still ready to discuss the issue with the three networks," Mr. Valenti said last week, "if they ever show any desire to negotiate. So far, there is no sign."

Of the rules suspension idea, Gary Nardino, the producer of Paramount's "Brothers," said: "I don't think the FCC would take that (supervisory) stance."

John Kamp, director of the FCC's office of public affairs, said a suspension of the rules would require his agency's review of the current

(Continued on Page 47)

## TNT buys 'Muppet Show'

By JANET STILSON  
Staff reporter

NEW YORK—Ted Turner has joined forces with Miss Piggy.

Jim Henson Productions, creator of Miss Piggy, has signed a four-year agreement to supply Turner Network Television with exclusive U.S. rights to "The Muppet Show."

The 120 half-hour episodes will be part of the nascent network's schedule when it premieres this October. The shows may have subsequent runs on superstation TBS.

In addition to the distribution deal, the production company and Turner Broadcasting System are discussing a collaboration on original productions and the sale of other existing

Henson product, according to a Henson spokeswoman.

One original production under discussion is an international children's series, with location shoots around the world. Most ideas under consideration, if not all, involve puppets, according to a Henson official.

Other possible sales to TBS could include five feature films, such as "Labyrinth," "Dark Crystal," and "The Muppets Go to Hollywood" along with the "Fraggle Rock" puppet series, which has completed its run on HBO, and several TV specials.

"The Muppet Show," which began production in 1981, departs the syndication market on Aug. 31. It has been distributed by ITC Entertainment

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## NBC wins TV season

By WILLIAM MAHONEY  
Staff reporter

LOS ANGELES—The 1987-88 television season—the year of CBS's first last-place finish in history, the controversial people meter, audience erosion, first-run pre-emptions and the emergence of the "dramedy"—officially came to an end yesterday.

With last week's numbers still to be factored in, NBC had a 16.1 rating (percentage of TV homes) and a 26 share (percentage of sets in use) to ABC's 13.7/25 and CBS's 13.5/22, according to A.C. Nielsen Co. season-to-date figures through April 10.

NBC, winning its third season in a row, had already locked down 25 weekly wins, while ABC had four and CBS had none.

At press time, the outcome of the 30th and final week's ratings were still up in the air, but ABC got a boost from its Academy Awards telecast on April 11, which earned a 29.4/49.

ABC won four weeks of the season on the strength of special sports programming, one from the World Series last fall, one from January's Super Bowl XXII and two from its 1988 Winter Olympics coverage in February.

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# Fairness doctrine haunts NAB convention

By DOUG HALONEN  
Staff reporter

See Convention Notebook, Page 22.

LAS VEGAS—The talk of regulatory matters at the National Association of Broadcasters convention here last week was dominated by bickering over the elimination of the fairness doctrine last year.

The broadcasting industry is trying to move on to issues such as high-definition TV, must-carry and station licensing reform, but the specter of the doctrine keeps coming back to haunt it.

Even President Reagan, on hand for the first time before an NAB convention to receive a major award, seemed to feel compelled to explain why he had vetoed legislation aimed at making the doctrine law.

"I've never liked big government," President Reagan explained to the about 4,000 who came to hear him deliver an April 10 speech that mainly focused on foreign-policy matters.

"I think you'll agree there's no reason to substitute the judgment of Washington bureaucrats for that of professional broadcasters," he said.

And in his next breath, the president appealed to the throngs to help him repair what's commonly perceived as part of the congressional backlash over the doctrine—the refusal of the Senate to hold confirmation hearings for Brad Holmes and Susan Wing to be commissioners of the Federal Communications Commission.

"Until these nominations are confirmed by the Senate, the FCC can't operate effectively," the president said. "Yet for all these months, the Senate has failed even to hold confirmation hearings, much less bring the nominations to a vote. So let me ask you: Isn't it high

time the Senate took action?"

Former FCC Chairman Mark Fowler, the man who started the ball rolling against the doctrine, was also on hand to receive the NAB's prestigious distinguished service award.

"The FCC's had hell to pay from the politicians in Congress, but we've had eight months of editorial freedom," Mr. Fowler said.

What's more, bickering over the doctrine's demolition and its aftermath seemed to dominate many of the panel sessions, especially those centering on legislative initiatives broadcasters hope to get rolling in the future, initiatives aimed at protecting their bottom lines.

Yet the message that seemed to be emerging loud and clear in those sessions was that broadcasters will have to accept the fairness doctrine and other public interest responsibilities if they want legislation aimed at protecting other interests, including must-carry

and comparative licensing renewal reform.

Sen. John Breaux, D-La., who identified himself as sympathetic to the broadcasting industry, for instance, said he didn't believe any licensing reform bill would fly unless the industry agreed to accept the doctrine as part of the same package.

"Therefore, I do not see us moving forward with what I see as a logical suggestion," Sen. Breaux said.

Yet even in the face of that warning, some broadcasters, including Bev Brown, owner of KGAS-AM in Carthage, Texas, said they didn't believe the industry should "bargain away a constitutional right."

But others insisted vigorously that trading the doctrine for renewal reforms, even if just in radio and not TV, was a bargain.

"I'd do it in a minute, said Clyde Butter, owner of KRIL-AM in Odessa, Texas.

FCC Chairman Dennis Patrick, in a speech, (Continued on Page 45)

## N.J. court clears TV's Downey

By ADAM BUCKMAN  
Staff reporter

A simple assault charge against TV talk show host Morton Downey Jr. was dismissed Wednesday by a Secaucus, N.J., municipal court judge.

Despite the dismissal, the New York gay activist who brought the assault charge says he plans to still pursue two civil suits he filed against Mr. Downey in December.

"Whether the state won or lost (last week's assault case) would not have any bearing" on the status of the civil suits, said Andy Humm, the activist who said Mr. Downey struck him in the face during a Dec. 9 taping of the nightly "Morton Downey Jr. Show."

"My reaction is one of sheer delight," Mr. Downey told ELECTRONIC MEDIA. "It was obvious to the judge that I didn't mean to hit him."

He added, "If I had meant to hit him, I would have mashed him."

Mr. Humm accused Mr. Downey, 55, of striking him during a debate about the role of homosexuals in the Catholic Church.

According to various accounts, Mr. Downey "slapped" Mr. Humm after the activist shouted a four-letter expletive at him.

Mr. Humm, the reports said, was allegedly responding to Mr. Downey, who had exclaimed, "Keep your bodily fluids to yourself," a reference to the AIDS epidemic in the gay community.

Although the program was never aired, videotape of the incident was shown in court last week.

Based on the videotape footage plus testimony from experts, including a prominent neurologist, Judge Emil Del Baglivo declared that there appeared to be no evidence of "bodily injury" to Mr. Humm.

The judge dismissed the charge because in New Jersey, prosecutors must show proof of bodily injury to win assault cases, said Frank Deven, administrator of the Secaucus Municipal Court and an observer at last week's 3½-hour, non-jury trial.

In dismissing the case, Judge Del Baglivo noted that "hostilities (in the Dec. 9 incident) were predisposed on both sides," Mr. Deven added.

Mr. Humm says his civil suits—one filed in New Jersey and one filed in New York—are still pending. #



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KRON, San Francisco	Petry	Chronicle Broadcasting	NBC
WNEV, Boston	TeleRep	New England Television	CBS
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
WMC, Memphis	Blair	Scripps Howard	NBC
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
WGHP, Greensboro-Highpoint	TeleRep	Taft Broadcasting	ABC
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
KFVS, Paducah	Katz Continental	American Family Broadcasting	CBS
KWWL, Cedar Rapids	Blair	American Family Broadcasting	NBC
KWQC, Quad Cities	Blair	Palmer Communications	NBC
KYTV, Springfield, MO	Blair	Schurz Communications	NBC
WAPT, Jackson, MS	MMT	Price Communications	CBS
WAFF, Huntsville	Blair	American Valley Broadcasting	NBC
KVBC, Las Vegas	Blair	Valley Broadcasting	NBC
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVO, Rockford	Adam Young Inc.	Winnebago Television Corp.	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
KTVN, Reno	Katz	Sarkes Tarzian	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
KESQ, Palm Springs	Katz/Continental	EGF Broadcast Corp.	ABC
WXVT, Greenwood/Greenville	Seltel	Big River Broadcasting	CBS
WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC



# Another new feature for you

It has been nearly six years since ELECTRONIC MEDIA emerged as a new weekly publication covering television, radio and related fields. For most of that time, we've been steadily fine-tuning our operation, adjusting our focus slightly from time to time and adding new features and services that our readers or our instincts told us were needed.

Perhaps the most dramatic change came early in our history, in the spring of 1983, when we began paying especially close attention to television programming. Today, we're the No. 1 TV programming book in the nation.

Then there was a move to abandon black-and-white publishing in favor of more colorful news pages. Later we added a technology page. And when Wall Street became more important to media companies, we launched a business page.

And so it has gone: a new jobs column to help readers find out about employment opportunities; names and telephone numbers telling readers of our calendar listings who and where to call for more information; subtle design changes to strengthen the already strong look and readability of our publication.

We are, as you can see, committed to changing ELECTRONIC MEDIA to meet the ever-changing needs and interests of our readers. We don't change radically, only steadily. One of the few hard-and-fast rules around here is never stand still.

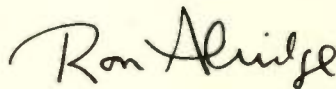
## EDITOR'S NOTEBOOK

Today we are making yet another small but hopefully useful change. As you'll see on Page 45, we have added some nitty-gritty information about Federal Communications Commission filings and doings. Specifically, we have begun listing station sales, applications for new stations and highlights of FCC decisions.

Many of our readers seem to find such information important. Many more find it interesting. That's good enough for us; we'll run it weekly under the title "News of Record."

We've tried to package this feature in a way that makes it easy to read for those who want it, easy to skip for those who don't. We liken it to the nuts-and-bolts statistics that many sports pages run.

We think "News of Record" makes us a more complete newspaper. But what do you think? Should we add more information? Should we drop some? Is the feature helpful? My address is 740 N. Rush St., Chicago, Ill. 60611. I promise to listen. We'll *always* listen.



**Ron Alridge**  
editor and publisher  
ELECTRONIC MEDIA

## LETTERS TO THE EDITOR

### Surveyor should talk to professors

If William Oliver, a professor of communication, wants to present a well-rounded survey ("Broadcasters more critical of colleges," Feb. 22, Page 3), he should speak to some professors of communication. According to your report of his survey, he provides broadcasters' viewpoints on the subject of college inadequacy, but gives no voice to those educators who have to struggle through those perceived inadequacies.

So here's my two cents: Mr. Oliver's survey showed that colleges need regular input from professional broadcasters to improve education. Well, I've tried numerous times to get someone from the local stations to come speak to my classes. Usually I can get a verbal agreement, but when I try to pin down a date, these people say they're just "too busy."

The survey also found that 59 percent of those surveyed think "most broadcast instructors don't have enough knowledge and recent experience in the industry to do an adequate job of teaching."

This may be true. It's been a while since I've worked in television, but for the past two years or three years I've tried to find part-time work or summer relief jobs. No success.

Television stations won't even offer me a faculty internship.

My impression is that broadcast managers don't think of broadcast instructors as legitimate television professionals. Yet they expect us to produce students who will be.

Concerning Mr. Oliver's other findings (graduates lack potential, curricula don't reflect a realistic approach to training students), these tie in with the first two charges.

To broadcast management, I say this: Create faculty internships, or hire broadcast faculty for summer relief; let us into your world, or come into ours now and then; show us some respect rather than condescension.

Then maybe broadcasting teachers won't feel like outsiders.

Then maybe our students will develop realistic expectations about the industry instead of leaving the communication department reflecting an instructor's resent-

ment at being ostracized.

**Brad Ryder**  
assistant professor  
Dept. of Mass Communication  
Franklin Pierce College, Rindge, N.H.

### Congratulations on education Viewpoint

Congratulations on the recent Viewpoint (March 14 issue, Page 10). "To train or to educate" is indeed the way some of our critics see broadcast education. But, as you note, misperceptions might well be responded to by increased communication on all sides.

One avenue for such communication is the Council on Electronic Media Education, formed to bring broadcasters and educators together to help all groups meet their goals. Such cooperative efforts go a long way toward responding to the needs you point to. Thanks for this very timely reinforcement!

**Sharon Murphy**  
dean, College of Journalism  
Marquette University, Milwaukee

## QUICK TAKES

### What kind of response do you think the new cable channel, Turner Network Television, will get from the industry?



**Jeffrey Wayne**  
executive director of marketing and advertising sales  
Colony Communications  
Providence, R.I.

"I like the concept, I like the potential of getting more punch-through programming onto cable and I see TNT as a good vehicle. I like the opportunities for advertising sales. I also like their approach to give cable operators a major role in what kind of programming they'll pursue."



**Thomas Dowden**  
owner and chairman  
Dowden Communications  
Atlanta

"I think it will get a tremendous response. Any new programming designed specifically for cable that's going to be done by a company as professional as Turner, I don't see how it can fail. I'm very bullish about TNT. We're certainly going to sign up for it."



**Fred Dressler**  
vice president of programming  
American Television & Communications Corp.  
Denver

"I think the concept is right on track for what the cable industry needs, both for the existing marketplace and for the future growth of the industry. I think TNT will gain consumer acceptance, and that we as an industry will support it."

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# NICE GUYS FINISH FIRST!

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# STAR TREK THE NEXT GENERATION





# STAR TREK: THE NEXT GENERATION IS STILL #1

"Star Trek: The Next Generation" continues to reign as the #1 first-run syndicated series on television: #1 with men across the board; #1 with women 18-34; #1 with teens, season-to-date.

And while it continues to beat every weekly series in these demos, "Star Trek: The Next Generation" is also outdelivering every strip program, including "Wheel" and "Jeopardy." "STAR TREK: THE NEXT GENERATION." THIS SEASON'S NEW HIT SERIES.



Source: NSS Packetpiece, season average through Feb '88 Sweeps  
©1988 By Paramount Pictures Corporation. All rights reserved.



# Power of television became real in 1968

(Continued from Page 16)

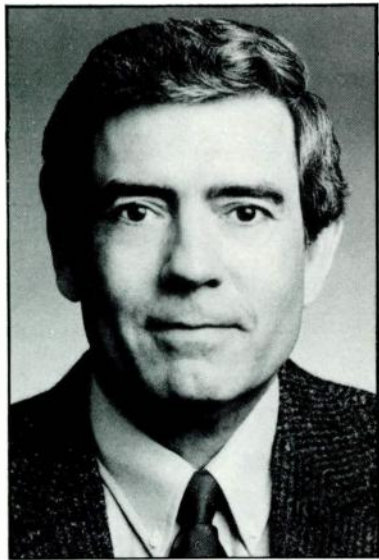
Despite Mr. Schlatter's contention that "there was a certain innocence" about the media in 1968, Mr. Nixon's campaign was savvy by any measure. Throughout the summer before the election, Mr. Nixon's campaign bought time on local stations, then assembled voters who were selected by Nixon campaign aides to ask the candidate supposedly hard-hitting questions.

