

Electronic Media



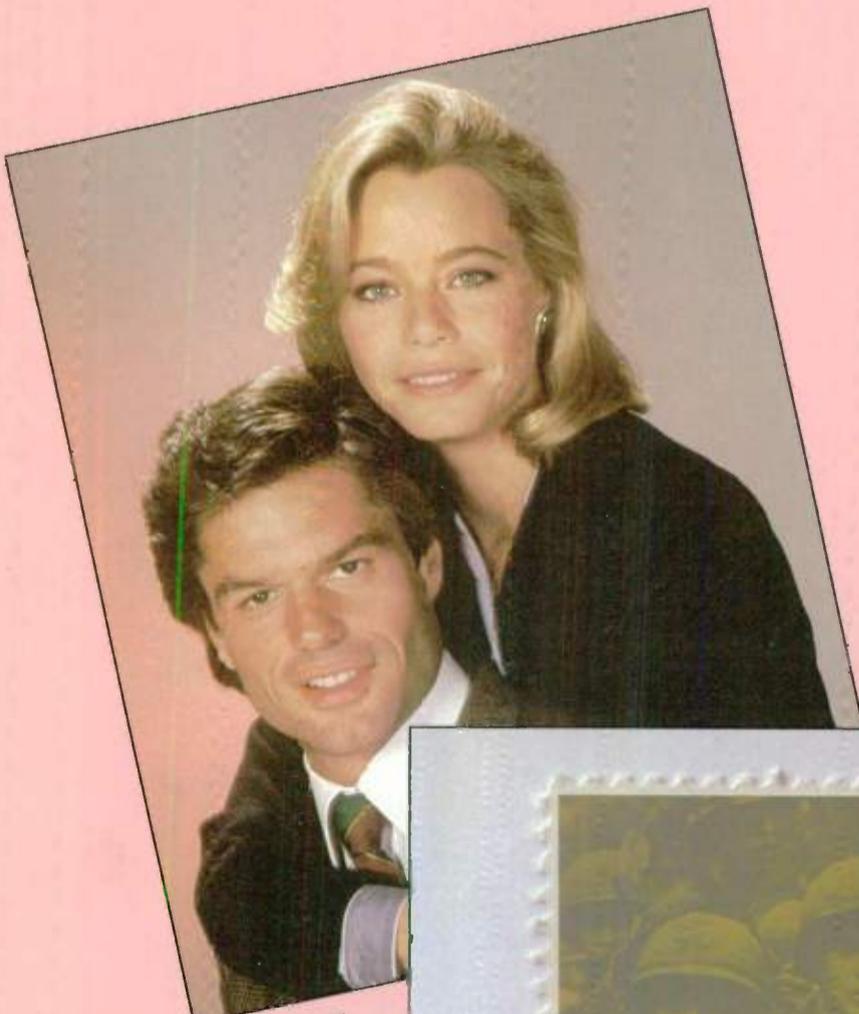
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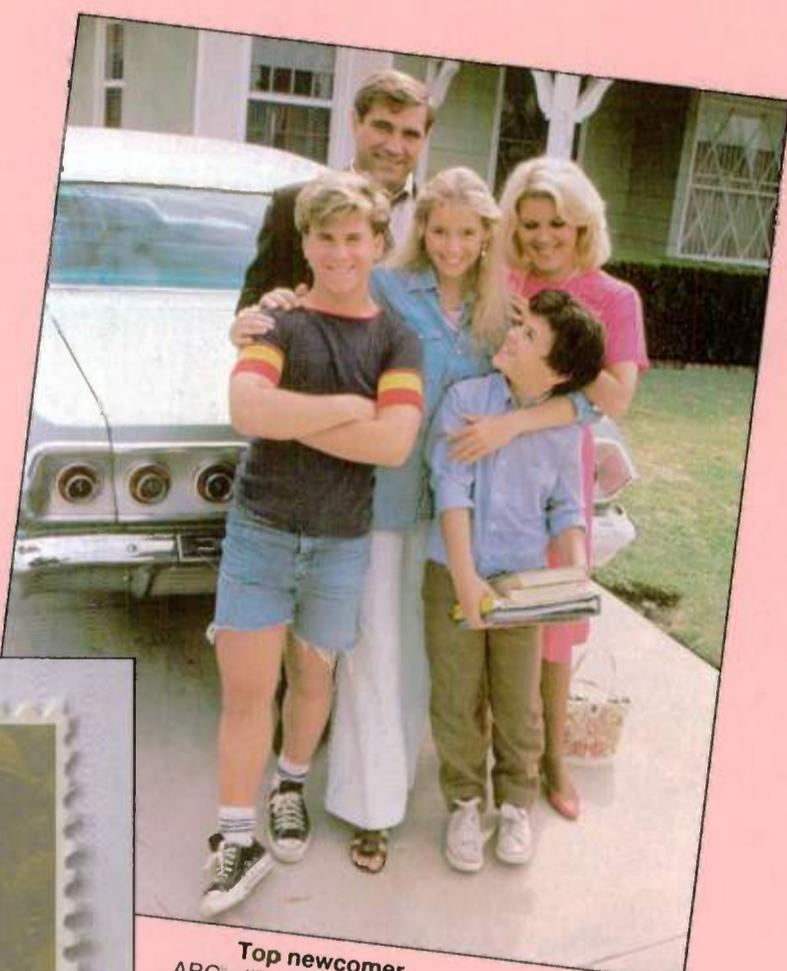
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MAY 2, 1988

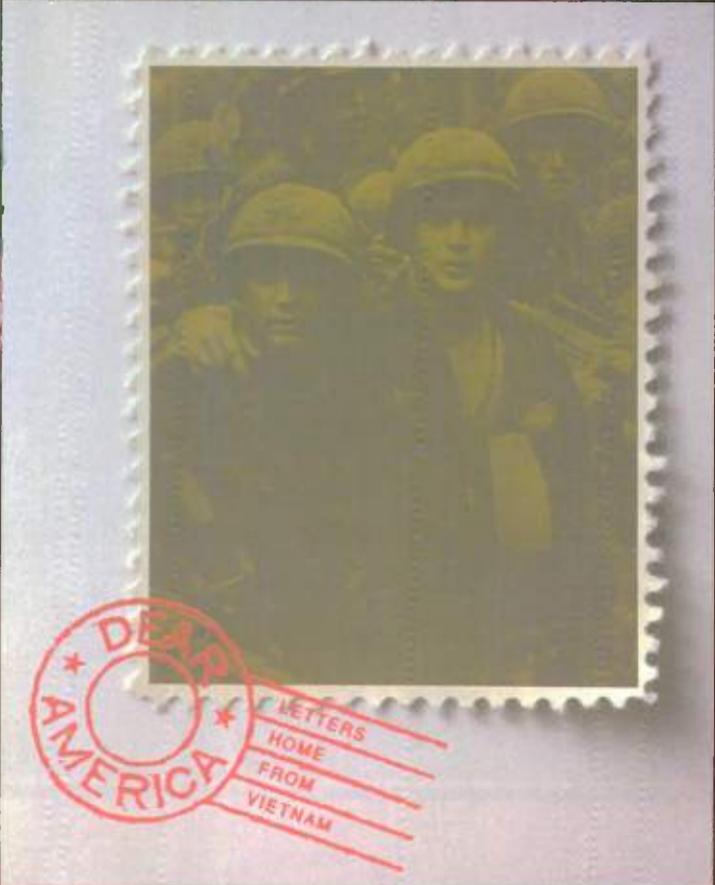
EM's semi-annual critics poll



Top show
NBC's "L.A. Law"



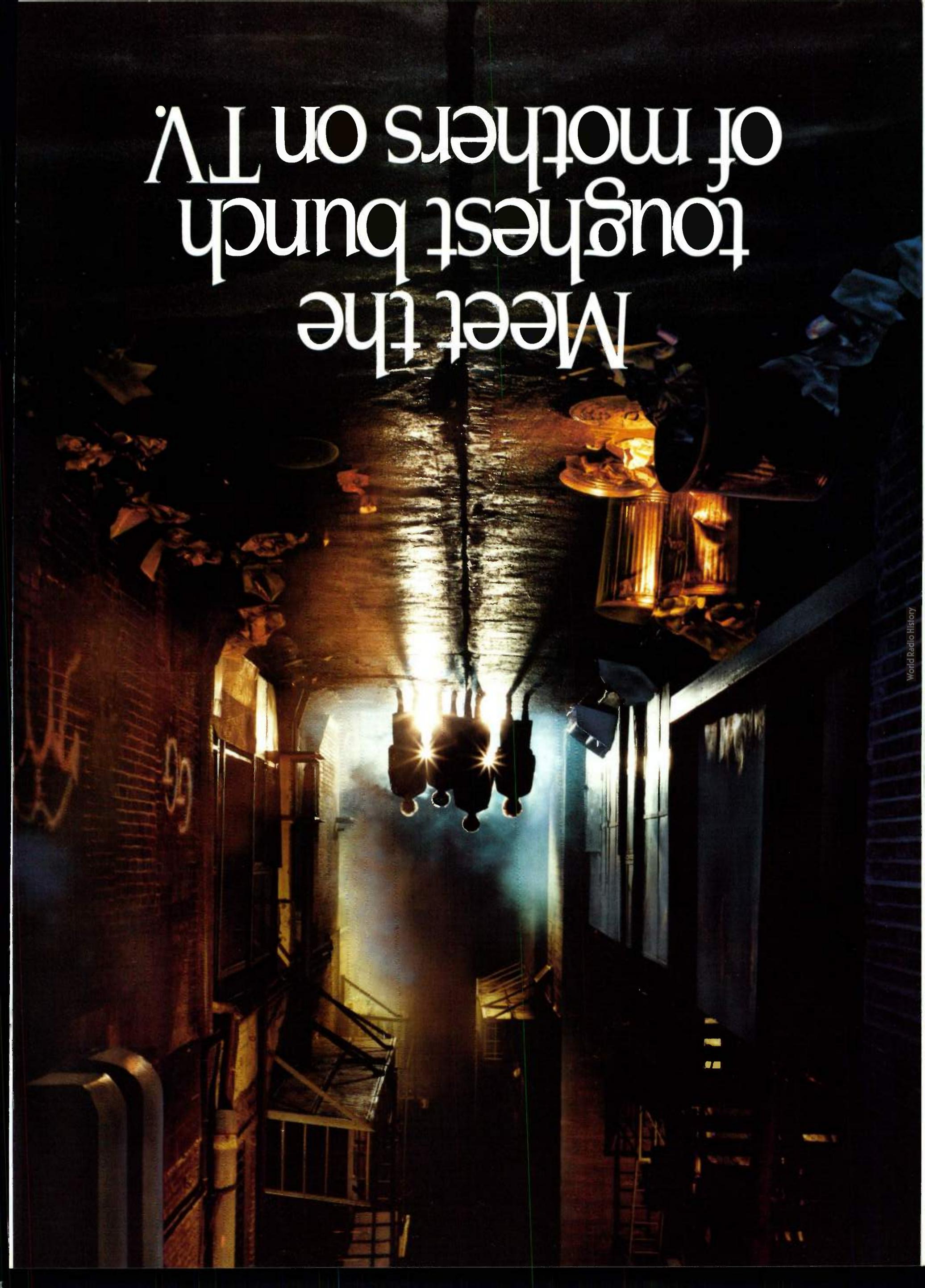
Top newcomer
ABC's "The Wonder Years"



Top special
HBO's "Dear America:
Letters Home From Vietnam"

Full survey results
and story, Page 18

Meet the toughest bunch of mothers on TV.