These shows, hosted by former college football coaching great Bud Wilkinson, seemed like frank exchanges. They were, in fact, carefully staged.

Viewed 20 years later, however, they also seem to look a lot like the brokered-time "talk shows" shown late at night on some cable channels in which host, guest and audience attempt to sell some get-rich-quick scheme.

But there was innocence in 1968, at least as it would be measured in the media today.

The second Super Bowl aired in January, but the true measure of the game's popularity was discovered by mistake. NBC decided in November 1968 to switch East Coast viewers away from the final seconds of a New York Jets-Oakland Raiders game, while the Jets were winning 32-29, to broadcast a new version of the children's story, "Heidi."



**'I never saw the punch. This guy, he punched from off his legs. He really took it out of me. And yes, it hurt a lot. I was, I guess, 37 at the time, but a kind of high-mileage 37. I saw stars.'**

—Dan Rather  
recalling the 1968 Democratic convention

The Raiders, however, scored two touchdowns in nine seconds and won in a stunning upset. After thousands of fans jammed NBC's switchboards, the networks made it policy to air every NFL game to its conclusion.

It's unlikely a mistake like that could happen again, but for other reasons. In the interval between 1968 and today, TV has increasingly become a slave to demographics.

That year, "The Lawrence Welk

Show," with an audience that demographics-conscious programmers would abhor today, still aired in prime time on ABC, though it was in its last year as a network program.

And the "rural comedies" at CBS, shows such as "The Beverly Hillbillies," "Green Acres," "Mayberry R.F.D." and "Petticoat Junction," were in their last days at the network, to be pushed out by Fred Silverman, who replaced Bob Wood as the architect of CBS programing

two years later.

It can hardly be lost on independent TV viewers that the prime-time fare in 1968, which also included "Bewitched," "Hogan's Heroes," "Ironside" and "Mannix," are still very much with us.

A longer run, still, is "60 Minutes," which began as an every-other-week program on Tuesday nights, hosted by Harry Reasoner and Mike Wallace.

The other legacies of television

and events in 1968 are with us, too. Who, in 1968, could have predicted a program like "Saturday Night Live" would ever exist after the troubles of "The Smothers Brothers Comedy Hour"?

NBC aired the white-washed "Julia" in 1968, a show lampooned for its failure to paint a realistic portrait of blacks. But 20 years later, "The Cosby Show" is lauded for avoiding the stereotypes other black comedies since "Julia" seemed to dwell upon.

Also, no anti-war protester in 1968 could have suspected TV would someday include a weekly drama based on the war in Vietnam, such as "Tour of Duty" on CBS.

Nothing is as it was on TV in 1968. But much of what's there is on because of events and programs that changed lives 20 years ago, when TV started to grow up. #

## About the author

P.J. Bednarski has been the entertainment and media reporter for the Chicago Sun-Times since March 1985. Before that, he served as a TV critic for the Sun-Times, USA Today, Cincinnati Post and the Dayton Journal Herald. In 1968, he was 16 years old. #

## Book by former CBS News president draws criticism

By DIANE MERMIGAS  
Senior reporter

Ed Joyce, who left CBS when he was deposed as news president in 1986, recounts the network's tumultuous times in a book that hits the stores this week.

His account already has created some moanings and grumblings among CBS officials who've seen advance copies.

Primarily at issue is the style of "Prime Times Bad Times: A Personal Drama of Network Television" (Doubleday, \$19.95), which offers a string of reconstructed conversations, many of which were confidential exchanges between Mr. Joyce and other CBS executives and news staffers.

"While purporting to write an honest and above-board chronicle about a time of turmoil at CBS, Ed Joyce, the author, conveniently omits the fact that he was also one of the major contributors to that turmoil. Coming clean isn't exactly Ed Joyce's long suit," said Don Hewitt, executive producer of "60 Minutes," in an interview with ELECTRONIC MEDIA last week.

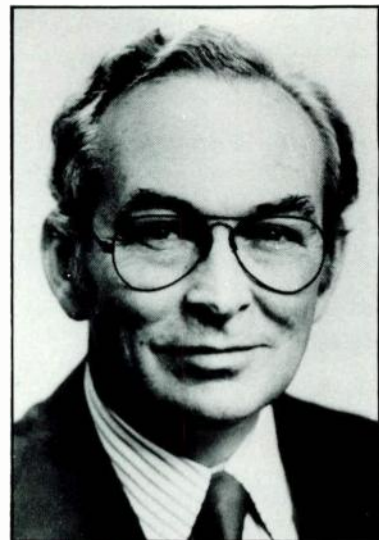
"The conversations I had with him are recounted so accurately, I have to believe he was using a tape recorder. I just find the practice reprehensible. I feel betrayed," Mr. Hewitt said.

Many principals mentioned in the book, which reveals the inner workings of the tussled news division, last week said they have no comment on the book or have no immediate plans to read it.

Those principals include CBS News anchor Dan Rather, CBS/Broadcast Group President Gene Jankowski, CBS News President Howard Stringer and former CBS News president and confidant to Mr. Joyce, Van Gordon Sauter.

CBS sources said those executives believe that any public comment would only help to promote a book they consider self-serving and a blatant "breach" of corporate privacy.

Other CBS executives, who asked not to be identified, said there is internal aversion to Mr. Joyce's dis-



ED JOYCE  
Book hits stores this week

closure of salary figures and other specific contract terms of CBS talent.

Perhaps the most startling of those revelations is that Mr. Rather, in all of his controversial glory, will draw \$36 million over 10 years—a figure that has been vastly underestimated by the press.

"You've got a situation where Diane Sawyer signs a new \$1.2-million-a-year contract followed months later by 215 CBS News people being laid off. Now you tell me if something isn't out of balance," Mr. Joyce said in an interview.

In a telephone conversation last week from his Connecticut home, Mr. Joyce defended his right to recount conversations in detail.

Those interviews, he said, were made possible by the copious notes he maintained throughout his two-year stint as news president and his 34-year career at CBS.

He said he did not use a tape recorder.

"That explains what he was doing behind closed doors all the time he was president of the news division, and why he chose to be a recluse instead of doing his job," said Shad Northshield, executive producer of

"CBS Sunday Morning" and one of the CBS executives unflatteringly portrayed in the book.

Mr. Joyce says he wrote the book because, "I really wanted to grapple with the complexity of it all and to show there was a lot more to what was going on at CBS than newspaper accounts revealed at the time.

"I wanted to show how human beings behave under considerable pressure—some of it external because of the takeover factor and others self-created and self-perpetuated by me and a lot of other people at CBS."

He said he attempted to "portray people in the fashion and the manner that they consistently behaved. There were no personal axes to grind."

However, some former CBS colleagues who have read the book said in interviews that they view it as a stinging vendetta against those who abruptly ended Mr. Joyce's long tenure and as a brazen attempt to correct his own sullied reputation.

"There are no smoking guns; nothing explosive in it to bring CBS or any one person to his knees. But there is that sense in the book of his getting even," said one CBS News executive, who asked not to be identified.

Mr. Rather, perhaps the most seared CBS persona, is portrayed as a whining, insecure, manipulative personification of the Howard Beale anchor in Paddy Chayefsky's film "Network."

Meanwhile, Mr. Joyce goes relatively unscathed, critics of his book say, and loses his credibility as a serious author by failing to address his own insensitivities in carrying out such difficult tasks as paring the news division's operations and staff.

"I attempted, in my own judgment, to address my faults and mistakes," Mr. Joyce said.

"I guess in a peculiar way I wrote about the age of greed—financial greed and greed for power on the part of so many people inside CBS News."

Even Mr. Joyce's reportedly close friendship with Mr. Sauter is described as a bitter casualty of those circumstances. Mr. Joyce said the

two men have not talked to each other since Mr. Joyce's departure from CBS News, which he believes was orchestrated in part by Mr. Sauter.

He made the point in his book and in the interview that it was the "shabby, shoddy," controversial "CBS Reports" documentary about Gen. William Westmoreland's deliberate efforts to misrepresent American troop strength in Vietnam that was the catalyst for CBS's undoing.

"The program crystallized in the minds of the far right in this country that CBS was the great Satan. Out of that came Jesse Helms and the Fairness in Media campaign to buy up CBS stock, and that put the company in play inviting Ted Turner, Ivan Boesky and all the other sharks," Mr. Joyce said in the interview.

"Finally came Larry Tisch, coming in quietly with one of the clev-

erest, smartest takeovers in the history of American capitalism. And it's far from over."

To Mr. Joyce's disadvantage, his book comes out at a time when CBS News generally is perceived as having rebounded from severe cost-cutting and demoralizing public scrutiny under Mr. Stringer's direction. The events of three or four years ago, in CBS's long litany of change, are "ancient history," some CBS executives said last week.

Mr. Joyce's book is being released at the same time another tale of CBS woe, "Who Killed CBS?" by New York Times reporter Peter Boyer, is being published.

Mr. Boyer's portrait of Mr. Joyce is the antithesis of the former news president's self-portrait.

In many ways the two books on CBS offset each other and, together, provide a fascinating view of life inside the storm of the CBS eye. #

## From 'Prime Times Bad Times'

Excerpts from the new book by Ed Joyce:

On Dan Rather, "CBS Evening News" anchor: "Inside CBS News itself there was a sense of failure, which was increasingly being laid at Rather's door... He looked tired, his face was lined. He'd worked awfully hard to get where he was. The old curse that warned: 'Beware of what you want because you might get it' seemed to have descended on him and to be taking a terrible toll."

On Van Gordon Sauter, who preceded and followed Mr. Joyce as CBS News president: "I had become oddly protective of this bearded chameleon who could be Falstaff one moment, Iago the next..."

On Gene Jankowski, CBS/Broadcast Group president: "Jankowski was the Boy Scout leader you never had. A burly man who looked as though he might have been a college wrestler, he may have been the most consistently optimistic person I'd

ever met."

On Bud Grant, former CBS entertainment president: "It wasn't that he represented bad taste. He represented no taste at all."

On Don Hewitt, "60 Minutes" executive producer: "... a man in his sixties earning approximately \$2 million a year... yet dealing with Don was like contending with a hyperactive child."

On Bill Kurtis, former "CBS Morning News" anchor who returned to the anchor desk of CBS-owned WBBM-TV in Chicago: "Kurtis has been shaped forever by the experience of having been a major star in local television. Chekov was right: 'The most intolerable people are provincial celebrities.'"

On Phyllis George, short-lived "CBS Morning News" anchor: "I want to interview that Gandhi woman," she said. When informed that Mrs. Gandhi had been assassinated months earlier, Ms. George retorted, "Oh, well... somebody like her." #



# NCTA head seeks peace with public TV

By **ROBERT HOMAN**  
Staff reporter

WASHINGTON—National Cable Television Association President Jim Mooney extended an olive branch to public TV stations last week, saying he supports reinstating some form of the must-carry rules for them.

"If you think it's essential to your welfare that Congress have a crack at overcoming the constitutional difficulties, and put on the statute books rules similar to those promulgated by the FCC last year to require cable systems to carry the signals of local public stations, we'll cooperate in helping you do it," Mr. Mooney said at public broadcasting's annual meeting here last week.

Under the must-carry rules adopted last year, cable operators were required to carry at least one public TV station, and two public TV stations if the system had more than 54 channels.

But last December, those rules were struck down by a court that found them to be a violation of cable operators' First Amendment rights.

Asked about Mr. Mooney's remarks after the speech, PBS President Bruce Christensen said: "I'm not sure what he meant. I'm not sure what he's willing to support."

Yet Mr. Christensen, in an interview, praised Mr. Mooney for making his first appearance at a public TV convention, saying there is now a "door open for a continuing dialogue."

In his speech, Mr. Mooney said that in exchange for cable's support, public broadcasters need to stop "trashing cable."

"It isn't necessary to say, as a leading PBS figure is reported to have said, that even reruns on cable of PBS programs would tarnish PBS's image," Mr. Mooney said.

He also said that he doesn't think the court is going to be "fooled" if the same must-carry rules show up again, perhaps as an addendum to cable's compulsory copyright license.

Mr. Mooney also proposed that NCTA and the National Association of Public Television Stations appoint staff liaisons to handle any problems over channel repositioning, in which cable operators move their must-carry channels to higher, less-watched channels.

Mr. Mooney said the number of public television stations being carried by cable systems actually has risen by 17 percent in the past three years.

Among other action at public broadcasting's convention:

- Rep. John Bryant, D-Texas, promoted his bill that would allow cities to assign cable channel positions for local broadcast television stations.

"The recent rash of cable channel shifts by local cable companies is wreaking havoc in many communities across the country because the changes are often made without adequate notice to viewers or broadcasters," Rep. Bryant said.

Rep. Bryant also recently introduced a bill under which cable operators would have to accept "reasonable" must-carry obligations to continue using the compulsory license, under which they pay copyright fees for carrying distant TV stations but don't have to negotiate for the rights to each program on those channels.

"The cable compulsory license is an extraordinary privilege, constituting an enormous subsidy to the cable industry—all courtesy of the U.S. government and its taxpayers," Rep. Bryant told the convention attendees.

"In my view, cable does not have

a First Amendment claim to the compulsory license."

- Roger Mudd, special correspondent for PBS's MacNeil-Lehrer NewsHour, assailed the current state of commercial network television news.

Mr. Mudd said the commercial networks' "new breed of corporate owners" have created in their newsrooms "merchandisable anchors . . . on-the-road newscasts, self promotions, the slow erosion of the wall between show business and

news business and the growing tendency toward trivia in which no story lasted more than 90 seconds and no one was heard to speak for more than 12."

The former network correspondent had particular criticism for the commercial networks' presidential campaign coverage.

"The competition among the networks and among anchors will become almost more important than the news," he said.

"Look what happened last month

when the vice president, figuring he'd been a wimp long enough, challenged the journalistic manhood of the nation's top-rated anchor-man."

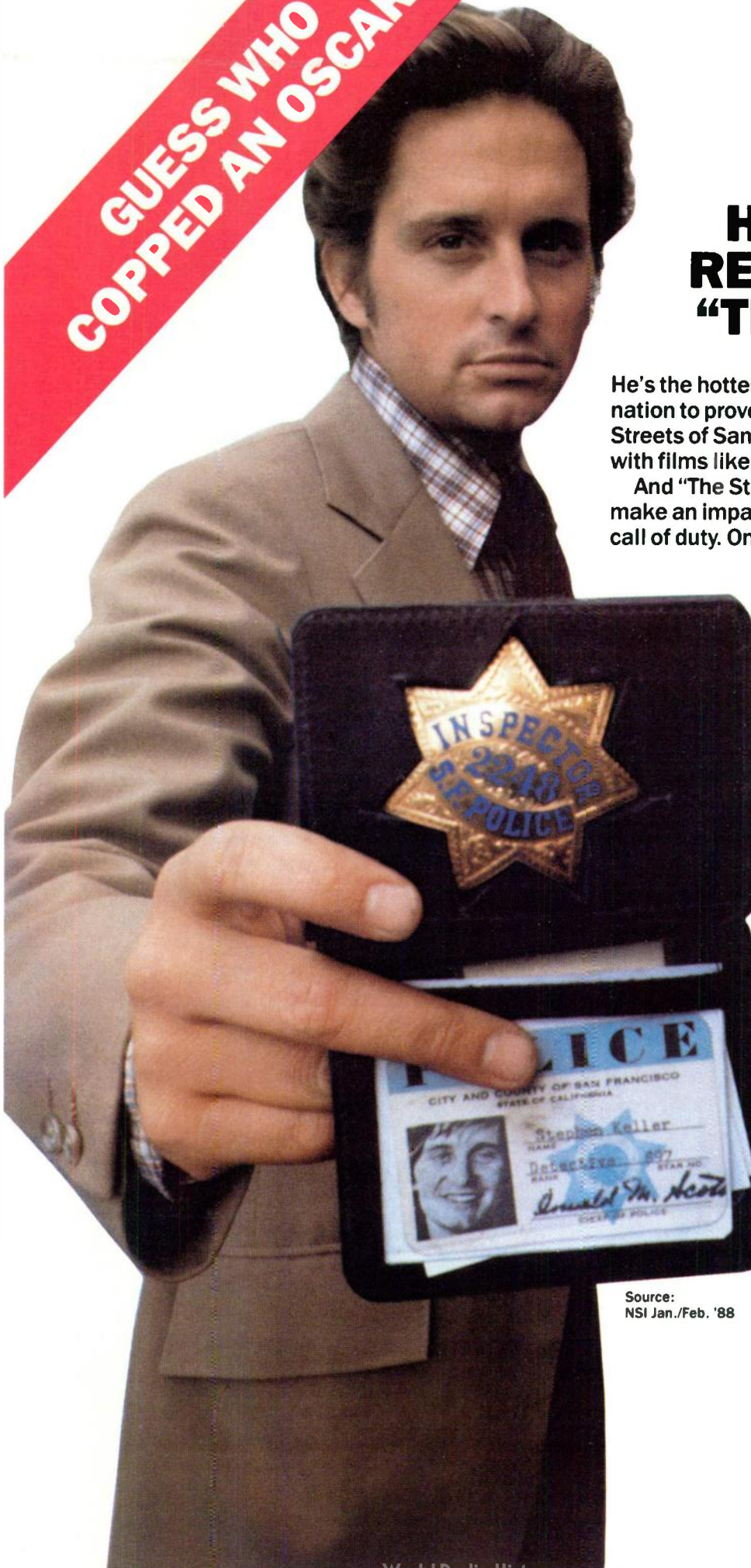
Mr. Mudd said public broadcasting is best suited to cover the presidential elections because it has the "time to let the political drama unfold, time to explain circumstances in such a way and with such a care to realize that life is indeed complicated and cannot be wrapped up in 90 seconds."

- Senate Commerce Committee Chairman Ernest "Fritz" Hollings, D-S.C., was presented with the 1988 Ralph Lowell award for his "outstanding contributions to public television."

At the awards banquet, Sen. Hollings said he was geared up to pass his proposed legislation to place a 2 percent to 4 percent tax on the sale of broadcast stations.

The proceeds from that tax would be designated for a public broadcasting trust fund. #

GUESS WHO  
COPPED AN OSCAR?



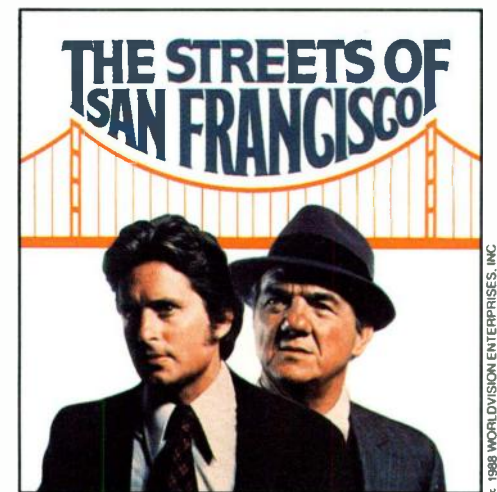
## HE MADE HIS REPUTATION ON "THE STREETS!"

He's the hottest actor of the year, with an Oscar nomination to prove it! He's Michael Douglas, star of "The Streets of San Francisco," and he's making an impact with films like "Fatal Attraction" and "Wall Street."

And "The Streets of San Francisco" continues to make an impact, performing far above and beyond the call of duty. On its home turf in San Francisco, the show

is drawing three times as many young men and women than the off-network program it replaced on KOFY. On WJBK in Detroit, it earned a 10 rating/31 share, making it #1 against off-network, movies and first-run programming. And in Boston, "Streets" is WQTV's #1 program from sign-on to sign-off among both men and women!

Michael Douglas and "The Streets." Two hot performers.



Source:  
NSI Jan./Feb. '88

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# The NAB hears Reagan, 'people-meter'

By DOUG HALONEN  
Staff reporter

LAS VEGAS—The National Association of Broadcasters convention held here April 9 to 12 drew more than 45,000 participants, compared to the 40,000 attracted to the event in Dallas last year.

Here are some snippets of the convention action:

**President Reagan's** appearance at the convention, to receive a special award and make a speech, marked his first live NAB appearance, and it marked the first time a U.S. president has been featured on a high-definition TV telecast. The live telecast was shown at the convention hall.

Credit for getting Mr. Reagan to attend the NAB was given to Ward Quaal, a Chicago-based broadcast consultant and longtime friend of the president; Jim McKinney, a former Federal Communications Commission official and current White House aide; and NAB President Eddie Fritts, who is said to have de-



President Reagan received a special award and made his first live NAB appearance.

veloped his own White House connections through his role as vice chairman of the president's Private Sector Initiative Advisory Board.

While Mr. Reagan's appearance went off without a hitch, a technical glitch prevented the NAB from prefacing its awards ceremony for former FCC Chairman Mark Fowler with a special videotape featuring praise from President Reagan. The video, narrated by Mr. Quaal, was written by Dan Brenner, a former aide to Mr. Fowler.

Meanwhile, FCC Commissioner James Quello was the only active commissioner who chose to honor Mr. Fowler's receipt of the NAB's prestigious distinguished service award by attending a reception at the posh Las Vegas Country Club.

As it turns out, agency officials who wanted to attend were called upon to pay \$30 because the event was being sponsored by Mr. Fowler's law firm. Agency ethics regulations prohibit FCC employees from accepting such freebies.

Dennis Patrick, the FCC's current chairman and a protege of Mr. Fowler's, told ELECTRONIC MEDIA that he didn't show up because he didn't want to pay.

The NAB's Mr. Fritts told ELECTRONIC MEDIA he believes there's a possibility he could work out an "accommodation" with the National Cable Television Association over what form the FCC's controversial syndicated exclusivity rules should take.

Mr. Fritts said the compromise

being looked at currently would "dilute" the impact on cable systems regarding program "black-outs" they may be required to make under the new rules.

If the compromise efforts succeed, Mr. Fritts said he and NCTA President Jim Mooney might "approach the FCC with it together."

Representatives of the NAB, the Association of Independent Television Stations, TV networks and major group TV owners gave a ten-

## CONVENTION NOTEBOOK

tative nod here last week to the concept of pooling their resources to promote "free TV."

Milton Maltz, chairman and chief executive officer of Malrite Communications, said the broadcasters want to "remind the American public about what free TV means to them and this nation."

Mr. Maltz, who is credited with getting the broadcasters together,

said he didn't envision the group "bashing" cable, but he conceded that the feeling that "free broadcasting" is under pressure from cable and other technologies was spurring the concern.

Network representatives were honing their "people-meter bashing" at a panel session here last

week. They contended that the only hope for getting accurate audience measurements lay in getting away from button-pushing technology to totally "passive" measurement systems that don't require the cooperation of individuals being measured.

Paul Sonkin, Capital Cities/ABC vice president for network audience research, suggested the development of a wristwatch that would identify viewers any time they were watching a TV set, even when they were away from home.

# Bye, Bye Dippy Hello, Bigger

Great Weekend is much more than the perfect adult counterprogram against Saturday morning kid shows. It's a dynamic, entertaining way to add strength and quality to the news/information image of your station.

**In over 44% of the U.S., stations are waking up to new Saturday morning profits with "Great Weekend."**

**New York** WWOR  
**Los Angeles** KHJ  
**Chicago** WPWR  
**Boston** WCVB  
**Atlanta** WAGA  
**Minneapolis** KSTP  
**St. Louis** KDNL  
**Phoenix** KUTP  
**Sacramento** KOVR  
**Indianapolis** WTHR  
**Hartford** WTNH  
**San Diego** KUSI  
**Orlando** WFTV  
**New Orleans** WVUE  
**Greenville, NC** WLOS

**Columbus** WBNS  
**Grand Rapids** WZZM  
**San Antonio** KENS  
**Providence** WLNE  
**Harrisburg** WGAL  
**Louisville** WLKY  
**Albany, NY** WTEN  
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**W. Palm Beach** WPTV  
**Shreveport** KSLA  
**Jacksonville** WJKS  
**Knoxville** WATE  
**Albuquerque** KOB  
**Green Bay** WBAY

**Syracuse** WSYT  
**Roanoke** WSLS  
**Chattanooga** WTVC  
**Tucson** KOLD  
**Columbia** WLTX  
**Las Vegas** KRLR  
**Waco** KWKT  
**Ft. Myers** WINK  
**Fargo** KVRR  
**Duluth** WDIO  
**Albany, GA** WTSG  
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**Farmington** KOBF

ADULTS 18+ INCREASES OVER  
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Feb. '87 to Feb. '88

Great Weekend is bringing newfound revenue to stations all across America. Here are some examples of the dramatic increases in adult viewers from Feb. '87 to Feb. '88:

Boston WCVB	+ 42%
Minneapolis KSTP	+ 466%
Phoenix KUTP	+ 33%
Indianapolis WTHR	+ 120%
Grand Rapids WZZM	+ 76%
Shreveport KSLA	+ 25%
Knoxville WATE	+ 214%
Richmond WXEX	+ 300%
Green Bay WBAY	+ 250%
Duluth WDIO	+1200%

For national advertiser sales contact NMS, at (212) 557-0055.

Source: NSI as dated



# bashing' and warnings on children's TV

With tongue in cheek, William Ruebens, NBC vice president of research, recommended "implantation" of similar devices "in the navel at birth."

Alex Felker, FCC Mass Media Bureau chief, said he believed the case had been made for "some relaxation" of agency ownership rules that limit the number of stations a broadcaster can own in the same area. Yet Mr. Felker wasn't optimistic about the agency moving any

time soon on its controversial proposals, which have been pending for some time.

"There's not much support for moving on this outside the chairman's office," Mr. Felker said.

"The McLaughlin Group," a syndicated public affairs show that features journalists debating politics, may have come out of Las Vegas as one of the bigger winners.

Not only did the show get good exposure staging a debate at the

convention's opening session, but an NAB official said the association paid the show's regulars a total of \$23,000 for their time.

The NAB apparently has its work cut out for it in beefing up a grass-roots lobbying machine, if the views of several congressmen are any indication. Those congressmen said they don't know many of the broadcasters back in their districts.

"We know your news directors and we know your reporters, but so

many times we don't know your general managers," said Rep. Jack Fields, R-Texas.

Cory Dunham, NBC executive vice president and general counsel, was among those at the convention worrying aloud that one of the three major broadcast networks may soon go under.

Mr. Dunham said he sees the networks caught in a squeeze since they're losing audience shares to cable TV and facing increased pro-

gramming costs.

Congressional aides here were making it clear that Congress is serious about approving children's TV legislation this year.

Also, Mr. Fritts told convention-goers that the association is working with Congress to develop "compromise legislation the industry can live with and be proud of."

However, he said the association's TV board voted last week to fight any effort to legislate a station license renewal standard that would require broadcasters to air specific sorts of children's TV programming. #

## FCC chief eyes license revisions

By DOUG HALONEN  
Staff reporter

LAS VEGAS—Federal Communications Commission Chairman Dennis Patrick last week asked broadcasters to support an agency initiative to bring fundamental reforms to the comparative licensing renewal process.

In a keynote speech at the National Association of Broadcasters convention, Mr. Patrick warned that recently launched renewal proceedings for CBS-owned WBBM-TV in Chicago could run into the "millions" alone.

"The proceedings may put some Washington lawyers' kids through college, but I can think of other uses for the money that would be more beneficial to Chicago TV audiences," Mr. Patrick said.

Mr. Patrick's remarks come at a time when some within the industry are expressing concern that continued support for the agency's deregulatory program could hurt their interest in gaining legislation aimed at protecting their business interests, such as must-carry rules.

The NAB pulled the plug on its own effort to win comparative renewal reform on Capitol Hill last year because it believed that legislators were asking for too much in trade.

Since that time, NAB officials have been encouraging the FCC to clamp down on parties who challenge a broadcaster's right to continue broadcasting.

The NAB is most concerned with those who challenge a license renewal with the sole intention of getting the broadcaster to pay them to drop the challenge.

Yet NAB officials, including President Eddie Fritts, say they're opposed to the FCC's trying to carry its reforms too far.

Judging from the hints he dropped in his speech, Mr. Patrick wants to consider radical changes.

"We should explore reforms that would go a long way toward rectifying the faults of the comparative renewal process," Mr. Patrick said.

"I am sure some sensible middle ground can be found that curbs abuse and retains assurance of performance in the public interest, while respecting broadcasters' programming decisions."

Mr. Patrick also said he believed it would be a mistake to hold off on the initiative, even though some believe the agency should wait for a "more favorable climate."