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MAY 2, 1988

AT PRESS TIME

Senate to survey cable

WASHINGTON—The Senate antitrust subcommittee decided Friday to conduct a "survey" to try to determine whether programming is being made available to cable TV systems and alternative technologies on different terms, a subcommittee aide said. The survey of programming practices comes as a follow-up to hearings on the cable industry in March, during which subcommittee Chairman Howard Metzenbaum, D-Ohio, threatened to re-regulate the industry. The aide said the subcommittee would await the survey results before deciding whether additional action is warranted. She also said the survey would be aimed at program suppliers and distributors, and answering it would be voluntary.

TNT gets more shows

ATLANTA—Turner Broadcasting System reached agreement on two programming deals for Turner
(Continued on Page 40)

TCI's holdings

The bottom line: Net income of \$5.6 million in fiscal 1987.

Revenues: \$1.7 billion in fiscal 1987.

Programming ownership: Turner Broadcasting System, 12 percent; The Discovery Channel, 14 percent; Black Entertainment Television, 33 percent; American Movie Classics, 50 percent; Cable Value Network, 14 percent; Netlink, 40 percent; QVC Network, 10 percent; The Fashion Channel, 21 percent; Think Entertainment, 12.5 percent; Tempo Enterprises, 100 percent*.

Primary system ownership: Wholly owned TCI systems, 3.4 million subscribers; United Artists Communications/United Cable Television/Daniels, 60-plus percent, 2.3 million subscribers*; Heritage Communications, 100 percent, 1 million subscribers; Storer Communications, 50 percent, 1.5 million subscribers*; Western Telecommunications/Marcus Communications, 57 percent, 292,000 subscribers*; Lenfest Communications, 48 percent, 265,000 subscribers; American Television and Communications Corp. joint ventures in Kansas City and Memphis, 50 percent, 261,000 subscribers; TKR, 50 percent, 236,000 subscribers; Communications Services Inc., 80 percent, 217,000 subscribers; Taft Cable Partners, 50 percent, 186,000 subscribers; Cencom Cable Associates, 31 percent, 161,000 subscribers; Columbia Associates, 20 percent, 117,000 subscribers.

*Pending completion of merger/acquisition agreements.

Source: TCI and related companies. Figures include only companies with more than 100,000 subscribers.



TCI's JOHN MALONE

A growing giant

TCI boldly boosts size with Storer buy

By JANET STILSON
Staff reporter

NEW YORK—Casting any antitrust concerns to the wind, Tele-Communications Inc. has taken its subscriber count to a bold level with its agreement to acquire SCI Holdings' Storer Communications cable systems.

TCI and Comcast Corp. agreed early last week to purchase the Storer systems, which serve 1.5 million subscribers, for about \$2.8 billion.

With TCI's 50 percent stake in those systems, the nation's largest cable operator has boosted its financial stake in cable companies that together serve more than 10 percent of U.S. TV homes.

Among total cable homes, the Denver-based operator will have an interest in sys-

tems serving about 10 million homes, representing more than 20 percent of the nation's 48 million subscribers.

Sources in Washington said the Storer deal has created further impetus for some public officials to intensify their efforts to curb vertical and horizontal expansion of cable companies.

But John Malone, TCI's president and chief executive officer, defends the expansion by saying: "We're only a quarter of the size of (Twentieth Century) Fox . . . We're peanuts compared with the size of the phone companies, or (General Electric) or Capital Cities."

Mr. Malone is expected to defend the expansion by multiple cable system operators during a House telecommunications subcommittee hearing on Friday.
(Continued on Page 40)

CBS schedule delay imperils upfront sales

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—CBS's decision to delay the start of its 1988-89 season to October will hurt the network's ad sales in the upfront market, analysts and ad agency executives say.

Because the delay will force CBS to rely on more rerun programs, advertisers expect to pay less for commercial spots.

In general, though, agency executives approved the move as a necessary one in light of the writers' strike.

"CBS has got more programming changes to make than the other two networks and probably less product in hand to do it," said one prominent Wall Street analyst, who asked not to be identified. "There are fewer proven programs for (CBS) to start off next season with, so why rush to begin the season at all?"

One high-level CBS executive, who asked not to be identified, says there was "a period when we could have pushed and strained and put it all together, but that time
(Continued on Page 40)

Proposal to promote superstations stalls

By ROBERT HOMAN
Staff reporter

WASHINGTON—Independent TV broadcasters scored a victory here on Friday when a bill promoting the creation of superstations for the home satellite dish market was stalled.

The House copyright subcommittee failed to come to a vote on the legislation, and the panel's chairman, Rep. Bob Kastenmeier, D-Wis., said prospects for the bill
(Continued on Page 40)

INSIDE:

3 Radio empire
Jeff Smulyan has built his "hobby," Emmis Broadcasting, into a radio powerhouse.

8 Winning from losing
A Baltimore disc jockey has gained international attention by staying on the air until the Orioles win a baseball game.

22 Mr. International
Michael J. Solomon, who directs Lorimar's international operations, discusses the outlook for U.S. product.

King World, MCA join programing forces

By WILLIAM MAHONEY
Staff reporter

BEVERLY HILLS, CALIF.—King World Productions and MCA Inc. joined hands here last week to unveil a production partnership.

The unnamed effort will begin with \$20 million in seed money equally contributed by King World and MCA.

The separate entity will concentrate on producing programing for networks, cable TV and first-run syndication, the principals said, although they had no specific program to announce.

The companies would create television programing together, then each would have the option of distributing it.

Both companies said it was the

first production co-venture of its kind between two distributors.

"The revenues to be derived from the product produced by the partnership will be maximized, since the programing will be distributed by either King World or MCA—which-ever company is most appropriate at the time," said Stephen Palley, King World chief operating officer.

"Whoever can do it best will do it," added MCA President Sid Sheinberg.

King World is best known as the distributor of the syndicated "Wheel of Fortune," "Jeopardy!" and "The Oprah Winfrey Show," while the MCA conglomerate produces and distributes such hour-long network shows as "Murder, She Wrote," "Simon & Simon" and "Magnum, P.I." and the syndicated

"Charles in Charge" and "Puttin' on the Hits."

However, King World is precluded through its agreement with Merv Griffin Enterprises from distributing any first-run strip game shows while the Griffin-produced "Wheel of Fortune" or "Jeopardy!" are still in syndication, confirmed King World President Michael King.

The new venture will be based in Los Angeles and will occupy space at both MCA and King World, with just two executives hired to run it, Mr. King said.

Utilizing present staff and offices will allow the production entity to keep its overhead low and put most of the \$20 million directly into programing, he explained.

"I wouldn't be surprised if we saw

(a show) come out in the next year," Mr. King added, explaining that a syndicated offering couldn't realistically be rolled out before fall 1989.

Some observers wondered why the two companies need to form a separate unit, but Mr. King said his company, by itself, would be unable to tackle big-ticket productions.

The venture announced last week also fits together with King World's formation of the R&D Network, a partnership consisting of five television station groups that can test-market shows before they're rolled out into national syndication.

"We could, in effect, get a show on the air just like any network does," Mr. King said of combining the forces of the new production entity and the 30 stations in the R&D Network. #



MCA'S SID SHEINBERG
Looking at all TV options

Court deals blow to Media General takeover attempt

By DIANE MERMIGAS
Senior reporter

A federal judge last week agreed with Media General and ruled against the key arguments made by Burt Sugarman in his attempt to take over the Richmond, Va.-based media giant.

In a summary statement on April 27, Judge Richard Williams in Richmond, Va., ruled that Media General's two classes of stock may be voted separately—a position Mr. Sugarman had campaigned against.

Media General's Class B stock has greater voting power. It is 71 percent controlled by the Bryan family, whose members oversee the company's operations.

Mr. Sugarman, a Beverly Hills, Calif., producer and businessman, and his two companies—Barris Industries and Giant Group Ltd.—hold 10 percent of Media General's Class A stock.

Mr. Sugarman asserted in a lawsuit he filed against Media General in March that all shareholders should be allowed to vote on his merger proposal as a single class, in accordance with the company's own charter.

In his ruling, Judge Williams said the clause in Media General's char-



BURT SUGARMAN
Must get approval from the board

ter doesn't apply in this case, and that Mr. Sugarman needs the approval of the company's board before shareholders can consider the merger proposal.

Media General Vice President David Jordan said there was no truth to reports circulating last week that management was considering recapitalizing, leading a le-

(Continued on Page 38)

Media Central reorganization fails to get creditor support

By DIANE MERMIGAS
Senior reporter

Media Central Inc., owner of eight independent TV stations, likely will face a challenge to its proposed Chapter 11 reorganization.

That challenge would come from creditors who are mulling alternatives that could mean a radical change in control and asset sales.

At an April 21 hearing, a bankruptcy court judge in Eastern Tennessee deemed that Media Central's proposed reorganization plan—which provides separate reorganization plans for the company and each of its medium-sized stations—didn't have the support of the company's creditors.

The judge has given the company's several hundred creditors, many of whom are program suppliers, 60 days to file alternative reorganization plans. After that deadline, court hearings will be conducted on each proposal.

Approval by two-thirds of Media Central's creditors eventually would be needed to enact any reorganization. The Chattanooga, Tenn.-based broadcaster filed for Chapter 11 protection last July.

"The company and its stations are now in play," said one creditor, who asked not to be identified.

Sources close to the creditors

last week said the alternative reorganization plans could mean the sale of some of Media Central's stations and a change in management at the remaining broadcast properties. Under such a scenario, Media Central's creditors could seek to control the company's assets through the establishment of a trust.

However, one creditor last week said the sale of assets likely will not come to pass, simply because the market for medium-sized independents is bad. Media Central's Kansas City, Mo., outlet, KZKC-TV, in particular would be a difficult sell because it is liable for half of the company's outstanding \$33 million in claims.

Industry sources say Southwest Multimedia and Norman Lear's Act III Communications are among the companies rumored to be interested in bidding on one or more of the Media Central stations. However, officials from both companies either could not be reached or declined comment.

Media Central officials last week said they have received several letters of general inquiry about its stations, but no bids.

Media Central's WZDX-TV in Huntsville, Ala.; WDBD-TV in Jackson, Miss.; and WKCH-TV in Knoxville, Tenn., are considered to be the company's most marketable outlets because of their strong performance. Media Central also

owns KHAI-TV in Honolulu; KBSI-TV in Cape Girardeau, Mo.; WOAC-TV in Canton, Ohio; and WXTX-TV in Columbus, Ga.

Media Central owns most of its stations through complex two-tiered partnerships with a wide variety of investors and partners.

Sources close to the creditors said they oppose Media Central's reorganization plan because it would mean a delay in payments. The company's plan calls for the full, interest-free payment of all outstanding commitments over a period of three to 10 years, depending on the station and creditor involved.

A creditors committee, representing many of the major program suppliers with a stake in the Media Central bankruptcy, is expected to decide this week whether to draw up an alternative reorganization plan of its own, sources said.

The Kent family, which controls Media Central and manages its properties, could attempt to block in court any alternative reorganization plan that attempts to exclude them from the company's affairs. However, Kent family members declined comment last week on whether they would consider such legal action.

Media Central President Don Kent said last week the company has worked out individual pay-

(Continued on Page 38)

Parker Brothers games to be adapted for TV

By MARIANNE PASKOWSKI
New York bureau chief

Parker Brothers' popular word game, "Boggle," is being adapted for television, and it could find a home on cable as early as this fall.

Los Angeles-based game show producers Martindale/Gilden Productions last week signed a deal with Parker Brothers to develop five of the company's games into game shows.

"Boggle" got the first nod because of its continuing popular-

ity as a board game and its potential to translate well on the small screen, said Wink Martindale, who serves as executive producer, along with partner Jerry Gilden.

"Boggle" pits players in a race against the clock as they scramble to make as many words as possible in a three-minute period.

Although many of Parker's games have been licensed on a project-by-project basis, such as King World Productions' recent

(Continued on Page 38)

Head of Fox Stations resigns

By RICHARD MAHLER
Los Angeles bureau chief

LOS ANGELES—Derk Zimmerman resigned last week as president and chief operating officer of Fox Television Stations in what he insisted is an amicable parting.

"At some point in your life, you decide you want to do something on your own," Mr. Zimmerman told ELECTRONIC MEDIA. "I've reached that point."

The executive emphasizes that he has no firm plans, other than to remain in Los Angeles and "develop a project in which I'll have a piece of the upside. Whatever it is, it will be entrepreneurial in nature."

Mr. Zimmerman said he has spent much of the last two months negotiating release from his multiyear Fox contract, following a succession of overtures "from a number of people about a number of projects that I couldn't take advantage of."

In a prepared statement, Fox wished Mr. Zimmerman well.

"He didn't leave in a huff," emphasized one source

close to the situation.

The announcement sparked rumors that Mr. Zimmerman is headed to Group W Productions to fill the vacancy left when Ed Vane retired as president of the company. But neither Mr. Zimmerman nor Group W would confirm those rumors.

Fox station sources said there had been indications that Mr. Zimmerman might move on, so they weren't surprised by the announcement.

Of his days at Fox, Mr. Zimmerman said: "It was a difficult and time-consuming period, but I feel the stations are stronger than they've ever been. I feel satisfied with what I've done."

He had held his post for two years, after having ascended from Fox's WFLD-TV in Chicago in 1986.

A Fox spokeswoman said the company was undecided as to whether it will fill Mr. Zimmerman's position.

But insiders say they expect Robert Kreek, executive vice president, and David Simon, vice president of programing, to assume responsibilities for the stations.

Some sources also speculated that Barry Diller, chair-

(Continued on Page 38)



THE JUDGE

#1

**NTI RATING
IN KEY SALES DEMOGRAPHICS
IN FRINGE CLEARANCES
ACCORDING TO THE REPS**
(vs. both Divorce Court & Superior Court)

#1 NTI RATING

	HH	W 25-54
THE JUDGE	4.5	2.8
DIVORCE COURT	4.2	1.7
SUPERIOR COURT	3.7	1.9

Source: NTI week ending 2/28/88. Final week Feb. report

#1 IN KEY SALES DEMOGRAPHICS

	Viewers/1000			
	W 25-54	M 18-49	Teens	Kids
THE JUDGE	377	215	81	90
DIVORCE COURT	306	183	62	67
SUPERIOR COURT	333	222	75	73

Source: NTI V/1000 HH season thru 2/28/88.

#1 IN FRINGE CLEARANCES

More and more stations are choosing THE JUDGE over Superior Court and Divorce Court for early fringe.

TOP 100 EARLY FRINGE CLEARANCES

	THE JUDGE	DIVORCE COURT	SUPERIOR COURT
Nov. '86	17	53	33
Nov. '87	42	41	31
Feb. '88	45	41	30
Post Feb. Sales	61	?	?

POST '87 FRINGE SALES TO DATE:

Philadelphia	KYW	West Palm Beach	WTVX
Chicago	WMAQ	Richmond	WWBT
Cleveland	WKYC	South Bend	WSJV
St. Louis	KSDK	Tri Cities	WJHL
Denver	KCNC	Columbia, SC	WIS
Portland, OR	KOIN	Springfield, MA	WGGB
Orlando	WESH	Wilmington	WECT
Grand Rapids	WOTV	Savannah	WTOC*
Greenville	WSPA	Macon	WMGT*
Raleigh	WPTF	Dothan	WDHN*
Wilkes Barre	WBRE	*Markets below 100	

#1 WITH STATION REPS

Call yours and ask!

JUDGE FRANKLIN like Judge Wapner, keeps viewers coming back for real family court drama. **THE JUDGE** isn't single dimensional like **DIVORCE COURT** and **SUPERIOR COURT**.



GROUP W PRODUCTIONS



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No pasture for Cronkite

Now comes skull-numbing news that CBS's Walter Cronkite is thinking about switching networks.

It seems that the ex-anchor's contract will shift gears on Nov. 4, his 72nd birthday, dropping his \$1 million annual salary to a paltry \$150,000 for the next 10 years and replacing his "special correspondent" status with that of a consultant.

The trouble is, Mr. Cronkite is still itching for air-time, still eager to work, still saddled and ready to ride. And, as the gods would have it, a quiet little clause in his contract apparently says, much to the dismay of CBS, that he can take his services elsewhere if anyone's interested.

Among the openly interested is Roone Arledge, the ABC News president whose unsuccessful courtship of Dan Rather years ago probably helped force Mr. Cronkite out of his anchor seat a bit earlier than planned. "I would be delighted to see Walter Cronkite on the air anytime, any place," Mr. Arledge said recently, as CBS lawyers reached for the nitroglycerin pills.

NBC News President Lawrence Grossman would admit only to being "an admirer" of Walter Cronkite and a believer in saying nothing publicly before talking to him privately.

It'll be interesting to see how CBS handles this one.

On the one hand, losing Walter Cronkite, arguably the most famous journalist ever, after 38 years would further damage the bruised pride, if not the competitive position, of CBS News. Then again, sitting him alongside Dan Rather probably wouldn't help those trying to keep Mr. Rather from clenching his teeth when the camera is rolling.

So, in a way, CBS can't afford to lose Mr. Cronkite and can't afford to keep him.

We suggest that CBS find a way to keep him. He has too much talent, too much experience to be lost to retirement or to rivals.

Perhaps it is possible to let him do documentaries once more. Or maybe he could do for CBS on Sundays what David Brinkley does for ABC. How about evening news commentary? Magazine host? Ted Koppel rival?

Even as his 72nd birthday approaches, Walter Cronkite is blessed with an abundance of career choices. These choices stem from a lifetime spent building a good reputation and remarkable skills. Such assets don't tend to lose their value. In that, we can all take heart. #

LETTERS TO THE EDITOR

Why didn't ethics survey include advertising 'propaganda'?

Why didn't your ethics survey (Feb. 29, Page 48) ask any questions about advertising? Apart from overt deception, ads promote the ideal of a consumer society, in which "to buy" and "to be happy" are syn-

onymous.

Whether aimed at children or adults, ads and commercials are the paradigms of media hype. Isn't anyone just a little embarrassed by the amounts of money, time

and human energy spent (or wasted) on such elaborate con games?

For that matter, do the ads you run really persuade network executives and station managers to do the right thing for the right reason? Or is their effect (if any) just the opposite? What is advertising, if not capitalism's answer to propaganda?

Dennis Rohatyn
doctor of philosophy
University of San Diego
San Diego, Calif.

'Supercarrier' should be sunk regardless

As an instructor of broadcast advertising, a television broadcaster with over 20 years experience and the mother of a U.S. Naval Academy graduate and fighter pilot, I take exception to your Viewpoint (March 21, Page 12) concerning "Our censoring Navy."

It seems the writer could not have watched an episode of "Supercarrier." This show has absolutely no redeeming qualities (other than fine photography) and should be canceled regardless of any pronouncement by the U.S. Navy.

"Supercarrier" is not only poorly conceived, written and acted... it is also an inaccurate portrayal of carrier life and of U.S. Navy personnel. It is a disappointing vehicle for advertisers, an embarrassment to the Navy and just another "bomb" for ABC.

Jane Wertz
instructor of advertising
Department of Journalism
and Mass Communications
San Jose State University
San Jose, Calif.

'Supercarrier' an embarrassment to Navy

Your March 21 editorial ("Our censoring Navy," Page 12) misses the point. Instead of berating the Navy for withdrawing its support of the "Supercarrier" scripts, you should watch one of the episodes.

As a writer who had spent eight days aboard the carrier Ranger prior to writing a story for an in-flight publication, I received nothing but the utmost cooperation from the Navy.

After viewing "Supercarrier" and its

straining the limits of credibility, I felt embarrassed not only for the Navy but for any seasoned Navy person watching it.

The Navy's offer to "reinstale" its support more than I would have done—trashing the entire series would be performing a public service.

William Endicott
chief executive officer
Corporate Communications
Seattle

Tell us what you're thinking

ELECTRONIC MEDIA welcomes letters to the editor. If you want to speak out, write to Viewpoint, ELECTRONIC MEDIA, 740 Rush St., Chicago, Ill. 60611.

All letters are subject to publication provided they are signed and neither defame nor libel individuals or organizations.

Letters may be shortened and grammatical errors corrected.

As a matter of policy, writers' names are published. However, exceptions to this policy may be granted upon request of the writer if, in the opinion of the editors, the reason is sufficiently compelling. #

QUICK TAKES

Should the network prime-time season run 52 weeks per year?



Robert Regalbuto
president
KSTP-TV
(ABC)
St. Paul, Minn.

"In a fantasy world, that would be the ideal situation. Unfortunately, we live in a practical world. As a businessman, I believe it would not make economic sense. The production costs would be enormous."



John Haldi
vice president
of programing
WBNS-TV
(CBS)
Columbus,
Ohio

"Yes. And a lot of network everybody's gotta be good all the time. It would soften the stunting impact the summer has. And it would open up the summer for experimental stuff that could become permanent programing. It would be better for TV advertisers, too."



Dave Wilson
program
manager
KRON-TV
(NBC)
San Francisco

"It would be wonderful, but I don't think the economics would allow it. When you are in reruns, you just have to hope your reruns are better than their reruns. The days of a 52-week prime-time season are long gone, unless the economics of TV programing are completely overhauled."

Electronic Media

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Storer Television Sales

will change its name to

Gillett Television Sales

Representing

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WJBK-TV	CBS	DETROIT
WJW-TV	CBS	CLEVELAND
WSBK-TV	IND	BOSTON
WTVG	NBC	TOLEDO
KCST-TV	NBC	SAN DIEGO

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INTRODUCING THE

ON OCTOBER 3, THE CABLE INDUSTRY HAS AN OPPORTUNITY TO COME TOGETHER TO CREATE A BOLD NEW ERA IN TELEVISION.

Turner Network Television is the vehicle that will drive cable television into a new era of competitiveness and profitability.

TNT is the first network designed to harness the full power of the cable industry. It's an opportunity for operators to



There are significant financial advantages to operators for charter participation. For details on how you can become an affiliate of Turner Network Television, call your Turner Cable Network Sales representative in Atlanta at 404-827-2250 and in San Francisco call 415-495-0170.

NEXT STEP IN CABLE

pool resources to create and capture programming that's original, high-profile, and exclusive to cable subscribers.

TNT will move aggressively to develop and acquire mini-series, major professional sports events, and entertainment

shows that will compete head-on for viewership with ABC, NBC, and CBS.

The organization for TNT is already in place. Turner Broadcasting has the management team, the advertising sales staff, the cable sales group, the credi-

bility, the track record, and the determination to make TNT an unqualified success.

Take the next step, get behind TNT today. As cable distribution grows, so does the potential to create cable's own powerful broad appeal network.

It's time we took the next step together.



CALENDAR

May

May 2, **Indecent Exposure**, a discussion of indecency and intimacy on TV. Panelists will include James Quello, commissioner, Federal Communications Commission; and George Dessart, vice president for program practices, CBS Television Network; sponsored by the New York Chapter of the National Academy of Television Arts and Sciences, Citicorp/Citibank Building, New York. Information: Gene Barnes, 212-302-3399.

May 2-3, **Inter-Union/Intelsat/Signatories meeting** hosted by the North American National Broadcasters Association, National Press Club, Washington. Information: Spencer Moore, 613-738-6553.