"We've already waited 20 years," he said. "And the prospect for reform may never be better." #

# Ducks. Bucks.

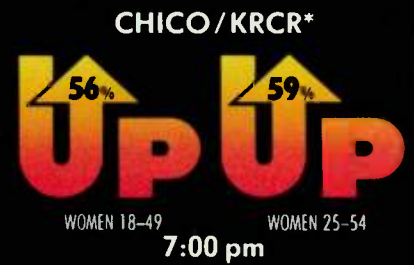
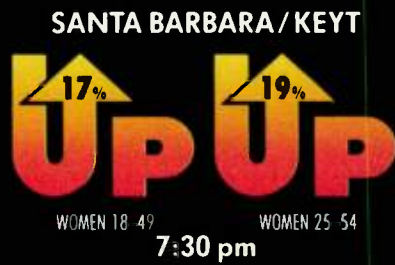
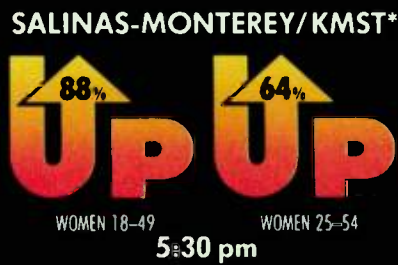
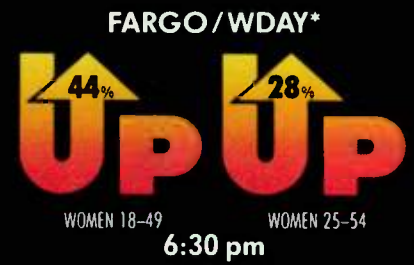
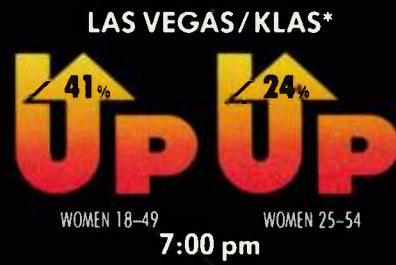
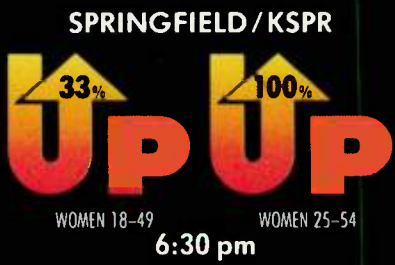
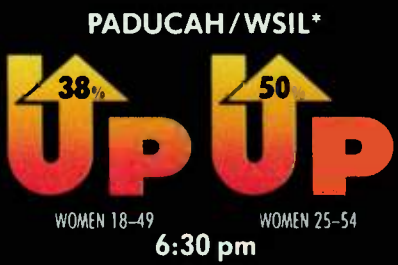
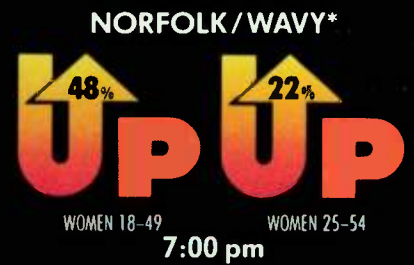
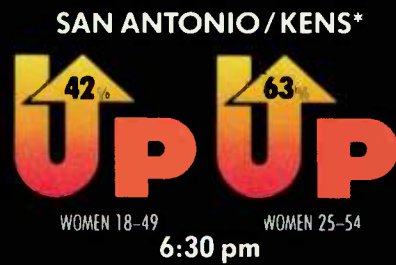
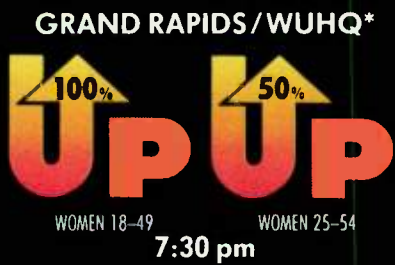
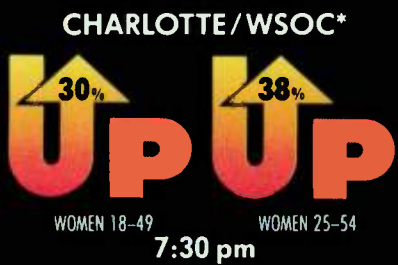
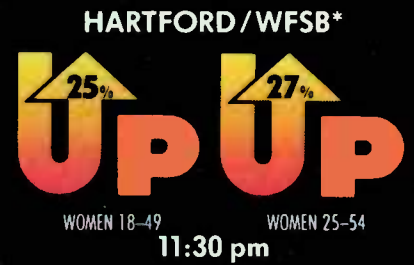
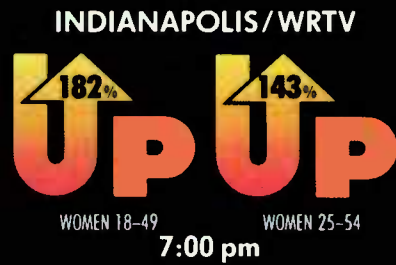
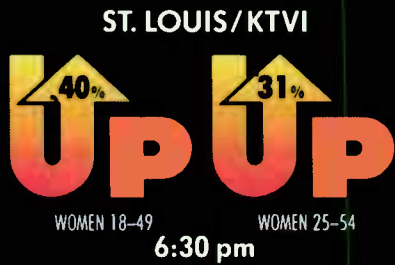
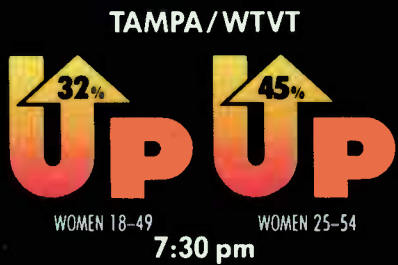
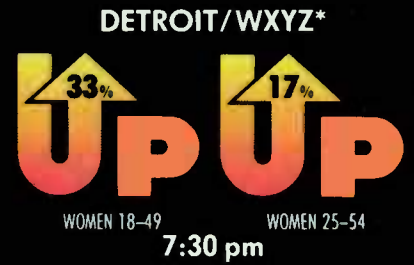
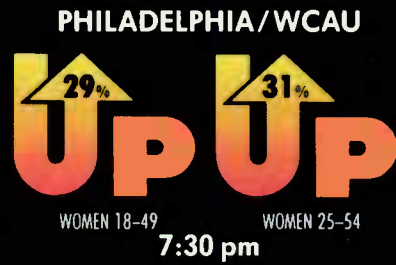
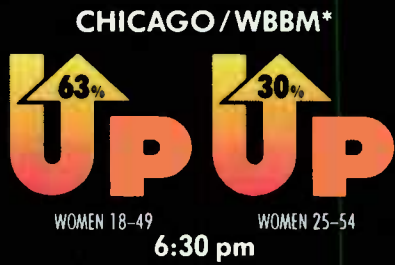
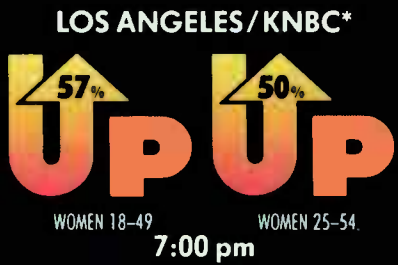


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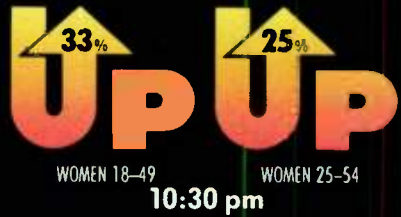
Entertainment Tonight Feb.'88 vs. Feb.'87 Time Period Shares.



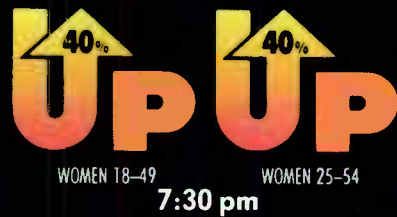


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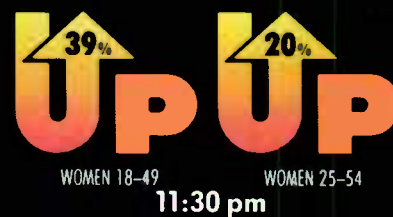
DALLAS/WFAA



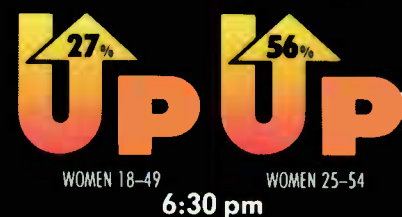
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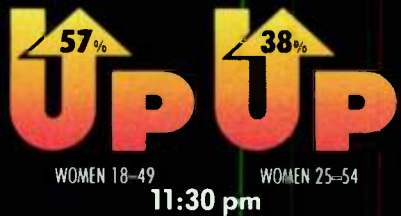
CLEVELAND/WEWS\*



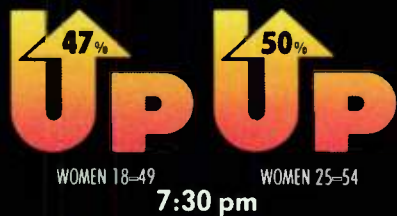
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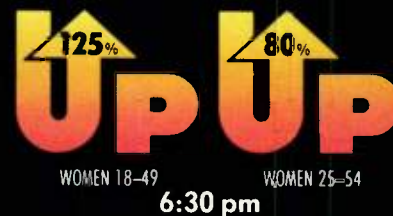
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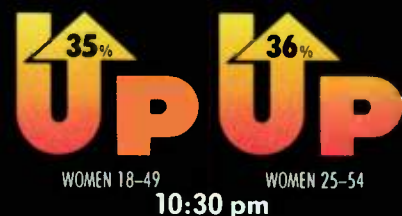
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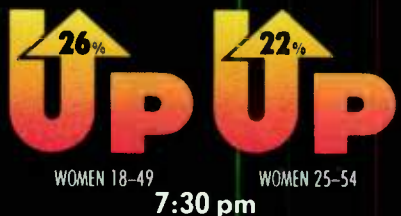
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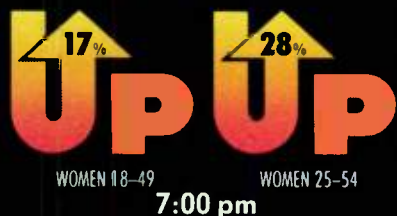
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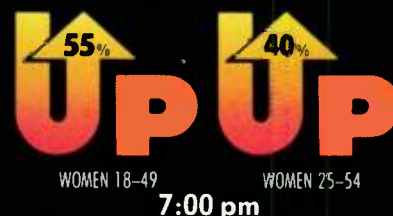
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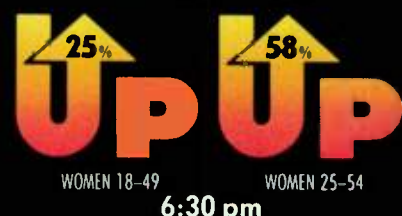
JACKSONVILLE/WTLV



TOLEDO/WTVG\*



OMAHA/WOWT\*



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Just ask WABC in New York, WBBM in Chicago, KFMB in San Diego, KYW in Philadelphia, KGO in San Francisco and WFSB in Hartford. Plus WRTV in Indianapolis and KCRA in Sacramento.

And keep watching the trades. As current trends continue, we'll bring you another "Update" after the May sweeps.

**ENTERTAINMENT**  
 T O N I G H T



NSI, (\*ARB) % increase Feb. '87 to Feb. '88, (partial listing) c. 1988 by Paramount Pictures Corporation. All rights reserved.



## CALENDAR

## April

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, **Technical seminar** sponsored by the Southern California Society of Cable Television Engineers meeting group, Ventura County Cablevision, Westlake, Calif. Information: Tom Colegrove, 805-251-8054.

April 19, **New York Women in Cable and Turner Broadcasting System** meeting featuring guest speaker Shelley Duvall, actress and producer, Viacom Conference Center, New York. Information: Beth Araton, 212-661-6040.

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 19-29, **Matinee Theatre: Movie Stars on Television** screening series, Museum of Broadcasting, New York. Information: Letty Aronson, 212-752-4690.

April 20, **Grounding, Bonding and Electrical Safety**, technical seminar sponsored by the Delaware Valley Chapter of the Society of Cable Television Engineers, Williamson Restaurant, Horsham, Pa. Information: Randy Evans, 215-296-5100.

April 20, **Supertrunk, Microwave Systems and Fiber Optics**, technical seminar sponsored by the Greater Chicago Chapter of the Society of Cable Television Engineers, Embassy Suites Hotel, Schaumburg, Ill. Information: William Gutknecht, 312-690-3500.

April 20, **Symposium on Minorities and Women in Television**, co-sponsored by the Caucus for Producers, Writers & Directors and the Los Angeles County Commission on Human Relations, L.A. Midtown Hilton, Los Angeles. Information: David Levy, 213-652-0222.

April 20, **The New Television Mix and the Political Process**, a panel discussion sponsored by the National Cable Television Association and the National Academy of Cable Programming, Main Ballroom, National Press Club, Washington. Information: Mary Dolan, 202-342-7723.

April 20, **New York Television Academy drop-in luncheon**, featuring Marc Lustgarten, president and chief executive officer, Rainbow Program Enterprises, Copacabana, New York. Information: Mary Tischbein, 212-765-2450.

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, 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, Holidome, 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 24, **Advertising Age's Best Television Commercials of 1987**, Kraft Television Theatre, Museum of Broadcast Communications, Chicago. Information: Dottie Jeffries, 312-987-1500.

April 25, **Let's Take to "The Street,"** New York Television Academy drop-in dinner. Guest speakers will include Mayo Stuntz Jr., president for television, Quantum Media and Bob Altman, producer, "The Street." Copacabana, New York. Information: Mary Tischbein, 212-765-2450.

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.

April 26-28, **Commwest** visual communications technologies exposition

and conference, Vancouver Trade and Convention Centre, Vancouver, British Columbia. Information: Peter Dixon, 416-536-4621.

April 27, **San Diego Communications Council videoconference** with FCC Chairman Dennis Patrick, Reuben H. Fleet Space Theater, San Diego. Information: Pat Clarke, 619-265-6933.

April 27, **New York Television Academy drop-in luncheon** featuring guest Ted Turner, chairman of the board, Turner Broadcasting System, Copacabana, New York. Information: Ellen Muir, 212-765-2450.#

## ONE OF THE FEW TIMES YOU'LL NOTICE OUR TAPE.



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# ACE awards to be aired on 7 basic services

By JANET STILSON  
Staff reporter

NEW YORK—At least seven basic cable networks will simultaneously televise the 10th annual Awards for Cable Excellence ceremony next January.

News of what was dubbed an ACE "roadblocking" effort emerged at last week's Cabletelevision Advertising Bureau conference at The Waldorf-Astoria Hotel here.

Representatives of the basic ser-

vices, who essentially will be taking over the ACE ceremony from payable services, have nabbed Bristol-Myers Co. as their first advertiser.

Thomas Burchill, president and chief executive of Lifetime, and Robert Johnson, president of Black Entertainment Television and chairman of the National Academy of Cable Programming's roadblocking committee, are credited with organizing the mass awards airing.

Other cable participants include CBN Cable Network, The Discovery

Channel, Nick at Nite, superstation TBS and the USA Network.

"We felt we had to make a statement," said Mr. Johnson, referring to the broadcast networks' tradition of simultaneously airing important national events, such as a presidential inauguration.

While he quickly added that the awards for cable programming are not on a par with a presidential swearing in, they are of paramount importance to the cable industry.

It will also allow the cable net-

works to increase the ceremony's production budget to the glitzy level of top TV awards ceremonies, the cable executives said.

Peter Spengler, vice president of advertising services at Bristol-Myers, would not disclose how much the company was spending on its three-year ACE sponsorship.

NACP Chairman Ralph Baruch said the cable services in next year's cooperative effort have committed to the project for one year. He added that Showtime, which was originally

scheduled to televise the 1989 ACE ceremony, bowed out in deference to the roadblock plan.

Other news emerging in the halls and at the podium during the CAB annual meeting included:

- Three of the largest multiple cable system operators—Continental Cablevision, Cox Cable Communications and Warner Communications—are purchasing a 50 percent stake in National Cable Advertising, a regional cable rep firm.

With the buy-in, NCA expands its current Boston and New York offices to include Atlanta, Chicago and Los Angeles.

NCA President Robert Williams will continue to manage the company. While not divulging the purchase price, he said the agreement gives the MSOs the option to pick up larger stakes in the future.

He said NCA's gross sales last year were about \$6 million. He is expecting \$11 million this year and \$50 million in six years.