May 3-5, **Fifty Years of the American Federation of Television and Radio Artists**, five seminars on broadcasting in New York, Museum of Broadcasting, New York. Information: Letty Aronson, 212-752-4690.

May 3-May 31, **Broadway Musicals on Television** screening series, Museum of Broadcasting, New York. Information: Letty Aronson, 212-752-4690.

May 4, **New York Television Academy drop-in luncheon** featuring Que Spaulding, president, Playboy Programming Distribution Co., Copacabana, New York. Information: Mary Tischbein, 212-765-2450.

May 6-8, **Economics and the '88 Elections** conference for journalists, cosponsored by the Foundation for American Communications and the Gates Foundation, Cheyenne Mountain Conference Resort, Colorado Springs, Colo. Information: Dale Shaps, 213-851-7372.

May 7, **Technical seminar** sponsored by the Golden Gate Chapter of the Society of Cable Television Engineers, Concord TV Cable, Concord, Calif. Information: Walt Reames, 408-998-7333; or Terry Cotton, 415-588-9646.

May 7, **Children's Television: How to Produce It on a Budget** seminar, sponsored by the American Film Institute, guest speakers will include Tom Griffin, president, Sunbow Productions, Peat Marwick Executive Education Center, New York. Information: Mary Ellen Hynes, 800-221-6248. In California, 213-856-7690.

May 9-13, **Video Expo Los Angeles**, seminar for video professionals, Los Angeles Convention Center, Los

Angeles. Information: Barbara Dales, 800-248-5474.

May 10, **Radio Advertising Bureau** vendor sales training courses, Sheraton University City, Philadelphia. Information: Joann Nimetz, 800-232-3131. In New York, 212-254-4800.

May 10, **Technical seminar** sponsored by the Chattahoochee Chapter of the Society of Cable Television Engineers, Perimeter North Inn, Atlanta. Information: Guy Lee, 404-451-4788.

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

May 12, **1988 entertainment and sports conference** for financial officers, accountants, industry executives and attorneys involved in the entertainment and sports industries, sponsored by the Foundation for Accounting Education, guest speakers will include Sumner Redstone, chairman, Viacom International, Nikko Essex House, New York. Information: Nancy Fagan, 212-697-7162 or 800-522-5251.

May 12, **Radio Advertising Bureau** vendor sales training courses, Palmer House, Chicago. Information: Joann Nimetz, 800-232-3131. In New York, 212-254-4800.

May 14, **Chicago Focus! Production/Post Production**, Chicago section of the Society of Motion Picture and Television Engineers 12th annual meeting, Kodak's Marketing and Education Center, Oak Brook, Ill. Information: Don Henderson, 312-218-5174 or Roland Johnson, 312-218-5169.

May 14, **Radio-Television News Directors Association** region 5 conference and awards presentation, Paper Valley Hotel, Appleton, Wis. Information: Tom Bier, 608-271-4321.

May 16-20, **Edit Week**, hands-on workshop for beginning editors, managers, videographers and video professionals, co-sponsored by Video Midwest and the Sony Institute, Ambassador Hotel, St. Louis Park, Minn. Information: Larry Hover, 213-462-1987.

May 17, **Cabletelevision Advertising Bureau** media research workshop, LAX Hilton, Los Angeles. Information: Nancy Gomez, 212-751-7770.

May 18, **Cabletelevision Advertising Bureau** media research workshop, DFW Airport Harvey Hotel, Dallas. Information: Nancy Gomez, 212-751-7770.

Major events

BPME/BDA Los Angeles	June 8 to 11 Information: Pat Evans, 717-397-5727.
CTAM 88 Boston	July 31 to Aug. 3 Information: Christina Nelson, 202-371-0800.
VSDA Las Vegas	Aug. 7 to 11 Information: Doris Robin, 609-596-8500.
Radio '88 Washington	Sept. 14 to 17 Information: Hilda Jannesson, 202-429-5353.
MIPCOM Cannes, France	Oct. 12 to 16 Information: Barney Bernhard, 212-967-7600.
TvB annual meeting Las Vegas	Oct. 17 to 19 Information: Lee Barney, 212-486-1111.
INTV Los Angeles	Jan. 4 to 8 Information: Sheila Jefferson, 202-887-1970.
NATPE Houston	Jan. 24 to 27 Information: Nick Orfanopoulos, 213-282-8801.

May 18-21, **National Sales Advisory Committee meeting**, Greenbriar Inn, White Sulphur Springs, West Virginia. Information: Lee Barney, 212-486-1111.

May 18-22, **Public Radio Conference** and annual meetings for American Public Radio and National Public Radio, Adam's Mark Hotel, St. Louis. Information: Alma Long, 202-822-2730.

May 19-20, **Satellite Technology**, a seminar for the non-technical manager and executive, Willard Inter-Continental, Washington. Information: Casey Jones, 800-722-9000, ext. 116.

May 20, **Cabletelevision Advertising Bureau** media research workshop, Hyatt Regency O'Hare, Rosemont, Ill. Information: Nancy Gomez, 212-751-7770.

May 20-21, **Associated Press, Michigan Association of Broadcasters and Radio-Television News Directors Association** region 8 conference and awards presentation, Clarion Hotel, Lansing, Mich. Information: Gary Hanson, 216-788-2456.

May 20-22, **Economics and the News** conference for journalists, co-sponsored by the Foundation for American Communications, the Gannett Foundation and KARE-TV, Scanticon Minneapolis Executive Conference Center and Hotel, Plymouth, Minn. Information: Dale Shaps, 213-851-7372.

May 20-22, **Radio Sales University** sponsored by the Radio Advertising Bureau, Hyatt Regency on Capitol Hill, Washington. Information: Joann Nimetz, 800-232-3131. In New York, 212-254-4800.

May 24, **Microwave Basics: A to Z**, technical seminar sponsored by the Golden Gate Chapter of the Society of Cable Television Engineers, Italian Gardens, San Jose, Calif. Information: Walt Reames, 408-998-7333; or Terry Cotton, 415-588-1325.

May 24, **Cabletelevision Advertising Bureau** media research workshop, Marriott Northwest/Marietta, Atlanta. Information: Nancy Gomez, 212-751-7770.

May 24, **Radio Advertising Bureau** vendor sales training courses, Hyatt Regency, Atlanta. Information: Joann Nimetz, 800-232-3131. In New York, 212-254-4800.

May 24, **Two seminars with Carol Burnett**, in conjunction with The Museum of Broadcasting's exhibition The

Many Worlds of Carol Burnett, Equitable Theater, New York. Information: Letty Aronson, 212-752-4690.

May 26, **Cabletelevision Advertising Bureau** media research workshop, Crowne Plaza Hotel, White Plains, N.Y. Information: Nancy Gomez, 212-751-7770.

May 27-Sept. 15, **The Many Worlds of Carol Burnett**, Museum of Broadcasting, New York. Information: Letty Aronson, 212-752-4690.

June

June 1, **International Radio & Television Society** annual meeting and Broadcaster of the Year luncheon honoring Oprah Winfrey, Waldorf-Astoria, New York. Information: Marilyn Ellis, 212-867-6650.

June 2-4, **Educational foundation management seminar**, sponsored by NATPE International, University of Boulder, Boulder, Colo. Information: Hayes Anderson, 619-265-6570.

June 3-5, **Radio Sales University** sponsored by the Radio Advertising Bureau, Hyatt Regency DFW, Dallas. Information: Joann Nimetz, 800-232-3131. In New York, 212-254-4800.

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

June 6-9, **ABC affiliates meeting**, Century Plaza Hotel, Los Angeles. Information: Anne Kissel, 212-887-6011.

June 7-9, **Sterling Institute Managing Sales Performance for Local Sales Managers** sponsored by the Television Bureau of Advertising, Hyatt Regency, Denver. Information: Lee Barney, 212-486-1111.

June 8-11, **The Turning Point**, American Women in Radio and Television 37th annual convention, Westin William Penn Hotel, Pittsburgh. Information: Becky Tractman, 202-429-5102.

June 8-11, **Broadcast Promotion & Marketing Executives and Broadcast Designers' Association** seminar, Bonaventure Hotel, Los Angeles. Information: Pat Evans, 717-397-5727.

June 10-12, **National Council for Families and Television** annual conference, Four Seasons Biltmore, Santa Barbara, Calif. Information: Tricia Robin, 213-876-5959.

June 12-14, **CBS affiliates meeting**, Century Plaza Hotel, Los Angeles. Information: Michael Silver, 212-975-3161.

June 13-14, **Burns Media radio studies seminar**, Westin Hotel, Dallas Galleria, Dallas. Information: Sarina Araujo, 800-821-8035. In California or Canada, 818-985-8522.

June 16-18, **NBC affiliates meeting**, Hyatt Regency, Maui, Hawaii. Information: Jim Ritter, 212-664-5542.

June 16-19, **Cable-Tec Expo '88**, Society of Cable Television Engineers annual training and cable television hardware conference, San Francisco Hilton and Towers, San Francisco. Information: Bill Riker, 215-363-6888.

June 22, **Sounds of Success**, 21st annual radio workshop co-sponsored by the Association of National Advertisers and Radio Advertising Bureau, Waldorf-Astoria, New York. Information: Bud Heck, 800-232-3131.

June 25-28, **Teleproduction Today ... Teleproduction Tomorrow**, international teleproduction conference and exhibit co-sponsored by NATPE International and the International Teleproduction Society, Los Angeles Convention Center, Los Angeles. Information: Nick Orfanopoulos (NATPE), 213-282-8801, or Susan Stanco (ITS), 212-629-3266.

July

July 2, **Florida Association of Broadcasters and Radio-Television News Directors Association** region 14 conference and awards presentation, Innisbrook Resort, Tarpon Springs, Fla. Information: Lee Hall, 404-897-7000, RTNDA; or John Ray, 305-655-5455, WPTV-TV.

July 8-12, **32nd annual Television Programming Conference**, Hyatt Regency Downtown, Lexington, Ky. Information: Diane Appleyard, 904-432-8396.

July 12-14, **Sterling Institute National Sales Manager's Program** sponsored by the Television Bureau of Advertising, Hyatt Regency, Chicago. Information: Lee Barney, 212-486-1111.

July 14, **General membership meeting for the Caucus for Producers, Writers & Directors**, Chasen's, Los Angeles. Information: David Levy, 213-652-0222.

July 14-15, **Broadcast Financial Management Association and Broadcast Credit Association** board meeting, Hyatt Regency O'Hare, Rosemont, Ill. Information: Mary Ghiselli, 312-296-0200.

July 17-22, **All-Harvard faculty taught seminar for general sales managers** sponsored by the Television Bureau of Advertising, Stouffer Bedford Glen Hotel, Bedford, Mass. Information: Lee Barney, 212-486-1111.

July 18-21, **Democratic National Convention**, Omni Arena and Georgia World Congress Center, Atlanta. Information: Ruth Berry, 404-681-7634.

July 18-22, **Video Expo Chicago** exposition and seminar program for video professionals, ExpoCenter/Chicago, Chicago. Information: Barbara Dales, 800-248-5474. In New York, 914-328-9157.

July 19-21, **Florida Cable Television Association** annual convention, Amelia Island Plantation Resort, Amelia Island, Fla. Information: Joyce Ventry or Robert Brillante, 904-681-1990.

July 31-Aug. 3, **Cable Television Administration and Marketing Society '88**, Westin Hotel, Boston. Information: Christina Nelson, 202-371-0800.