- Turner Network Television was a subject touched upon by both TBS Chairman Ted Turner, as he ac-

*Videotape is one thing you should take for granted. Because when a tape is doing its job, you shouldn't notice anything but a sharp picture and clear audio.*

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 **FUJI** PROFESSIONAL  
VIDEOTAPE



**BET's BOB JOHNSON**  
Helped plan simultaneous airing

cepted the chairman's award from the CAB, and John Malone, president and chief executive of one of TBS's backers, Tele-Communications Inc.

"Why should cable systems get only 30 percent of the advertising availabilities" when broadcast stations get a 50-50 split, Mr. Turner asked the audience of advertising executives. He said TNT will allocate three minutes of ad time to systems, one minute per hour more than most networks give.

"Ted's arithmetic is pretty simple," said Mr. Malone at the opening session on April 12. With a per-subscriber rate of 50 cents and a goal of 50 million subscribers, Mr. Turner would have a program and promotion budget "that's roughly that of the broadcast networks, all within easy range," he said.

- Frank Biondi, Viacom International president and chief executive officer, suggested that the current absence of the vast majority of feature films on broadcast network TV was paving the way for the creation of new basic-cable services that could make use of them.

- And speaking at the same session, J. William Grimes, ESPN president and chief executive officer, echoed the sentiments of other speakers bent on driving cable ad revenue by noting that, while basic cable services attract 18 percent of network TV viewership, they only collect 9 percent of the ad dollars. If the revenue were on a par with the viewership, he noted, the national advertising business would gross an additional \$635 million per year. #



# PUBLIC PEOPLE

## Private Lives

**A FIRM GO!**

**Sold in over 65% of the U.S.**

WNBC, NY • KABC, LA • KRON, SF •  
KHOU, Houston • WKYC, Cleveland •  
KCPQ, Seattle • WTVJ, Miami • WTAE,  
KTVK, Phoenix • KCRA, Sacramento •  
WCPO, Cincinnati • WITI, Milwaukee •  
WPTE, Raleigh-Durham • KWTW, Oklahoma  
WGHP, Greensboro • WPTV, W. Palm Beach  
KSAS, Wichita • KAIL, Fresno • KGGM, Al  
KMGT, Honolulu • KWWL, Cedar Rapids •  
WJAC, Johnstown • WETO, Tri-Cities •  
KDLT, Sioux Falls • WINK, Ft. Meyers •



# POPULAR PROGRAMMING.

## POWERFUL LINE-UP!

All over the country, stations  
are *buying*. This fall, audiences  
will be *watching*.

WCVB, Boston • WJLA, Washington •  
KARE, Minneapolis • WSB, Atlanta •  
Pittsburgh • KSDK, Kansas City • KMGH, Denver •  
WTNH, Hartford • WFTV, Orlando •  
WKRN, Nashville • WLOS, Raleigh •  
Cincinnati • WGAL, Harrisburg • WBRE, Greensboro •  
Flint-Saginaw • WEYI, Flint-Saginaw • WKRG, Tallahassee •  
Duluth • WHO, Des Moines • KETV, Omaha •  
WMTW, Portland • KOLD, Tucson •  
KRLR, Las Vegas • W •  
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# CENTURY 14

*Twenty major motion pictures  
for when the going gets tough.*

It's the most promotable and exciting group of films ever released to television.

Viewers who haven't seen them will mark their calendars. Audiences who jammed the theaters will come back for more.

These are the most talked about and publicized movies of the decade. And now, the box office lightning of Century 14 is ready to strike home, for you.

**Aliens** ☆ **Big Trouble In Little China** ☆ **Black Widow**  
**Cocoon** ☆ **Enemy Mine** ☆ **The Fly** ☆ **Highlander**  
**The Jewel Of The Nile** ☆ **Jumpin' Jack Flash** ☆ **Lucas**  
**The Manhattan Project** ☆ **Mannequin** ☆ **Mischief**  
**Moving Violations** ☆ **The Name Of The Rose**  
**Predator** ☆ **Project X** ☆ **Revenge Of The Nerds II:**  
**Nerds In Paradise** ☆ **The Vindicator** ☆ **Warning Sign**



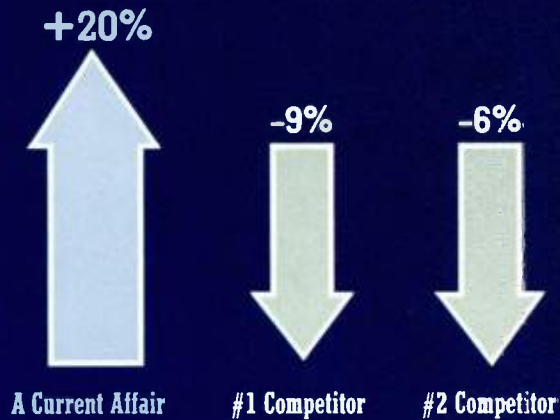


# A Current Affair steals

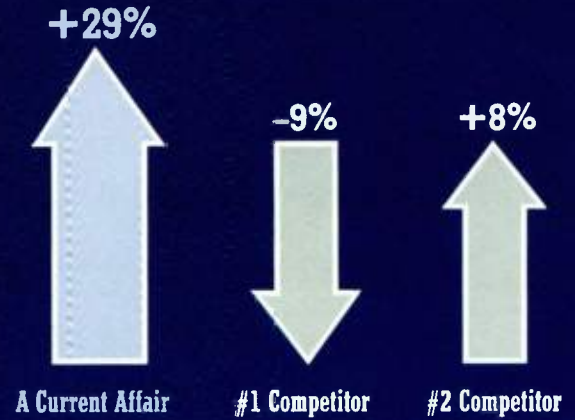
## A CURRENT AFFAIR POSTS DRAMATIC GAINS IN WHILE TOP COMPETITION DROPS!

Average % Share Incr./Decr. 2/88 vs. 11/87 (Post 11/87 Sign-

### HOUSEHOLDS



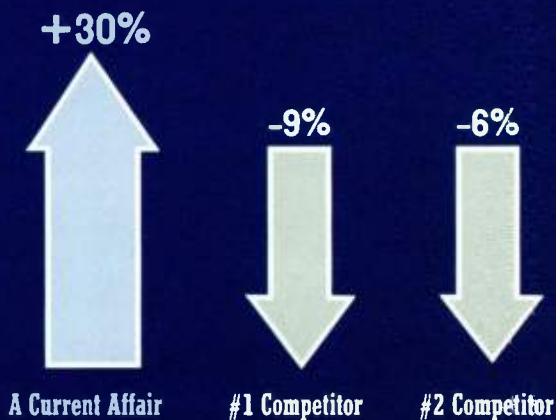
### WOMEN 25-54



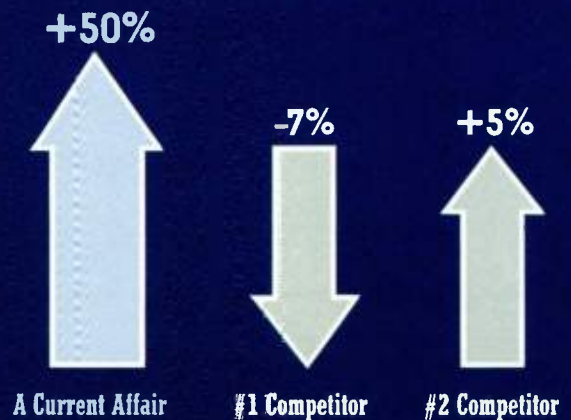
## A CURRENT AFFAIR SCORES HIGHEST WHERE IN PRIME ACCESS!

Average % Share Incr./Decr. 2/88 vs. 11/87

### HOUSEHOLDS



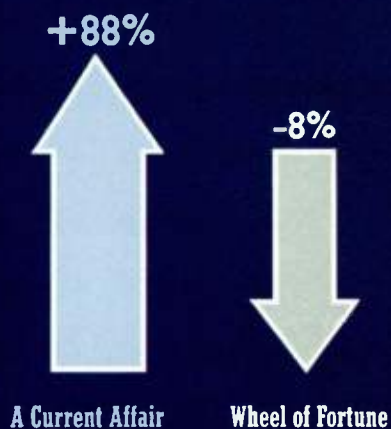
### WOMEN 25-54



## WE THRIVE ON TOUGH COMPETITION!

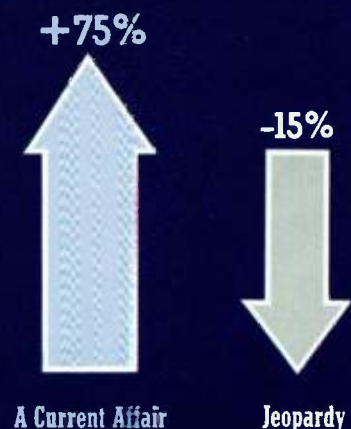
### A CURRENT AFFAIR vs. WHEEL

Average % Share Incr./Decr. 2/88 vs. 11/87



### A CURRENT AFFAIR vs. JEOPARDY

Average % Share Incr./Decr. 2/88 vs. 11/87

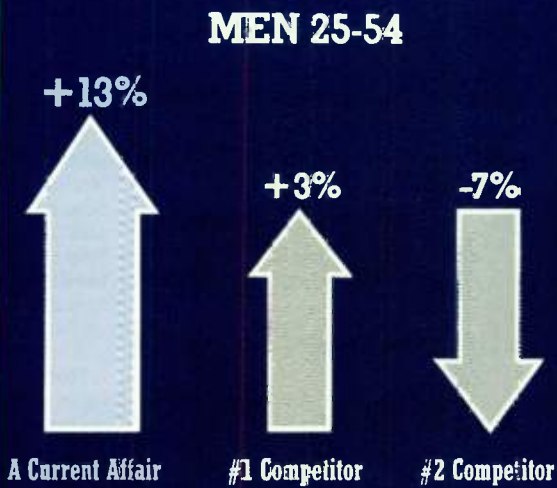




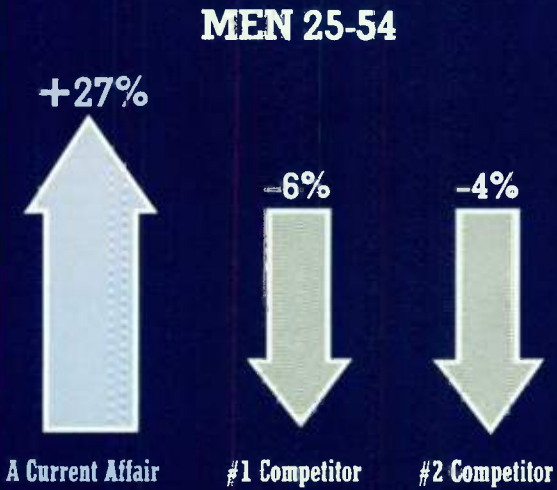
# audiences.

## PREMIERE SWEEP,

ons)

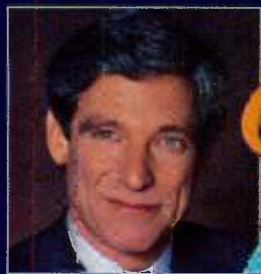


## IT COUNTS MOST:



**FACT:** In every head-to-head situation against Wheel or Jeopardy, A Current Affair scored share gains over November—while Wheel and Jeopardy suffered share losses!

Host  
MAURY  
POVICH



**A  
Current  
Affair**<sup>TM</sup>

The best habit you can pick up.

Albany NY/WTEN  
Albuquerque/KOB  
Binghamton/WMGC  
Bakersfield/KGET  
Boston/WFXT  
Buffalo/WIVB  
Burlington/WVNY  
Chicago/WFLD  
Dallas/KDAF  
Davenport/WHBF  
Duluth/WDIO  
Ft. Myers/WEVU  
Grand Rapids/WOTV  
Harrisburg/WHTM  
Honolulu/KITV  
Houston/KRIV  
Indianapolis/WTHR  
Jacksonville/WJKS  
Las Vegas/KLAS  
Los Angeles/KTTV  
Milwaukee/WISN  
Minneapolis/KSTP  
New York/WNYW  
Norfolk/WTKR  
Phoenix/KTSP  
Providence/WLNE  
Roanoke/WSLS  
Rochester/WROC  
San Francisco/KGO  
St. Louis/KTVI  
Tampa/WTVT  
Washington, D.C./WTTG  
Yakima/KAPP

### Just sold:

Abilene/KRBC  
Columbia, SC/WLTX  
Detroit/WDIV  
Flint/WEYI  
Hartford/WVIT  
Little Rock/KTHV  
Odessa/KOSA  
Oklahoma City/KTVY  
Omaha/WOWT  
Raleigh/WPTF  
San Diego/KCST  
Santa Barbara/KEYT  
Savannah/WJCL  
Tri-Cities/WKPT  
Toledo/WNWO  
Tulsa/KJRH

A Current Affair is ready to be your station's next Prime Access franchise!



TELEVISION

Source: NSI/Cassandra/2/88. Subject to the limitations of the methodologies employed.

World Radio History



# Television's most



WorldRadioHistory





# popular put-on.

Over 50% Of U.S. Cleared!  
Including WNBC, NY, KNBC, LA  
and WMAQ, Chicago



That's the truth! It's "The New Liar's Club" — the TV game show programmers are putting on across the country!

- Celebrity-studded comedy!
- Proven track record!
- Works in every daypart!
- Strong counterprogramming!
- Game show block builder!
- Hosted by Eric Boardman!

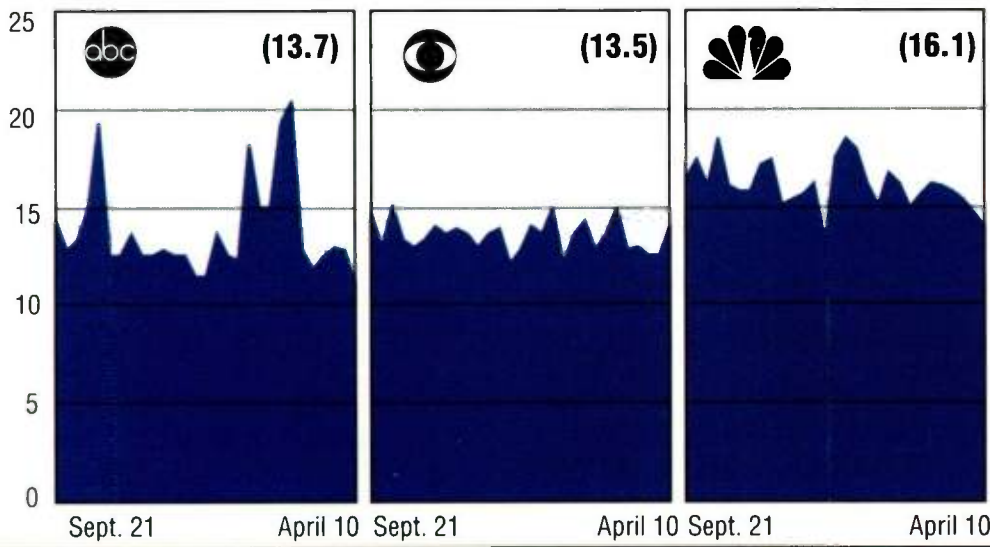




**SEASON-TO-DATE RATINGS (AVERAGES)**

**WEEKS 1-28: SEPT. 21 THROUGH APRIL 10**

**NETWORK PRIME TIME**



**IN THE SPOTLIGHT**

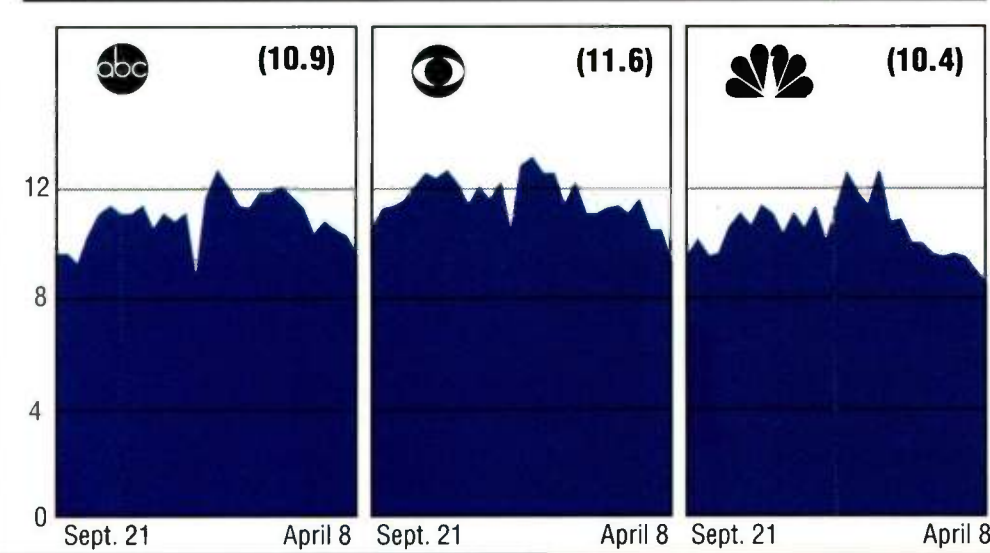
**Top shows from the 1960s**



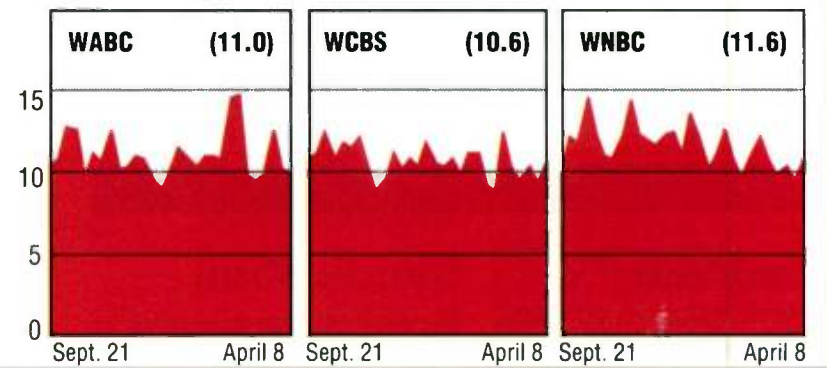
"Bonanza"

1960/61 Gunsmoke	37.3	CBS	1965/66 Bonanza	31.8	NBC
1961/62 Wagon Train	32.1	NBC	1966/67 Bonanza	29.1	NBC
1962/63 Beverly Hillbillies	36.0	CBS	1967/68 Andy Griffith Show	27.6	CBS
1963/64 Beverly Hillbillies	39.1	CBS	1968/69 Laugh-In	31.8	NBC
1964/65 Bonanza	36.3	NBC	1969/70 Laugh-In	26.3	NBC

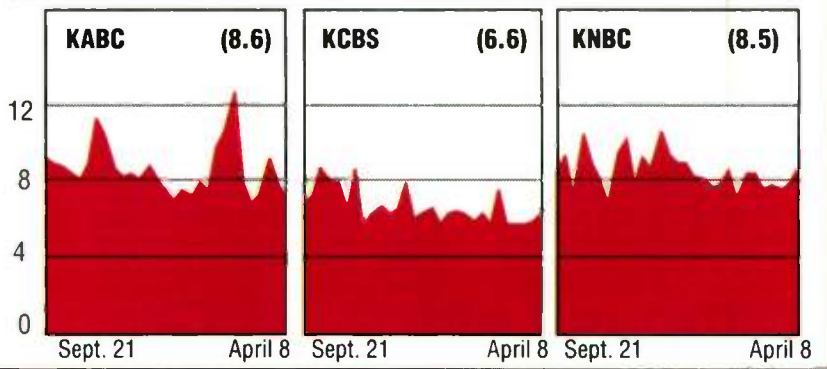
**NETWORK EVENING NEWS**



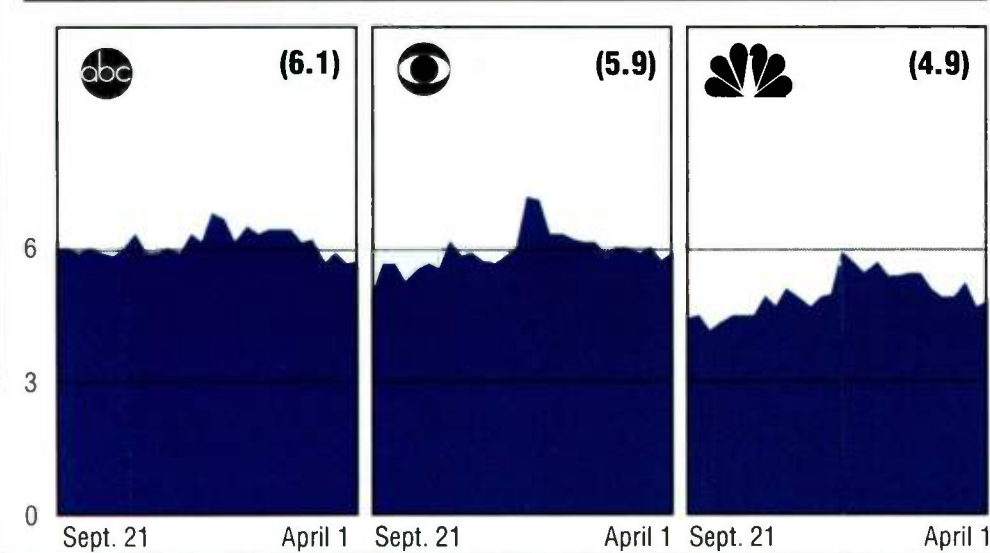
**NEW YORK 11 P.M. LOCAL NEWS**



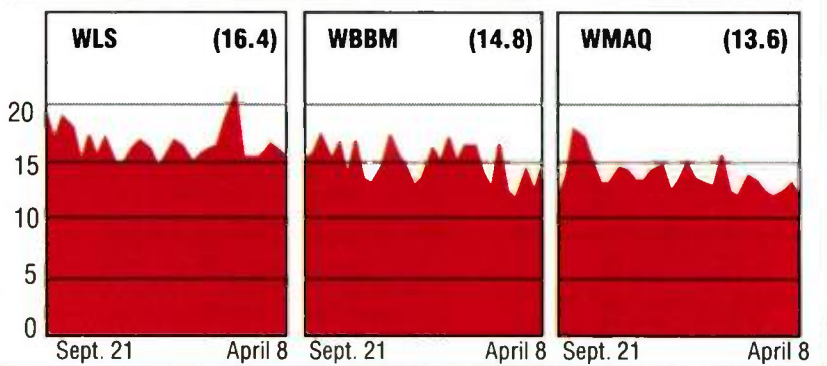
**LOS ANGELES 11 P.M. LOCAL NEWS**



**NETWORK DAYTIME-SEPT. 21 TO APRIL 1**



**CHICAGO 10 P.M. LOCAL NEWS**



**SEASON-TO-DATE RATINGS/SHARES OF REGULAR PRIME-TIME NETWORK PROGRAMS**

1. The Cosby Show	NBC 28.0/44	(t) Dallas	CBS 16.8/28	43. HeartBeat	ABC 13.9/24	64. Mr. Belvedere	ABC 11.6/19	(t) Rags to Riches	NBC 9.6/17
2. A Different World	NBC 25.1/40	23. NBC Sunday Night Movie	NBC 16.7/26	44. ABC Sunday Night Movie	ABC 13.8/23	65. Supercarrier	ABC 11.5/18	86. 48 Hours	CBS 9.3/87
3. Cheers	NBC 23.7/38	24. NBC Monday Night Movies	NBC 16.6/26	45. Miami Vice	NBC 13.7/23	66. High Mountain Rangers	CBS 11.4/19	87. ABC Thursday Night Movie	ABC 9.2/18
4. Golden Girls	NBC 22.0/37	25. Newhart	CBS 16.5/26	46. thirtysomething	ABC 13.6/24	(t) Wiseguy	CBS 11.4/18	88. Pursuit of Happiness	ABC 9.1/16
5. Growing Pains	ABC 21.9/33	(t) Aaron's Way	NBC 16.5/27	47. St. Elsewhere	NBC 13.3/23	68. Our House	NBC 11.3/18	89. Hotel	ABC 8.9/16
6. Night Court	NBC 21.4/34	27. My Two Dads	NBC 16.4/24	(t) J.J. Starbuck	NBC 13.3/23	69. Full House	ABC 10.9/19	90. Thorns	ABC 8.8/16
7. Who's the Boss	ABC 21.3/33	28. 227	NBC 16.3/28	49. Beauty & the Beast	CBS 13.1/22	(t) Disney Sunday Movie	ABC 10.9/17	91. Probe	ABC 8.7/14
8. 60 Minutes	CBS 20.7/34	29. Hunter	NBC 16.2/28	50. Cagney & Lacey	CBS 13.0/22	(t) Spenser: For Hire	ABC 10.9/18	92. Ohara	ABC 8.6/13
9. Murder, She Wrote	CBS 20.3/30	30. Molly Dodd	NBC 16.1/27	51. MacGyver	ABC 12.9/20	(t) Smothers Brothers	CBS 10.9/18	93. CBS Saturday Movie	CBS 8.3/16
10. Wonder Years	ABC 19.3/30	31. Knots Landing	CBS 15.8/26	(t) Eisenhower & Lutz	ABC 12.9/20	(t) Tour of Duty	CBS 10.9/17	94. West 57th	CBS 7.8/15
11. ALF	NBC 19.0/29	32. ABC Monday Night Movie	ABC 15.6/24	53. 'Slap' Maxwell	ABC 12.8/21	74. Highwayman	NBC 10.7/19	95. Sledge Hammer!	ABC 7.7/12
12. Moonlighting	ABC 18.5/29	33. Designing Women	CBS 15.5/23	(t) Equalizer	CBS 12.8/22	75. Private Eye	NBC 10.4/19	96. Charmings	ABC 7.6/12
13. L.A. Law	NBC 18.3/31	34. Hoopeman	CBS 15.4/24	(t) Simon & Simon	CBS 12.8/20	76. I Married Dora	ABC 10.3/18	97. Sable	CBS 7.4/13
14. Matlock	NBC 17.8/27	35. Perfect Strangers	ABC 15.3/25	56. 20/20	ABC 12.6/22	(t) Oldest Rookie	CBS 10.3/17	98. My Sister Sam	CBS 7.3/12
15. Amen	NBC 17.6/31	36. Kate & Allie	NBC 14.8/22	57. Dolly	ABC 12.5/20	(t) Beverly Hills Buntz	NBC 10.3/18	99. Max Headroom	ABC 6.6/13
16. Family Ties	NBC 17.5/26	37. Facts of Life	NBC 14.7/26	58. Just in Time	ABC 12.4/20	79. Law & Harry McGraw	CBS 10.2/17	100. Everything's Relative	ABC 6.5/11
17. NFL Monday Night Football	ABC 17.4/31	38. Highway to Heaven	NBC 14.6/23	(t) Jake & the Fatman	CBS 12.4/19	80. Buck James	ABC 10.1/17	101. Leg Work	CBS 6.3/11
(t) CBS Sunday Movie	CBS 17.4/27	39. Magnum, P.I.	CBS 14.4/23	60. Crimo Story	NBC 12.1/22	(t) Bronx Zoo	NBC 10.1/18	102. Trial & Error	CBS 5.6/9
19. In the Heat of the Night	NBC 17.2/27	40. Dynasty	ABC 14.3/23	61. Frank's Place	CBS 12.0/18	82. Family Man	ABC 10.0/17	100. Once a Hero	ABC 4.1/8
(t) Valerie's Family	NBC 17.2/26	(t) Day by Day	NBC 14.3/22	(t) A Year in the Life	NBC 12.0/19	83. Coming of Age	CBS 9.6/15		
21. Head of the Class	ABC 16.8/26	42. Falcon Crest	CBS 14.2/24	63. Sonny Spoon	ABC 11.8/21	(t) Houston Knights	CBS 9.6/18		



## NEWS OF RECORD

The following are items released by the Federal Communications Commission from April 7 to April 13.

## Station sales

**City and station:** Monroeville, Ala., WYNI 930 AM (5,000 watts daytime).  
**Seller:** Fred Kelley and Jack Bates, Monroeville, Ala.

**Buyer:** Harold Harris, president, secretary and 50 percent owner; and Vivian Tuberville, vice president, treasurer and 50 percent owner; Monroeville, Ala.

**Price:** \$175,000.  
**Date granted:** March 29.

**City and station:** Oak Grove, La., KWCL 1280 AM (1,000 watts daytime) and KWCL 96.7 FM (3,000 watts).

**Seller:** Heart of Dixie Broadcasting Co., Mansfield, La.

**Buyer:** Baker Broadcasting Co., Oak Grove, La. Keith Baker and Evelyn Baker are each general partners and 50 percent owners.

**Price:** \$90,000.  
**Date granted:** March 29.

**City and station:** Albuquerque, N.M., KZIA 1580 AM.

**Seller:** Zia Telecommunications, Albuquerque, N.M.

**Buyer:** AM-FM Communications, El Paso, Texas. Timothy Rich, president, Garrett Haston, secretary. Broadcast Enterprises is 100 percent owner of AM-FM Communications.

**Price:** \$350,000.  
**Notes of interest:** Mr. Haston has a 35 percent voting interest in Sherman Greenleigh Sanchez Broadcasting of Utah, licensee of KJQN-AM, Ogden, Utah, and its wholly owned subsidiary, Utah Broadcasting Corp., licensee of KJQN-FM, Ogden, Utah.  
**Date granted:** March 29.

**City and station:** Rio Rancho, N.M., KZIA 101.7 FM (3,200 watts).

**Seller:** John Deme, Albuquerque, N.M.

**Buyer:** AM-FM Communications, El Paso, Texas. Timothy Rich, president.

**Price:** \$350,000.  
**Notes of interest:** Purchase includes KZIA-AM, Albuquerque, N.M., (see above).  
**Date granted:** March 29.