August

Aug. 7-11, **The Magnificent Seventh**, Video Software Dealers Association seventh annual convention, Las Vegas Hilton and Las Vegas Convention Center, Las Vegas, Nev. Information: Doris Robin, 609-596-8500. #

THE U.S. FILM MARKET



German station a home shopping pioneer

By TED ILIFF

Special correspondent

West Germany's dominant private television station, SAT-1, has started a three-month experiment in tele-shopping.

Now in its fourth week, the program appears headed for a permanent place in the schedule of the Hamburg-based station that reaches more than 3 million cable households in West Germany and countless more through antenna reception.

Although not the first (the fledgling Munich-based Eureka TV has tried tele-shopping for several months), the SAT-1 project is the most ambitious and extensive ever tried in the country's still-emerging private television industry.

"We have been thinking for some time how to do tele-shopping," said project director Rainer Ingber.

"For the next three months we'll see if it's

successful. And then we'll decide where to go from there."

During the test phase running through July 2, "Tele-shop" will follow the "Breakfast-TV" program at 9:05 a.m. on Thursdays, Fridays and Saturdays. The day's show is repeated at 4 p.m.

The live broadcast is anchored by a moderator and features merchandise available from Otto Versand, the world's largest catalog sales company.

Usually seven or eight items, ranging from clothing to kitchen items to sporting goods, are featured. Each is described in a prerecorded segment, and most are also displayed in the studio.

Viewers are shown a telephone number for ordering.

Otto Versand has set aside 30 telephone operators at its ordering center to handle calls from the program. Orders are taken from 9 a.m. until 7 p.m., as Mr. Ingber put it, "to let

viewers think things over if they want to."

"In the first three days," he said, "the phones were jammed. Some callers said they had to try two or three times before they got through."

No figures were available for the sales volume in the first days.

Mr. Ingber also declined to discuss how much SAT-1 has invested in the program or what the sales goals are.

"I think it can be said that if the response continues as strongly as in the first days, it will have shown that the program can work," Mr. Ingber says.

If full production is authorized, Mr. Ingber said, the variations available to SAT-1 are almost limitless.

"If we prove that the show draws viewers, then we must decide what times to use it," he said.

"We might try some evening or late-night hours, or we could spread it out throughout

the day."

Night-time tele-shopping would be of particular interest in West Germany, where closing laws force almost all businesses to shut down by 7 p.m.

Evening tele-shopping would therefore have a somewhat captive audience. The same applies on most Saturday afternoons and every Sunday, when stores also are forced to close by law.

Even though he only has a half-dozen shows behind him, Mr. Ingber said other variations on the tele-shopping theme may be tried if it proves to be a viewer draw to the entire SAT-1 lineup.

He mentioned a tele-travel format as one possibility.

"But first we must see if we can sell things on television," he said.

"Then we have to learn how to do it best. Only then can we start looking at other products and seek other partners."#

Concert to be world TV event

By TIMOTHY HARPER

Special correspondent

LONDON—Despite criticism from a Conservative member of Parliament, the June 11 Wembley Stadium concert marking Nelson Mandela's 70th birthday promises to be television's biggest rock music event since Live Aid in 1985.

The company packaging the 10-hour show said TV rights are being snapped up around the world, country by country.

"It looks like we are going to get record receipts from music television sales out of France, Italy and Spain," said Neville Bolt, director of Elephant House Productions. "All the other countries within the European territory have committed to going live."

"There's great interest coming from Scandinavia right down to Greece. Already the product is placed in the Far East and Australia. Now we're moving into Asia and Africa. We're talking to every country."

Mr. Bolt said he expected a deal for rights in the United States to be wrapped up soon.

He declined to say how much his company is getting for the concert, which will feature performances by many leading pop acts, including Dire Straits, Whitney Houston, Simple Minds, Miriam Makeba, the Eurythmics and the Pretenders.

Mr. Bolt said much of the money raised from the concert, including proceeds from the live gate of 80,000 at about \$47 a ticket, will go to anti-apartheid charities in the name of Mr. Mandela, the imprisoned South African black leader.

"The aim is to get this show into every country in the world so that June 11 will be Nelson Mandela day," Mr. Bolt says.

Meanwhile, John Carlisle, a Conservative member of the British parliament, has gotten nowhere with his efforts to ban the show from BBC2 television, which plans to air the entire 10 hours live with a stereo simulcast on BBC radio.

Mr. Carlisle, who supports the government of South African President P.W. Botha, said Mr. Mandela's African National Congress is a terrorist organization.

He claims that by airing the show the BBC is "providing oxygen" to terrorists.

Alan Yentob, the controller of BBC2, said the show will be carried because of its content, not its cause.#



Mike Seagly, Program/Operations Manager, WZZM-TV, Grand Rapids

WZZM-TV, Grand Rapids, joins the growing list of "Sweethearts" stations. "Sweethearts", Television's first comedy-game-talk show is sweeping the country. If you have a taste for success, take a look at "Sweethearts". It's a winner.

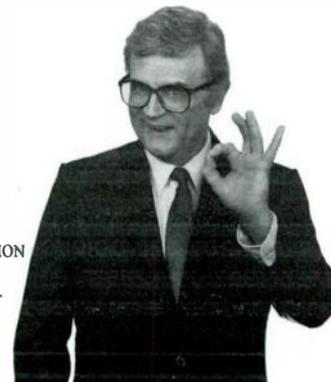
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TAMPA	WTSP	MOBILE	WALA	GRAND RAPIDS	WZZM
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SAN DIEGO	KGTV	LAS VEGAS	KLAS	ALBANY, GA	WFTG
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SWEETHEARTS is a Richard Reid Production in association with Createl Ltd. and Multimedia Entertainment, distributed by Multimedia Entertainment.

Radio group built using upbeat approach

(Continued from Page 3)

As the owner of 60 percent of the stock of privately held Emmis, Mr. Smulyan's "hobby" has consisted of growing a radio company from one Indianapolis radio station with a small staff in 1980 to 10 major-market stations with about 500 employees in 1988.

Along the way, Emmis has earned a reputation for decision making that's been credited as being "rational and logical."

In fact, Mr. Smulyan is a big believer in rational thinking.

"I read an interesting profile of (investor) Warren Buffet the other day," Mr. Smulyan said. "They asked him what the secret of his success was, and he said he makes rational decisions."

"(Mr. Smulyan is) probably the most logical broadcaster out there," says Gary Stevens, a radio station broker who arranged the sale of three Doubleday Broadcasting radio stations to Emmis in 1986.

Mr. Stevens suggested that Mr. Smulyan's deal making is helped by the fact that the Emmis president is also a lawyer.

He earned a law degree at the University of Southern California in 1972 and is a member of the Indiana Bar Association. But he's never practiced law.

As Emmis has built its station group, it also has built a reputation for making shrewd programming decisions. That was earned primarily in Los Angeles and New York, where the company developed an innovative format for two all-ran FM stations and transformed them into big profit makers.

The new urban format—a hybrid of existing urban contemporary and contemporary hit formats—was developed from market research performed by a subsidiary, Emmis Research Corp.

And like just about every other project undertaken by Emmis, Emmis Research, which recently began to take on outside clients, is expected to turn a profit within a year.

In fact, the only project that hasn't borne fruit for Emmis is its sole AM radio property—New York's WFAN—the nation's first (but not only) all-sports radio sta-

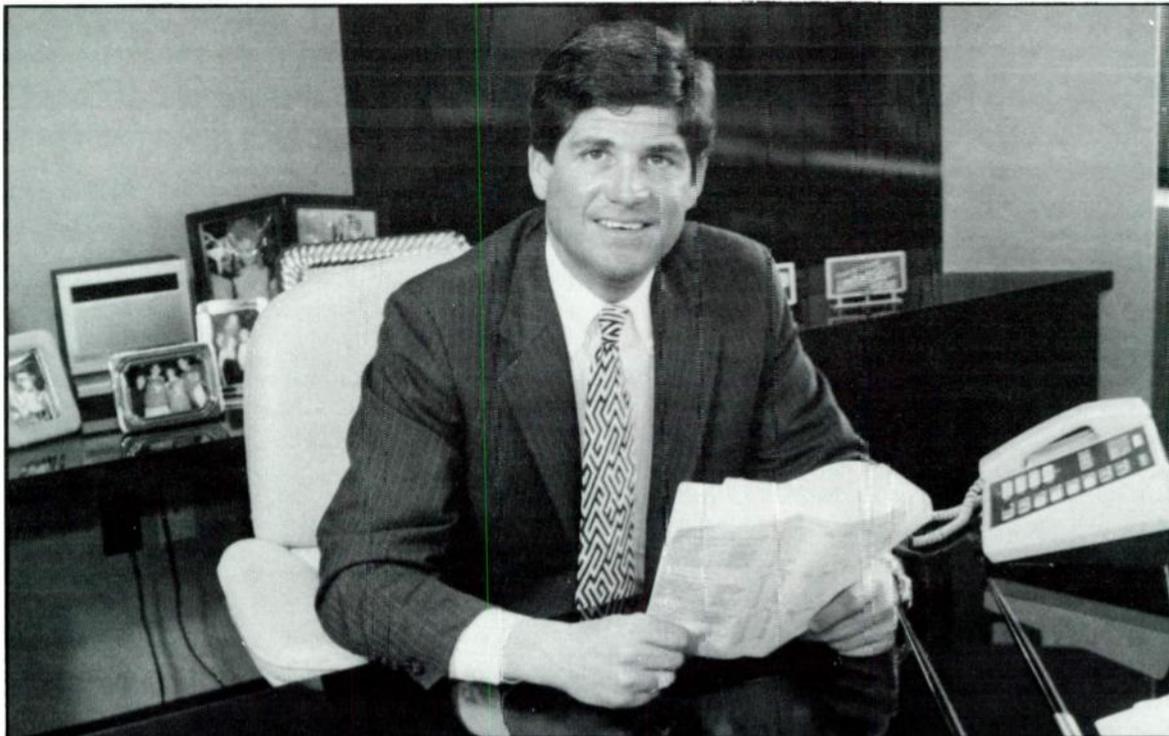


Photo by Jerry Mauser

'We believe in over-the-air broadcasting for a thousand reasons, and the next step is television.'

—Jeff Smulyan

tion.

Since its debut last July 1, WFAN has failed to improve on the ratings the station received as WHN-AM, New York's only country radio station at that time.

"Frankly, last year would have been much more profitable if it had not been for 'FAN,'" Mr. Smulyan says. "I'm not optimistic about AM radio right now."

WFAN's survival depends somewhat on how Emmis' purchase of the five NBC radio stations shakes out. As part of a \$121.5 million deal inked in February, Emmis agreed to buy NBC's adult contemporary WNBC-AM and country WYNY-FM in New York, as well as one FM each in Boston, Chicago and San Francisco.

Emmis, in getting Federal Com-

munications Commission approval of the deal, is faced with selling either WFAN or WNBC to comply with the FCC's one-to-a-market rule.

On the FM side, Emmis reached an agreement on April 20 to sell WYNY to Westwood One for \$39 million. The station had to be sold because Emmis already owns an FM station in New York, the contemporary hybrid WQHT-FM.

Selling two New York radio stations has taken longer than Mr. Smulyan thought it would. "I guess the problem is I've never sold anything," he says.

While he has no experience selling radio stations, he has plenty of experience buying them. Since 1980, Emmis has purchased new stations about every 2½ years, beginning with the 1980 purchase of WENS-FM, a light rock station serving Indianapolis, for \$1.2 million.

In 1982, Emmis bought contemporary hit WLOL-FM in Minneapolis for \$6 million.

That deal was followed by the purchase of light rock KMGG-FM in Los Angeles and album rock KSHE-FM in St. Louis, two Century Broadcasting stations, for \$20 million in 1984.