**City and station:** Youngstown, Ohio, WBBW 1240 AM (1,000 watts) and WQOD 93.3 FM (50,000 watts).

**Seller:** Mahoning Valley Broadcasting Corp., Youngstown, Ohio, John Sherpack Jr., president.

**Buyer:** H&D Communications Limited Partnership, Hartford, Conn. Joel Hartstone and Barry Dickstein, general partners and 25 percent owners; Hartstone Family Limited Partnership and Dickstein Family Limited Partnership, limited partners and 25 percent owners.

**Price:** \$3 million.  
**Notes of interest:** Messrs. Hartstone and Dickstein each own the following: 15 percent general partnership interest in WSUB-AM/WQGN-FM, Grotton, Conn.; 50 percent interest in WDOV-AM/WDSO-FM, Dover, Del.; and 10 percent general partnership interest in WIIN-AM/WFPG-FM, Atlantic City, N.J.  
**Date granted:** March 29.

## Key FCC actions

**Fairness doctrine.** Reaffirmed Aug. 4, 1987, decision to end enforcement of the fairness doctrine, thus denying the Freedom of Expression Foundation and Henry Geller and Donna Lampert reconsideration. Text released. (By memorandum opinion and order, FCC 88-131, adopted March 20 by the commission.)

**Cordele, Ga.** Found Silver Star qualified to remain the licensee of WMJM-AM and WFAV-FM, Cordele, but ordered Silver Star to forfeit \$20,000 for its willful and repeated violations of the Communications Act by transferring de facto control of the stations, abusing the Federal Communications Commission's distress sale policy and abusing the FCC's hearing process. (Mass Media Docket 86-155 by initial decision, FCC 88D-10, adopted March 25 by Administrative Law Judge Edward Luton.)

**Fort Mohave, Ariz.** At the request of Fort Mohave Broadcasting, proposed amending the FM table by allotting Channel 296C2 (107.1 MHz) to Fort Mohave as its first local broadcast service. Comments due May 31, replies June 15. (Mass Media Docket 88-132 by notice of proposed rule-making, delegated authority 88-404, adopted March 4 by the Deputy Chief, Policy and Rules Division, Mass Media Bureau.)

**Marquette, Mich.** Designated for hearing the applications of Turner Broadcasting & Communications System, Marquette Television Associates, Skyward Television and Upper Peninsula Telecasting Corp. for a new com-

mercial TV station on Channel 19 at Marquette. (Mass Media Docket 88-133 by Order, delegated authority 88-342, adopted Feb. 29 by the Chief, Video Services Division.)

FCC reaffirms and orders resumption of processing of AM applications for 14 foreign clear channels. Mass Media Docket 84-281 (Report 1147, Action in Docket Case.) The commission has reaffirmed rules establishing new full-time AM stations on the foreign (Canadian, Mexican or Bahamian) class I-A channels, and directed the staff to resume the processing of applications for AM stations on the 14 foreign clear channels that had been suspended pending the completion of this proceeding. Action by the commission April 6 by second report and order (FCC 88-135).

**Seaside, Calif.** Effective May 31, amended the FM table by allotting Channel 278A (103.5 MHz) to Seaside as its second local FM service. Window period open from June 1 to July 1. (Mass Media Docket 87-115 by report and order, delegated authority 88-471, adopted March 23 by the Deputy Chief, Policy and Rules Division, Mass Media Bureau.)

**Marlboro, Vt.** Effective May 31, amended the FM table by allotting Channel 268A (101.5 MHz) to Marlboro as its first local FM service. Window period open from June 1 to July 1. (Mass Media Docket 87-129 by report and order, delegated authority 88-470, adopted March 24 by the Deputy Chief, Policy and Rules Division.)

**City and station:** Chattahoochee, Fla., WENO 1580 AM (5,000 watts daytime).

**Seller:** Soundway Broadcasting Co., Chattahoochee, Fla., Edwin O'Connor, treasurer.

**Buyer:** Paul and Nancy Schumacher, Medford, N.J., 100 percent owners and joint holders.

**Price:** \$0.  
**Notes of interest:** Mr. and Ms. Schumacher are 100 percent owners of WSJL-FM, Cape May, N.J. and WLNL-AM, Horseheads, N.Y.  
**Date granted:** March 30.

**City and station:** Little Rock, Ark., KARK-TV, Channel 4.

**Seller:** United Broadcasting Corp., Little Rock, Ark., M.L. Waddington, president.

**Buyer:** Morris Network, Macon, Ga. Charles Morris, chairman and 90.37 percent owner of Morris Newspaper Corp., which is 100 percent owner of Morris Network.

**Price:** \$0.  
**Notes of interest:** Morris Network is licensee of WMTG-TV, Macon, Ga.; WDHN-TV, Dothan, Ala.; and WVGA-TV, Valdosta, Ga.  
**Date granted:** March 31.

**City and station:** Hollywood, Fla., WLQY 1320 AM (5,000 watts).

**Seller:** Global Broadcasting, Hollywood, Fla., Anthony Lupo, president.

**Buyer:** Genesis Communications II, Boca Raton, Fla. Bruce Maduri, president and 65.5 percent owner, and Robert Sterling III, vice president and 34.5 percent owner.

**Price:** \$1.9 million.  
**Date granted:** March 31.

**City and station:** Norwell, Maine, WRYT-TV, Channel 46.

**Seller:** Nikita Maggos, Alan Lidow, et al. Los Angeles.

**Buyer:** Alan Lidow, Los Angeles.

**Price:** \$0.  
**Date granted:** March 31.

**City and station:** La Plata, Md., WCMD 1560 AM (1,000 watts daytime).

**Seller:** Charles County Broadcasting, La Plata, Md., Dorothy Burns, secretary and treasurer.

**Buyer:** Southernwood Media Corp., La Plata, Md. C. William Simms, president and 75 percent owner; Michael Burns, vice president and 25 percent owner.

**Price:** \$232,225.  
**Date granted:** March 31.

**City and station:** Cuba, Mo., KBCC 1410 AM (5,000 watts daytime).

**Seller:** KBCC 1410 Corp., Cuba, Mo.

**Buyer:** Missouri River Christian Broadcasting, Washington. James Coggan, president. Missouri

River Christian Broadcasting is a non-profit corporation.

**Price:** \$0.  
**Date granted:** March 31.

**City and station:** Erie, Pa., WICU-TV Channel 12.

**Seller:** Prudence Lamb, Maumee, Ohio.

**Buyer:** Priscilla Schwieler, Perrysburg, Ohio.

**Price:** \$0.  
**Notes of interest:** Ms. Schwieler is 49.4 percent shareholder of Great Lakes Communications, licensee of WICU-TV.  
**Date granted:** March 31.

**City and station:** Powell, Tenn., WBZW 1040 AM (2,500 watts daytime).

**Seller:** GMX Communications, Tampa, Fla.

**Buyer:** Southern Diversified Industries, Knoxville, Tenn. James Staley, president and 51 percent owner.

**Price:** \$11,000.  
**Date granted:** March 31.

**City and station:** Murray, Utah, KMGR 1230 AM (1,000 watts) and Orem, Utah, KMGR 107.5 FM (46,000 watts).

**Seller:** Transcolumbia Communications, Houston.

**Buyer:** KMGR Inc., Seattle. Robert Bingham, president. Mr. Bingham is also a limited partner and 53.9 percent owner of Bingham Communications Group Limited Partnership, which is 100 percent owner of KMGR, Inc.

**Price:** \$1,922 million.

**Notes of interest:** Bingham Communications Group Limited Partnership holds all of the stock of Radio Holdings, licensee of KKFX-FM, Seattle; and of Central Washington Television, licensee of KCWT-TV, Wenatchee, Wash.  
**Date granted:** March 31.

**City and station:** San Juan, Texas, KUBR 1210 AM.

**Seller:** Dale Chapman Broadcasting, McAllen, Texas.

**Buyer:** Paulino Bernal, McAllen, Texas.

**Price:** \$445,000.

**Notes of interest:** Mr. Bernal is licensee of KJAV-FM, Alamo, Texas; and of KMFM-FM, Premont, Texas.

**Date granted:** April 1.

**City and station:** Vega Baja, Puerto Rico, WEGA 1350 AM (2,500 watts daytime).

**Seller:** Vega Baja Broadcasting Corp., Vega Baja, Puerto Rico.

**Buyer:** Radio Sol Broadcasting Corp., Orocoivo, Puerto Rico.

**Price:** \$390,000.

**Notes of interest:** Radio Sol Broadcasting Corp. is owner of WKCK-AM, Orocoivo, Puerto Rico.

**Date granted:** March 25.

**City and station:** Fort Worth, Texas, KFJZ 870 AM (250 watts daytime).

**Seller:** KFJZ Broadcasting, Fort Worth, Texas.

**Buyer:** Garden City Broadcasting Co., Dallas. Antonio Lujan, president and 100 percent owner.

**Price:** \$1.3 million.

**Date granted:** April 1.

**City and station:** Titusville, Fla., WAMT 1060 AM (10,000 watts daytime, 5,000 watts nighttime) and WSCF 98.3 FM (3,000 watts).

**Seller:** Frazer Broadcasting Corp., Titusville, Fla., Sidney Frazer, president.

**Buyer:** Sage Broadcasting Corp. of Daytona Beach/Orlando, Stamford, Conn. Sage Broadcasting Corp., 100 percent owner.

**Price:** \$3 million.

**Notes of interest:** Sage Broadcasting Corp. is sole owner of the following: WNAQ-AM, Naugatuck, Conn.; WBSM-AM, New Bedford, Mass.; WKOL-AM/WMVQ-FM, Amsterdam, N.Y.; KMNS-AM/KSEZ-FM, Sioux City, Iowa; WJJK-AM/WBIZ-FM, Eau Claire, Wis.; WTAX-AM/WDBR-FM, Springfield, Ill.; WXYZ-AM/WSPF-FM, Stevens Point, Wis.; WZFM-FM, Briarcliff Manor, N.Y.; WLVA-FM, Hartford, Conn.; WKHT-AM, Manchester, Conn.; and WACO-AM/FM, Waco, Texas.  
**Date granted:** April 5.

**City and station:** Middleborough, Mass., WCEG 1530 AM.

**Seller:** South Shore Media Corp., Hyannis, Mass.

**Buyer:** Steven Callahan, Tierraverde, Fla.

**Price:** \$20,000.

**Notes of interest:** Mr. Callahan is a member of the board of St. Petersburg-Tampa Community Radio, permittee of WFTI-FM, St. Petersburg, Fla.

**Date granted:** April 5.

## Applications

**Location:** Newburgh, Ind.  
**Station:** 106.1 FM.

**Applicants:** Ruth Steele, Owensboro, Ky.

Newburgh Broadcasting Corp., Newburgh, Ind.

Owen-Dunnmeyer Partnership, Louisville, Ky.

TBS Broadcasting Co., Newburgh, Ind.

**Location:** Irvine, Ky.  
**Station:** 106.1 FM.

**Applicants:** Estill County Broadcasting, Ravenna, Ky.

Kentucky River Broadcasting Co., Irvine, Ky.

Engineer Broadcasting, Irvine, Ky.

**Location:** Pullman, Wash.  
**Station:** Channel 24.

**Applicant:** PNP Broadcasting, Bothell, Wash.

**Location:** Secaucus, N.J.  
**Station:** Channel 9.

**Applicant:** Whitely Communications, Rye Brook, N.Y.

**Location:** Pensacola, Fla.  
**Station:** 98.7 FM.

**Applicants:** ADX Communications of Pensacola, San Antonio, Texas.

White Sands Broadcasting Co., Knoxville, Tenn.

PNS Limited Partners, Pensacola, Fla.

Miracle Radio, Pensacola, Fla.

Great Scott Broadcasting, Pottstown, Pa.

George Flinn Jr., Memphis, Tenn.

Allen/Johnson Pensacola, Melbourne, Fla.

**Location:** Kershaw, S.C.  
**Station:** 106.1 FM.

**Applicants:** Palmetto Broadcasting System, Lancaster, S.C.

Steven Stewart, Cheraw, S.C.

Jeffrey Sigmon, York, S.C.

**Location:** Carlsbad, N.M.  
**Station:** 106.1 FM.

**Applicants:** Carlsbad Communications Partners, Baltimore.

Diana Clem, Carlsbad, N.M.

**Location:** Charleston, Mo.  
**Station:** 106.1 FM.

**Applicants:** Dianne Anderson, Sikeston, Mo.

South Missouri Broadcasting Co., Charleston, Mo. #

## Fairness doctrine tops NAB regulatory debate

(Continued from Page 4)

also advocated licensing reforms and defended his agency's abolition of the doctrine last summer.

He said the decision was "taken deliberately and carefully in execution of our sworn responsibility to uphold the Constitution and apply its terms to our regulations and to the industry as it exists in 1988."

The doctrine required broadcasters to air issues of public importance and provide an opportunity for response.

Among other regulatory matters discussed at the NAB meeting:

- Word was spread that Sen. Ernest Hollings, D-S.C., chairman of the Senate Commerce Committee, is planning to hold hearings April 27 on his controversial proposal to impose a special 2 percent to 4 percent tax on the sales of communications properties, including radio and TV stations.

The NAB, with strong support from its grass-roots members, defeated the senator's attempt to approve similar legislation last year.

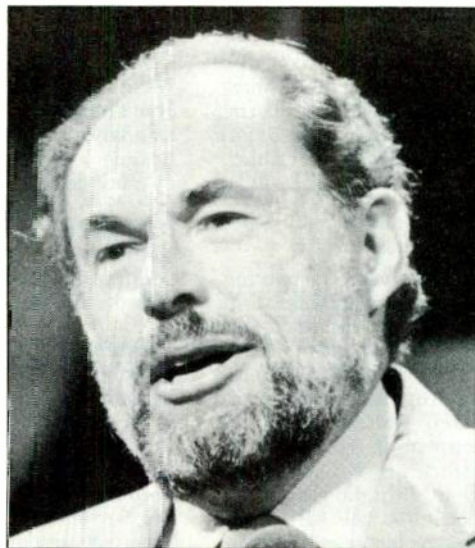
Toni Cook, one of the senator's aides, said the Senate wasn't planning to enact the legislation this year but was merely trying to lay the groundwork for future action.

- In another session, spokesmen for station rep firms warned that an FCC proposal to permit the TV networks to represent their affiliates for national spot advertising would be a disaster.

Among other things, the reps argued that the proposal, in the long run, might put them



**EDDIE FRITTS**  
Says HDTV could spell "disaster"



**LARRY GROSSMAN**  
Rethinking election projections

out of business and leave affiliates with no place to turn should they become disenchanted with the terms the networks want to offer sometime in the future.

Peter Goulazian, president of Katz Television Group, said the reps are planning to seek station support through a mass mailing soon.

"Opposition is critical to our long-term survival," Mr. Goulazian said.

Added Tim McAuliff, president and chief executive officer of Blair TV, "We're going to lobby like hell."

The reps said another headache is that barter syndication, which they said was approaching a \$1 billion-a-year business, is siphoning off revenues from national spot and network sales.

- In his state-of-the-industry address,

Eddie Fritts, NAB president, warned that HDTV could mean "disaster" for the industry, a sentiment many at the convention seemed to share.

"HDTV will be in the American marketplace via cable, (videocassette recorders), probably (direct broadcast satellite) in the early 1990s, and possibly fiber optics from the telephone companies," Mr. Fritts said.