Formerly ranked about 20th in its market in audience share and ad revenue, KMGG was converted to a contemporary hybrid music station with the call letters KPWR-FM, dubbed "K-Power," in 1986. It now ranks near the top of the Los Angeles market, and has become the most profitable station in the Emmis group.

"At the time that K-Power entered the market, (contemporary hit) KIIS-FM was number one in every demographic," says Dorton Broadcasting President Joe Dorton, who was president of Gannett Radio, owner of KIIS, when Emmis launched KPWR.

But, he recalls, KPWR's swift acceptance among younger listeners forced KIIS to reposition its programming for a slightly older target audience.

The next deal for Emmis was the 1986 purchase of three Doubleday stations for \$53.5 million: country WHN-AM and album rock WAPP-FM, both in New York, and contemporary hit WAVA-FM in Wash-

ington.

WFAW was eventually transformed into WFAN, while WAPP became WQHT ("Hot 103"), the second Emmis station to carry the company's new music format.

While these deals have involved millions of dollars, Emmis has gained the confidence—and financial backing—of Morgan Stanley & Co. and CIGNA Corp.

According to Mr. Stevens, Mr. Smulyan was one of the first broadcasters to "ally himself with an investment bank," a tack that is now more common but not always as successful.

With Emmis closing in on the FCC limit of owning 12 FM stations, TV station ownership is the next step, Mr. Smulyan says. A few months ago, Emmis made a bid for independent WTTV-TV in Indianapolis and looked like a shoe-in to buy the station. But recently, WTTV's owners said they would accept an offer from Capitol Broadcasting instead.

Now, Mr. Smulyan says he's thinking about bidding on another Indianapolis station, WXIN-TV, which is also for sale.

"The problem in radio is that you can only get 12 chances on the FM band. We believe in over-the-air broadcasting for a thousand reasons, and the next step is television," he says.

In managing stations, Mr. Smulyan says Emmis's success is the re-

sult of "collaborative" management, meaning that Emmis staff members get a chance to have their opinions heard.

"This company allows everybody to state how they feel," says KSHE General Manager John Beck.

Mr. Smulyan sums up his management philosophy: "I really believe that the company of the future has got to be collaborative."

As for the NBC radio properties, Mr. Smulyan says the three FM stations have yet to realize their potential.

He says there's room for more ad revenue at Boston's easy listening WJIB-FM, and that Chicago's adult contemporary WKQX-FM "needs more aggressive marketing."

San Francisco's KYUU-FM, another adult contemporary station, needs to sharpen its focus, he says. "It sort of straddles two formats, and that's a tough hand to play."

He's optimistic about all three properties because, he says, "we've always bought properties and turned them around and created big cash flows."

Three of Emmis's Midwestern stations—WLOL, KSHE and WENS—"have been consistently profitable for a long time," he said.

Since Emmis is privately held, information about the company's revenue is hard to come by. Mr. Smulyan would reveal only that his company's 1987 cash flow totaled \$14 million. Cash flow for 1988 is expected to amount to \$20 million, he said.

Besides Mr. Smulyan's 60 percent stake, about 10 percent of Emmis shares are held each by Morgan Stanley and CIGNA, and 9 percent are owned by Emmis Executive Vice President Steve Crane.

The rest of the company's shares are owned by individuals, including NBC TV personality David Letterman, who sits on Emmis' board.

When Mr. Smulyan was general manager of Indianapolis' WNTS-AM in the mid-1970s, Mr. Letterman was the station's midday air personality.

Mr. Smulyan became general manager of WNTS in 1973 at age 26, largely because his father, a real estate investor, owned part of the station.

By 1978, the younger Mr. Smulyan was named president of WNTS, plus a co-owned station, KCRO-AM in Omaha, Neb.

In 1980, he formed Emmis after purchasing WENS-FM.

The name "Emmis," which is the Hebrew word for truth, was also the name of a novel Mr. Smulyan was writing when he launched his radio company.

The novel, a story of political espionage, still isn't finished, and Mr. Smulyan, now a man with a radio empire to oversee, said he doesn't know if he'll ever return to the project. #

THE INTERNATIONAL FILM MARKET



Emmis Broadcasting Corp. at a glance

Headquarters: Indianapolis.

Founded: 1980.

Ownership: Jeff Smulyan, president, 60 percent; Morgan Stanley & Co., 10 percent; CIGNA Corp., 10 percent; Steve Crane, executive vice president, 9 percent; remaining shares are owned by various individuals.

Number of employees: Approximately 500.

Current radio properties: Light rock WENS-FM, Indianapolis; contemporary hit radio WLOL-FM, Minneapolis; album rock KSHE-FM, St. Louis; urban/CHR KPWR-FM, Los Angeles; CHR WAVA-FM, Washington; all-sports WFAN-AM, New York; urban/CHR WQHT-FM, New York.

Stations being purchased from NBC: Adult contemporary WNBC-AM, New York; easy-listening WJIB-FM, Boston; adult contemporary WKQX-FM, Chicago; adult contemporary KYUU-FM, San Francisco.

Wholly owned subsidiary: Emmis Research Corp.

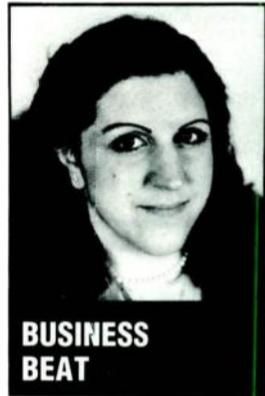
*Emmis is still faced with selling either WNBC-AM or WFAN-AM in New York to satisfy FCC cross-ownership rules. Emmis has reached an agreement to sell NBC's WYNY-FM to Westwood One.

CBS gets more bad reviews from Wall St.

The first-quarter figures for CBS Inc. have cost the company a few more wallops on Wall Street.

In a flurry of client reports issued by some of New York's leading media analysts, CBS earnings projections were reduced, and the company's stock was eliminated from some investment firms' "recommended" or "buy" lists.

Dennis Leibowitz, senior vice president of Donaldson, Lufkin & Jenrette, removed CBS stock from the firm's recommended list.



BUSINESS BEAT

Diane Mermigas

He also reduced his earnings estimates for the company from \$11.50 to \$10.50 per share, which, on 23.7 million common shares outstanding, is about \$248 million in total profits before gains on asset sales.

The reason for reducing both, Mr. Leibowitz said, is CBS's "disappointing ratings performance and lower interest rates," since 40 percent of CBS's earnings are generated from the interest income gained off more than \$3 billion in cash reserves.

Mr. Leibowitz says there's "significant potential to leverage (CBS's) current television station and network operations," and that the track record of CBS boss Laurence Tisch for tight money and asset manage-

ment is "exceptional."

Although a share repurchase is an "opportunistic" possibility should CBS stock fall much lower, Mr. Leibowitz predicts that quick-fix moves such as a giant cash dividend, a CBS/Loews Corp. merger or a sellout are not in the cards.

Not all big-name analysts slammed CBS, however.

After taking CBS to task in an earlier client report this year, First Boston analyst Richard MacDonald recently issued a more supportive assessment.

Although CBS's operating profits fell 50 percent in the first quarter, "things were not as bad as they could have been," Mr. MacDonald says.

Corporate expense declined by 20 percent from a year earlier and will continue to drop, he said. Interest income increased by \$60 million.

"There is a lot of value in CBS, principally \$100-plus per share in cash, an unnecessary corporate headquarters and other operations, despite substantial operating problems. We continue to recommend: Buy," he writes.

By contrast, Goldman Sachs analyst Barry Kaplan says he views the stock "no better than a hold currently, with the principal attractiveness the defensive quality of the company's \$3 billion in cash."

However, Mr. Kaplan is maintaining his \$11.50 per share earnings estimate for the year, despite the "troublesome" nature of the network broadcast environment in general and CBS's weakening competitive position in particular.

Alan Gottesman, analyst for L.F. Rothschild & Co., recommends accumulating CBS stock despite a convincing treatise on the probability of Mr. Tisch selling more of the company's assets.

"One sensible way for investors to view CBS Inc. is as a collection of assets and liabilities, each of which has a determinable value, none of which is 'for sale,' but all of which might be sold if the right offer came along," Mr. Gottesman writes.

One convincing argument for Mr. Tisch's eventual sale of the company, Mr. Gottesman writes, is that "an 'outsider' might be put off by a large uncertain investment" like the hundreds of millions of dollars that CBS will plow into program development over the next several years without the return of many hit shows.

The CBS TV Network might sell for between \$2 billion and \$4 billion, while CBS's four owned TV stations might go for a collective \$2 billion, Mr. Gottesman speculates.

Although Mr. Tisch recently took the unusual step of denying his interest in selling either the network or the company as a whole, speculation about CBS's future continues.

The reasons? Mr. Tisch, and the fact that CBS's downsized and downcast condition are unique and intriguing to the industry.

Some analysts have discounted the recent memo by Mr. Tisch in which he tried to put the rumors to rest. They point out that the memo never definitively stated he would not eventually sell the company, only that he would not sell the network or his 24.9 percent of CBS stock.

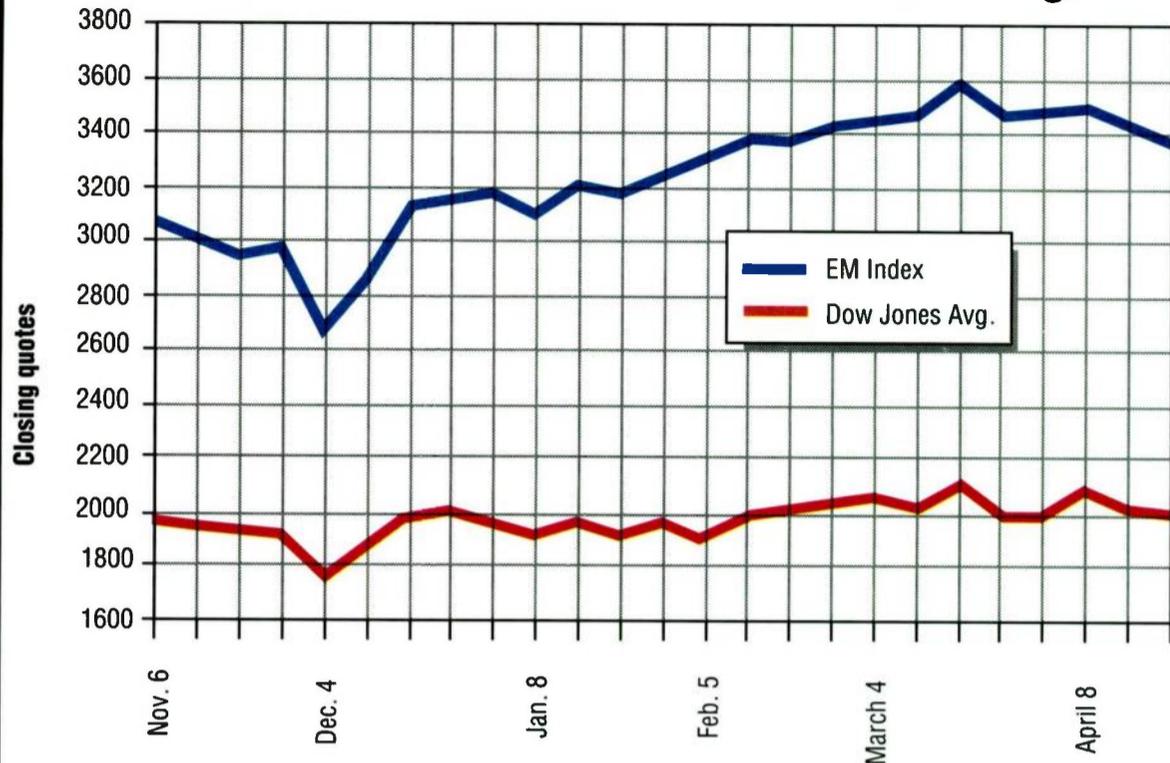
"We're all waiting for the other shoe to drop, and it will," one prominent analyst said.