"And as this new form of television moves into American homes, broadcasters must be sure they are competitive."

- In another speech, NBC News President Lawrence Grossman said his network had "grave doubts about the wisdom" of its pledge to withhold broadcast of election projections before polls close.

All of the networks had promised to withhold election projections in the wake of concerns by Congress that early forecasts were discouraging voters from going to the polls.

The networks agreed to hold off while Congress tried to pass legislation that would establish a uniform closing of the polls across the nation.

"We look forward to hearing more about the progress of the uniform poll-closing legislation," Mr. Grossman said.

"If there is no such progress, at some time before election day, I believe we have a responsibility—indeed the obligation—to re-evaluate our decision to censor our own coverage of the voting process. It is hardly in the spirit of American democracy to keep people ignorant about what is happening in the election for their own alleged good." #



# Cronkite says he might switch networks

(Continued from Page 1)

nual compensation drops from \$1 million to \$150,000 for the next 10 years, through 1999.

"The \$150,000 a year was meant to be a minimum bonus for long-time service," Mr. Cronkite said. "But that was before the days of lucrative 'golden parachutes.' If that's my parachute, then I guess I've just crash landed."

"This has nothing to do with changes in management or the economy," he added. "The contract was always written to provide for these changes."

News of Mr. Cronkite's interpretation last week sent CBS's corporate lawyers into an intense scrutiny of the pact's wording.

"That is not our understanding of the contract," said one high-level CBS executive, who asked not to be identified. "I don't think the contract provides that Mr. Cronkite can go to work for someone else. But we are looking into the matter."

At week's end, word from inside

CBS was that the matter would be handled discreetly through internal conversations with Mr. Cronkite.

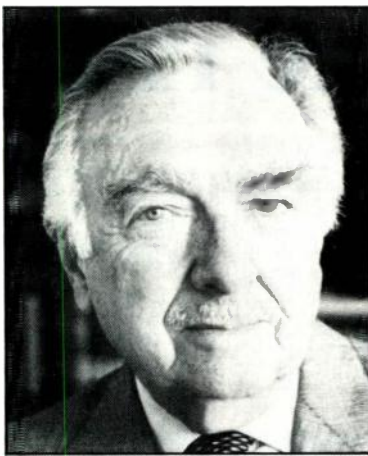
CBS corporate and news officials, including CBS News President Howard Stringer, declined to comment on the matter last week.

The pending changes in Mr. Cronkite's contract are part of a 17-year agreement worked out in 1980 with then-CBS News President William Leonard, when the newsmen relinquished his job to Dan Rather.

At the time, it was assumed by all concerned that Mr. Cronkite, now 71, would age gracefully into the role of special correspondent and anchorman emeritus, he said.

That never happened, and last week Mr. Cronkite said he is dismayed enough with his "deliberately diminished" on-air role at CBS over the past seven years to pursue offers elsewhere.

"As of Nov. 4, I no longer have any on-air obligations to CBS. The contract only requires me to render consulting services," Mr. Cron-



**WALTER CRONKITE**  
Unhappy with current CBS role

kite said. "Unless we partake in some new negotiations, I'm completely a free agent."

"I don't feel any real inhibition about that. It's not an issue, as far

as I'm concerned. The ball is in CBS's court."

CBS officials last week apparently were caught off guard by the revelation of changes in Mr. Cronkite's contract, which were first hinted at in the company's annual proxy statement to shareholders.

"I think this probably is coming as a surprise to them, but it should not," said Mr. Cronkite, who also serves as one of 13 directors of CBS Inc.'s board. "There are people in the news division, like Howard Stringer, who have been aware of this for some time."

Mr. Cronkite said no one at CBS has discussed the impending contractual changes with him and that the subject was not broached during a regularly scheduled April 13 board meeting.

He said he has already been approached by outside entities about specific projects, but declined to elaborate on them.

Industry observers assume it's

more likely that Mr. Cronkite would work for public TV and perhaps other news organizations than for the other two broadcast networks.

"I never entertained the many offers I received over the years to switch networks," Mr. Cronkite said. "But my situation has changed, and things are different now in many ways. Things have been done and said to make me feel alienated from a news organization I have spent a lifetime with."

He said his conspicuous absence from the airwaves in recent years was once explained to him by then-CBS News President Van Gordon Sauter.

"He told me it was decided that Dan (Rather's) career required establishing him as a sole presence," Mr. Cronkite said.

"There doesn't seem to be much doubt about the fear that I would overshadow Dan in his new role," he said. "But all I've wanted to do is to make some meaningful contributions on the air." #

## AT PRESS TIME CONTINUED

KVIL would be guilty of fraud under the Communications Act, he said. A spokeswoman said KVIL hadn't decided what to do with the money.

● **ATLANTA**—The **Turner Broadcasting System board** on Friday approved a plan to repay its multiple cable system operator investors dividends in the form of stock, rather than cash. The proposal will be voted on by shareholders July 15.

● **NEW YORK**—TV producer **Merv Griffin** reached a tentative agreement Thursday with controlling shareholder Donald Trump to divide the assets of Resorts International, which both men have been trying to buy out for the past five weeks.

● **NEW YORK**—Some **major media stocks** continued to slide late Friday even though the stock market stabilized after a jolting 101-point drop on Thursday. Capital Cities/ABC was off more than \$8 a share, and CBS Inc. was down more than \$4 per share.

● **LOS ANGELES**—**Ron Howard's Imagine Film Entertainment** has joined with MCA Television to produce TV programming, with an emphasis on sitcoms. MCA will provide financing and will distribute programming worldwide.

● **DETROIT**—Ardman Broadcasting Corp., a Washington-based radio station group, is purchasing controlling equity in **Dorton Broadcasting**, a radio station group based here, Dorton President Joseph Dorton confirmed Friday. The price was not disclosed.

● **NEW YORK**—The June heavyweight title fight between **Mike Tyson and Michael Spinks** was threatened late last week as talks between HBO and Butch Lewis, Mr. Spinks' manager, remained at an impasse. Mr. Lewis wants HBO, which holds delayed broadcast rights to the fight, to withdraw a \$10 million lawsuit against him over a previous bout before Mr. Spinks signs for the Tyson match. #

# NBC will produce sitcom for The Disney Channel

(Continued from Page 1)

window. The rights fees weren't disclosed.

John Agoglia, who negotiated the deal in his capacity as executive vice president of business affairs for NBC-TV and NBC Productions, said the series will be executed on a "bare-bones" budget that is likely to be "somewhat less than" \$300,000 an episode.

That's considerably less than the average \$400,000 production cost of most broadcast network half-hours.

While he did not divulge Disney's initial license fee, Mr. Agoglia said it will not cover the production cost.

"We think it will look good," he said. "I don't know if it will look like 'Cheers' or 'The Cosby Show,' but we won't produce anything that will be embarrassing to NBC or to The Disney Channel."

However, a sticking point yet to be ironed out involves arrangements to produce the series in Orlando, Fla., at Disney's studio facilities, which have yet to open.

"There are a huge amount of logistics to work out (before the agreement is signed), and the weight of them could be too much to support the deal," cautioned Mr. Agoglia.

The option of adding a sitcom to NBC's Saturday morning block could indicate a future move away from children's programming in that period, he said.

Disney Channel President John Cooke said a total of 80 episodes are contemplated. One episode will air weekly in a weeknight slot at either 8 p.m. (ET) or 8:30

p.m. on The Disney Channel, and each episode will be repeated once a week.

Mr. Agoglia confirmed reports that NBC Productions has discussed another series with Disney.

"It's a possibility, but we haven't even started this one," he said, adding that no other cable production negotiations are in progress.

NBC's widely publicized attempt to venture into cable production "is a way for the network to broaden its base a bit, but it won't be a significant source of revenue . . . We look at it as a way to meet a lot of creative people."

"But we have one goal: to stay No. 1 (in the broadcast network rankings). That's where the money is."

Negotiations between the two networks had been ongoing for months. They were complicated, according to key negotiators, by the unprecedented arrangements divvying up the distribution windows in which the production will air.

Meanwhile, NBC News completed an agreement last week to distribute and finance a news magazine, "Globe: A Ticket to the World," which is being produced by Episode Inc., a Sausalito, Calif.-based production company, for cable and foreign sales.

Also pitching cable networks is ABC. Av Westin, ABC News vice president for program development, has said he's working on three pilots at the request of two cable networks. #

# Lorimar's Warner deal off; next move uncertain

(Continued from Page 1)

mar has been willingly portrayed as a company on the verge of turning the corner after long and steady losses.

For the nine-month period of fiscal 1987 ended Dec. 31, Lorimar lost \$82 million. Still, the company posted record TV revenues during the third quarter.

Furthermore, its costs and debt have been reduced in recent times as management abandoned previous plans to build a full-service diversified entertainment company and began spinning off some of its assets and laying off some of its employees.

For example, Lorimar recently sold three of the network-affiliated TV stations bought as part of the expansion plan. The stations—ABC affiliates KMID-TV in Midland, Texas, and KSPR-TV in Springfield, Mo., and NBC affiliate KCPM-TV in Chico-Redding, Calif.—went to Goltrin Communications for a total of \$23 million.

Lorimar also recently sold its two advertising agencies—Bozell, Jacobs, Kenyon & Eckhardt and Poppe Tyson—to Bozell's management for \$133 million.

And the company plans to mortgage its Culver City, Calif., 44-acre lot for an estimated \$75 million.

Some Wall Street analysts speculate that Lorimar might eventually sell its losing home video and theatrical film operations, viewed as complementary businesses.

Although Mr. Adelson has said he enjoys owning a major studio and being involved in films, Lorimar clearly is positioning itself to concentrate on its core business of producing and distributing first-run and network TV programs.

Lorimar Telepictures was created by merger in 1985.

That deal brought together Lorimar, the nation's largest producer of prime-time network shows, and Telepictures, No. 1 among producers of first-run syndicated fare.

Although the company has lost more than \$140 million since that merger, it remains a dominant player in television production.

Lorimar Telepictures owns nine shows now running in prime time on the major broadcast networks, including "Dallas," "Falcon Crest," "Knots Landing," "Perfect Strangers" and "Valerie's Family."

The company also handles such profitable first-run syndication as "People's Court" and "Mama's Family." Another Lorimar network hit, "ALF," recently went into syndication, but it has encountered some early price re-

sistance.

The Lorimar-Warner merger talks screeched to a halt on April 12 when a terse two-line press release announced that negotiations had ended with no agreement reached. The companies offered no official reasons, and their executives declined comment.

However, sources at the companies and on Wall Street speculated that Warner's offer, equivalent to \$12 or \$13 per share, was considered by Lorimar officials to be inadequate. The deal would have involved a stock swap in which a portion of each Warner share would have been exchanged for each share of Lorimar stock.

Despite speculation to the contrary, both companies apparently reached agreement on a number of major points, including how to merge their assets and top management, before the talks collapsed.

Sources say Lorimar's top management had signed off on the proposed deal after extensive meetings that ran from Friday, April 8, through the weekend.

However, Lorimar's board rejected the offer during a specially called meeting early last week, sources said.

"It would appear that Lorimar had a deal

and that the outside members of its board rejected it, primarily because they felt the price was too low," a leading media analyst said.

Warner apparently declined to raise its offer for fear of diluting its already undervalued stock.

Warner stock has been trading in the low \$30 range; analysts say it should bring at least \$40 a share.

Denver oil man Marvin Davis, former owner of Twentieth Century Fox, owns an estimated 3 percent of Lorimar's 45.3 million outstanding shares and recently offered \$17 a share cash for the company, only to be rebuffed. A spokesman for Mr. Davis last week denied that the oil tycoon has renewed his efforts to buy the company.

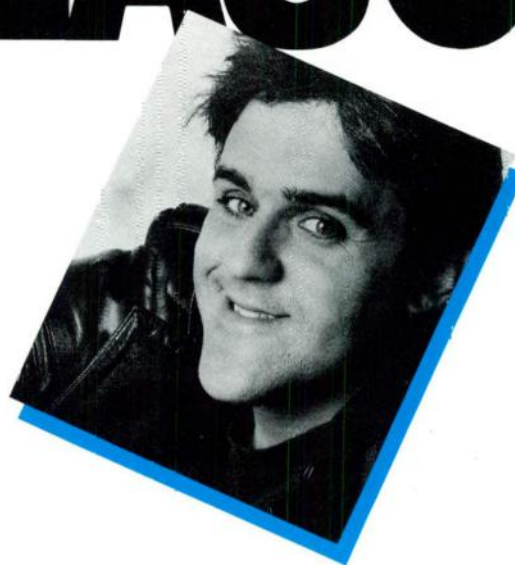
Speculation on other possible Lorimar suitors—such as The Walt Disney Co., Gulf & Western and Fox Broadcasting Co.—ran rampant as the week drew to a close.

Likewise, there was much speculation about what Lorimar management will do next. In the face of all the speculation, one source warned that it was premature to guess what the company would do.

"I don't think the executives of the company know that just yet themselves," he said. "They are still trying to sort things out." #



# ON APRIL 26 GIVE YOUR CLIENTS A GOOD LAUGH.



## ADVERTISING AGE AWARDS DINNER

Hosted by Jay Leno

Benefitting the Museum of Broadcast Communications  
Tuesday April 26—Chicago Hilton and Towers

My guests and I wish to attend the special VIP reception with Jay Leno, dinner and the awards show. Please reserve

\_\_\_ table(s) of ten at \$2250, or  
\_\_\_ ticket(s) at \$225.

My guests and I do not wish to attend the special VIP reception with Jay Leno. Instead we wish to attend the general cocktail party, dinner and the awards show. Please reserve

\_\_\_ table(s) of ten at \$1750, or  
\_\_\_ ticket(s) at \$175.

Name \_\_\_\_\_

Title \_\_\_\_\_ Agency or Company \_\_\_\_\_

Address \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Enclosed is my check for \$ \_\_\_\_\_

Please make check out to Advertising Age Awards Dinner and mail to: Advertising Age Awards Dinner, Attn: Reservations, 740 N. Rush St., Chicago, Illinois 60611

Contributions are tax deductible to the extent allowed by law. Reservations Deadline: Thursday April 21, 1988. Reservations received after Thursday April 14 will be held at the door.

In this business, you've got to keep your sense of humor. And when you invite your clients to join you at the Advertising Age Awards Dinner, you'll share a lot of laughs together.

Because host Jay Leno will be giving the business to our business. As only he can.

And that's not all.

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## Advertising Age *Awards Dinner*

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# 11

## WVAH-TV ON CHANNEL 11... A TOWERING ACCOMPLISHMENT.

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This remarkable switch to VHF is making more than just history—it's also making WVAH-TV available to 30% more households.

And quantity isn't the only thing going up at WVAH-TV. So is quality. Now, this Act III Broadcasting station will provide the finest signal in stereo from the market's tallest broadcast tower to viewers in West Virginia, Kentucky and Ohio.

WVAH-TV is also "thinking big" with a new rep: Seltel. WVAH-TV has appointed Seltel as exclusive national sales representative. Together, we're going to reach the heights!

### SELTEL

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