A growing number of analysts speculate that CBS will especially be strained if its upfront ad sales prove scant.

"It may be Mr. Tisch is presiding over the gradual demise of one of this country's great media institutions," said Francine Blum, analyst for Wertheim Schroder.

"He's going to find that once the network has lost shares of ad dollars and audience, it will be very difficult to gain them back."#

ELECTRONIC MEDIA stock index vs. Dow Jones average

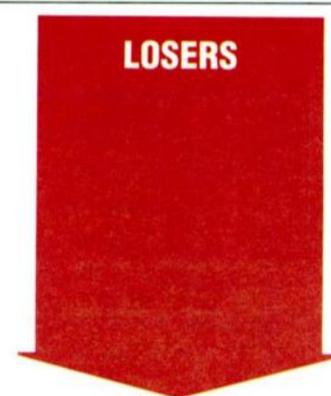


ELECTRONIC MEDIA stock index results for the week ended April 22



	April 15	April 22	Change
Home Shopping	\$5.00	\$5.63	12.60%
Jones Intercable	\$12.00	\$12.75	6.25%
A.H. Belo	\$54.50	\$55.75	2.29%
Lorimar Telepictures	\$11.75	\$12.00	2.13%
Multimedia	\$64.25	\$65.50	1.95%
Turner Broadcasting	\$14.25	\$14.38	0.91%
General Electric	\$40.00	\$40.13	0.33%

	April 15	April 22	Change
Coca-Cola	\$38.13	\$37.88	-0.66%
CBS	\$154.38	\$152.75	-1.06%
Gulf & Western	\$76.88	\$76.00	-1.14%
TCI	\$25.50	\$25.13	-1.45%
Time Inc.	\$87.00	\$85.63	-1.57%
Disney	\$56.00	\$55.00	-1.79%
Tribune Co.	\$39.00	\$38.25	-1.92%
Viacom	\$23.00	\$22.50	-2.17%
Scipps Howard	\$80.00	\$78.00	-2.50%
Comcast	\$16.00	\$15.50	-3.12%
Cap Cities/ABC	\$346.63	\$335.13	-3.32%
MCA	\$45.00	\$43.50	-3.33%
Gannett	\$33.00	\$31.38	-4.91%
King World	\$19.88	\$18.88	-5.03%



UNCHANGED		
Cablevision		\$31.75
United Cable		\$33.75

Source: Nordby International

Time Inc. net income up 43%

New York-based **Time Inc.** reported a 43 percent rise in net income for the first quarter of 1988. Net income was \$66 million on revenues of \$1.1 billion, compared to net income of \$46 million on revenues of \$939 million for the same quarter last year. Income on programing operations was \$39 million, up from \$36 million over the same period last year on the strength of subscriber growth for HBO and successful home-video releases from HBO Video, including "Platoon." Operating income from American Television and Communications Corp., Time's 82 percent-owned cable TV subsidiary, also fueled the results with a 24 percent increase to \$42 million, up from \$34 million in the first quarter of 1987.

Los Angeles-based **MCA Inc.** posted a 7 percent decline in net income for the first quarter ended March 31. Net income was \$26.9 million, or 37 cents per share, compared to net income of \$28.8 million, or 38 cents per share, for the same period in 1987. Revenue for the

BUSINESS BRIEFS

quarter was \$611.2 million, up from \$533.2 million. The multimedia firm cited a \$6.9 million seasonal operating loss incurred by WWOR-TV in New York as a contributor to the slump.

Los Angeles-based **Times Mirror Co.** said its first-quarter 1988 income rose 29 percent to \$75.1 million, or 58 cents a share, from \$58.2 million, or 45 cents a share a year earlier. Revenues rose 11.4 percent to \$797.1 million, up from \$715.8 million in the same quarter a year earlier.

Greenville, S.C.-based **Multimedia Inc.** reported net income of \$1.1 million for the first quarter of 1988 ended March 31, compared to a net loss of \$1.7 million for the first quarter of 1987. Revenues for the first quarter were \$100 million, an 11 percent increase over \$89.8 million for the first quarter last

year. Broadcasting revenues were \$28.8 million, compared to \$25.9 million a year earlier, a gain of 9 percent. Cablevision revenues increased 12 percent to \$24.6 million, from \$22.1 million. Multimedia owns five TV stations, more than 100 cable systems, seven radio stations, 54 newspapers and syndicates programs including "Phil Donahue."

Houston-based **The Rusk Corp.** has agreed to acquire adult contemporary KSMG-FM in San Antonio, Texas, from American Media for \$8 million. The purchase agreement includes a covenant not to compete, said Rusk President J.H. Jones.

Classic Communications has announced plans to sell KFAC-AM in Los Angeles, a classical format station it operates in association with KFAC-FM. Classic Communications, citing a dwindling AM audience for classical music, expects to receive \$8 million to \$10 million for the outlet.#

BRIEFLY NOTED

Broadcast TV

Univision, the Spanish-language network owned by Hallmark Cards and primarily serving Hallmark-owned TV stations, is expanding its "Destino '88" election coverage to include live reports from the national conventions, polling and live election-night coverage.

Philadelphia independent **WTAF-TV** will change its call letters to **WTFX-TV** effective June 1, subject to FCC approval.

The Corporation for Public Broadcasting has agreed to fund four documentaries, two dramas, eight performance programs, a miniseries and more than 25 other productions.

Cable TV

Englewood, Colo.-based **Jones Intercable** has liquidated seven limited partnerships and is distributing more than \$198 million to investors. The partners had invested \$94 million, according to Jones officials. The company reported a 4,108 percent net income gain in the third quarter ended Feb. 29 to \$26.7 mil-

lion, compared with the same period last year. The whopping gain was attributed to the sale of cable systems. The company also had a 38 percent revenue increase to \$15.4 million.

Atlanta superstation TBS became the third cable service to cross the 50 percent penetration level of all TV homes, following ESPN and CNN, according to A.C. Nielsen Co.

Denver-based **United Cable Television** posted a net loss of \$1.9 million for the third quarter ended Feb. 29, a 67 percent gain over the loss for the same quarter last year. Revenue increased 18 percent to \$66.2 million.

Nielsen Media Research estimates that February pay-cable penetration in U.S. TV homes reached 28.3 percent, including rates of 29.1 percent in New York and 23.5 percent in Los Angeles.

HBO is planning its third annual "Comic Relief" special to benefit America's homeless. The special will be presented Nov. 20.

Pottstown, Pa.-based **Lenfest Communications** has purchased Lancaster, Pa.-based Cable Associ-

ates. The system has 48,250 basic-cable and 15,000 pay-cable subscribers. The purchase price was not disclosed.

The Discovery Channel passed the 30 million subscriber mark in March. It now represents 63.5 percent of U.S. cable homes and 34 percent of U.S. TV homes.

Home video

Herman Rush, who left Coca-Cola Telecommunications last December, has formed the **Rush Entertainment Group** as producer and distributor of original home-video programming. The new company will market its specialized product directly to consumers instead of through retail outlets. REG expects to eventually enter first-run syndication. Joining Mr. Rush are former CCT executives Peter Sealey, Ted Field and Paul Coss.

AGB Television Research plans a service that would provide ratings for pre-recorded home video-cassette viewing. Data for AGB's Home Video Ratings Service will be obtained from the same sample of households used for its people-meter ratings.

Nielsen Media Research placed **VCR penetration** in February at 58.1 percent nationally.

Radio

Philadelphia's top-rated radio station continued to be Metropolitan Broadcasting's contemporary hit **WMMR-FM**, according to **winter Arbitron ratings**. WMMR had a 7.7 share but was challenged by Malrite's contemporary hit **WEGX-FM**, which jumped to a 6.5 share from 4.8 last fall. Capital Cities/ABC's news/talk **KGO-AM** was No. 1 in San Francisco with a 6.8; news/talk **WJR-AM** in Detroit, also owned by Cap Cities, was top-rated in that city with a 10; and Infinity Broadcasting's album rock **WBCN-FM** in Boston was No. 1 there with a 7.2.

Sports

The National Hockey League has signed a deal with **Phoenix Communications Group** for production of Stanley Cup highlights. Phoenix, formerly Major League Baseball Productions, will also maintain a videotape library for the league, and future plans include production of a weekly highlights show. The NHL had been the only major U.S. sports league without a full-time production arm, according to Joel Nixon, NHL vice president of broadcasting.

Blair Entertainment is syndicating **"Baseball's All-Star Comedy Classics '88,"** a one-hour special to celebrate the July 12 All-Star Game. The barter show is from RPR Productions, in association with Phoenix Communications Group.

The \$10 million lawsuit **HBO** still has pending against Michael Spinks' manager Butch Lewis will apparently not impede the June 27 heavyweight title fight between Mr. Spinks and Mike Tyson, said Seth Abraham, HBO senior vice president of programming operations and sports. Mr. Lewis backed off his demand that the suit be dropped before final contracts for the fight are signed, Mr. Abraham said.

ESPN scored its highest ratings ever for its coverage of the National Football League draft. The live seven-hour telecast on April 24 produced a 3.6 rating and a 9 share in national results from A.C. Nielsen

NATIONAL SYNDICATION STANDINGS

For the week ended April 17

	Rating	Stations	Coverage
1. Wheel of Fortune	14.5	223	98%
2. Jeopardy!	12.8	217	98%
3. Oprah Winfrey Show	9.4	209	99%
4. Univ. Pictures Debut Net.	9.0*	128	93%
5. Star Trek: Next Generation	8.6*	227	96%
6. People's Court	7.4*	197	96%
7. Rustlers' Rhapsody	6.7*	163	90%
8. Entertainment Tonight	6.6*	166	93%
9. Donahue	6.5	215	99%
10. Win, Lose or Draw	5.9	157	85%
11. Lifestyles...Rich & Famous	5.5*	144	85%
12. Mama's Family	5.4*	160	91%
13. Hollywood Squares	5.2	133	85%
14. Charles in Charge	4.9*	128	89%
15. Double Dare	4.7*	110	89%
DuckTales	4.7	153	91%
Love Connection	4.7*	135	87%

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

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

Co. ESPN's previous high for the telecast was a 1.9 in 1983.

ABC Radio Sports will provide exclusive radio network coverage of the Triple Crown races this year. Nearly 400 stations on the network have committed to carrying the Kentucky Derby on May 7, the Preakness Stakes on May 21 and the Belmont Stakes on June 11.

Bud Greenspan's documentary on the 1984 Los Angeles Summer Olympics, **"16 Days of Glory,"** is set to air on public TV stations across the country on July 20.

Syndication

King World says "Wheel of Fortune" and "Jeopardy!" have been renewed in 68 markets through the 1991-92 TV season. The clearances include seven of the top 10 and 37 of the top 50 markets.

"Wipeout," the first-run syndication game show for this fall from Paramount's domestic TV division, has received a firm production commitment from the studio for a September start. The half-hour cash-barter strip has been sold to 70 stations.

The Christian Science Monitor and Potomac Communications recently signed a three-year deal for Potomac to provide technical, production and news services for **"Monitor NewsWorld,"** CSM's new nightly half-hour news show. The international news program is planned to premiere in September.

Orion TV Syndication reports its **"Hollywood Squares"** has been picked up for a third first-run season in 22 of the top 25 markets. Orion says the clearances represent 60 percent of U.S. TV households.

Republic Pictures Domestic Television has cleared its first-run strip **"On Trial"** on stations representing 59 percent of U.S. TV homes.

LBS Communications and Casablanca IV have formed a non-exclusive alliance for "financing, developing, co-producing, distributing and barter syndicating" programming, including cable, first-run, network and home video.

Other

Democratic Louisiana State Rep. John Travis recently introduced a bill proposing a 4.5 percent tax on

advertising services. The legislation was a surprise because of a 1987 law specifically exempting advertising from a service tax, according to Advertising Age magazine.

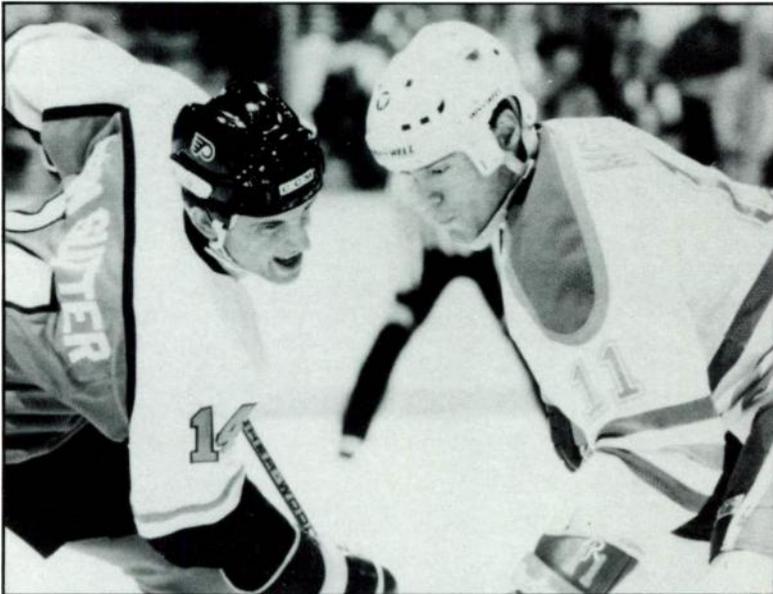
New World Entertainment has reached an agreement to sell its Lions Gate Studios to an undisclosed buyer for \$5 million and paid Michael Landon Productions \$10 million to withdraw from a previous agreement for syndication of its "Highway to Heaven" series. Under terms of the restructured deal, New World will receive a percentage of "Heaven" revenues if and when it receives more than \$45 million in off-network license fees.



ABC Radio and ABC Television will present a simulcast special of David Bowie's "Glass Spider Tour" on June 3 at 8:30 p.m. (ET).

Broadcasters should take care to ensure that deregulation doesn't undermine the industry's traditional role as public trustees, says **Preston Padden**, president of the Association of Independent Television Stations. "In cutting away at the flab of excessive government control, we must take care that we don't cut into the meat of the public service obligation that makes us so special," Mr. Padden said in a speech to the Seattle Advertising Federation.

The FCC recently fined two companies allegedly transmitting obscenity over **"dial-a-porn" telephone services**. FCC officials believe the fines of \$600,000 apiece for Audio Enterprises, Mill Valley, Calif., and Intercambio, San Jose, Calif., are the largest the agency has ever issued. #



The National Hockey League has signed a production deal with Phoenix Communications Group. Plans include a weekly highlights show.

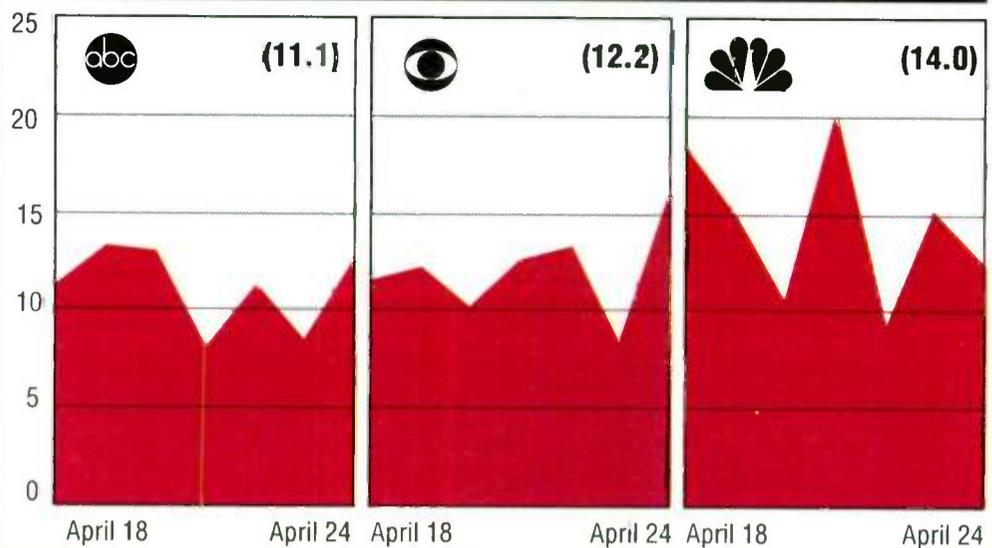
THE U.S. TELEVISION MARKET



OFF-SEASON RATINGS (AVERAGES)

WEEK 1: APRIL 18 THROUGH APRIL 24

NETWORK PRIME TIME

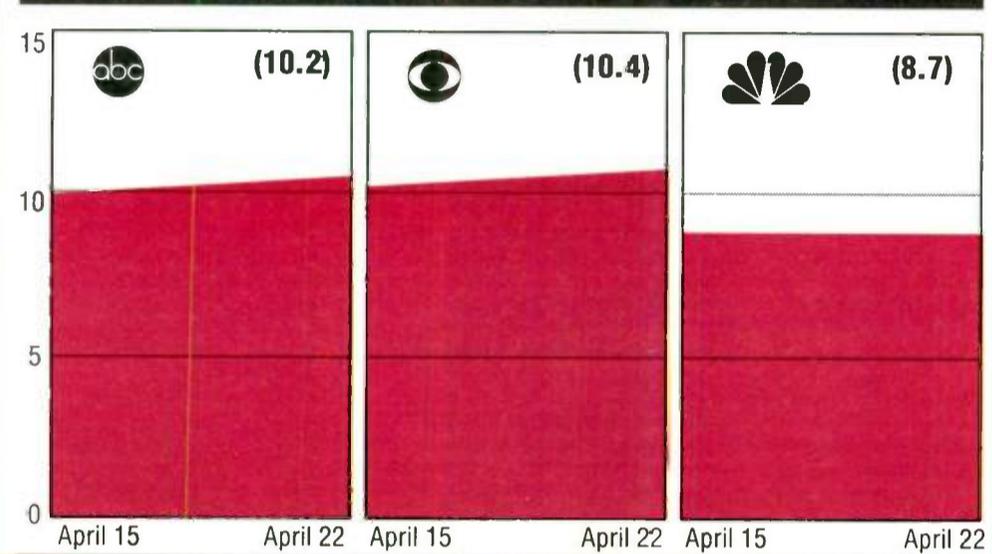


IN THE SPOTLIGHT

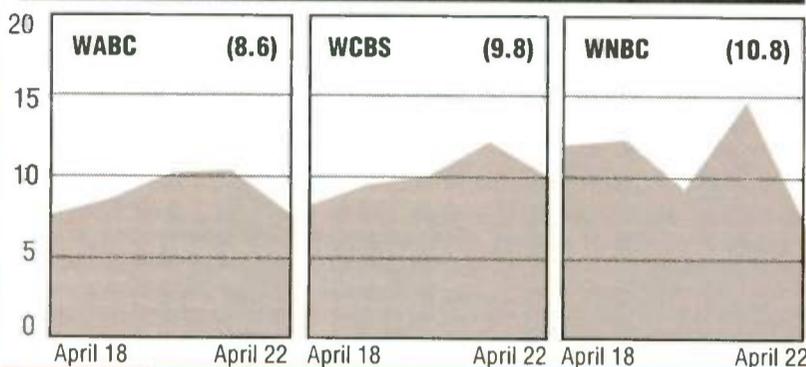
Top 15 highest rated episodes

1. M*A*S*H Special	2/28/83	CBS	60.2/77
2. Dallas	11/21/80	CBS	53.3/76
3. Roots, Part 8	1/30/77	ABC	51.1/71
4. Super Bowl 16	1/24/82	CBS	49.1/73
5. Super Bowl 17	1/30/83	NBC	48.6/69
6. Super Bowl 20	1/26/86	NBC	48.3/70
7. Super Bowl 19	1/20/85	ABC	48.2/65
8. Gone With the Wind, Part 1	11/7/76	NBC	47.7/65
9. Gone With the Wind, Part 2	11/8/76	NBC	47.4/64
10. Super Bowl 12	1/15/78	CBS	47.2/67

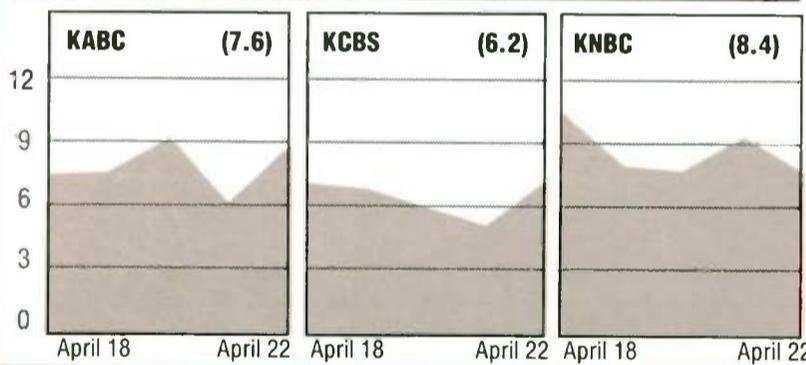
NETWORK EVENING NEWS



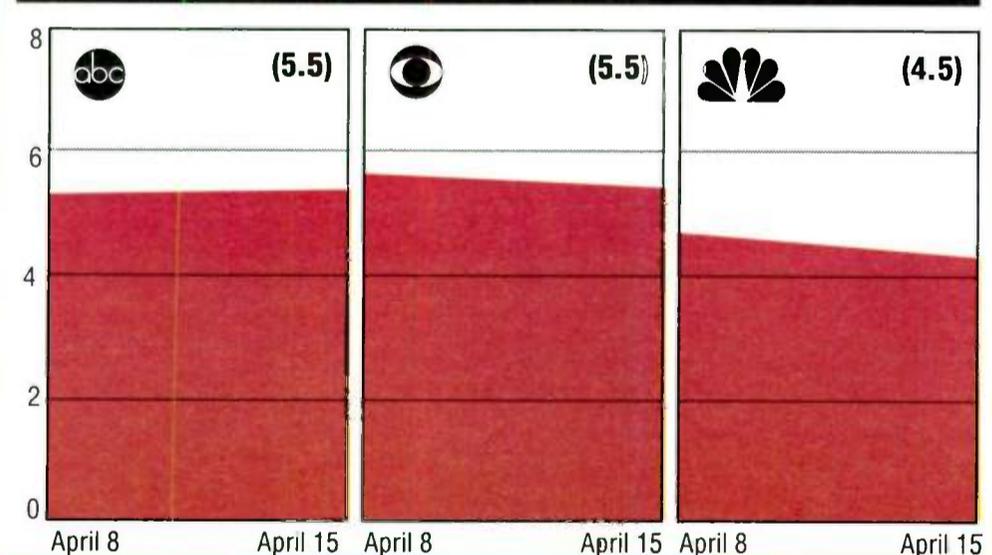
NEW YORK 11 P.M. LOCAL NEWS



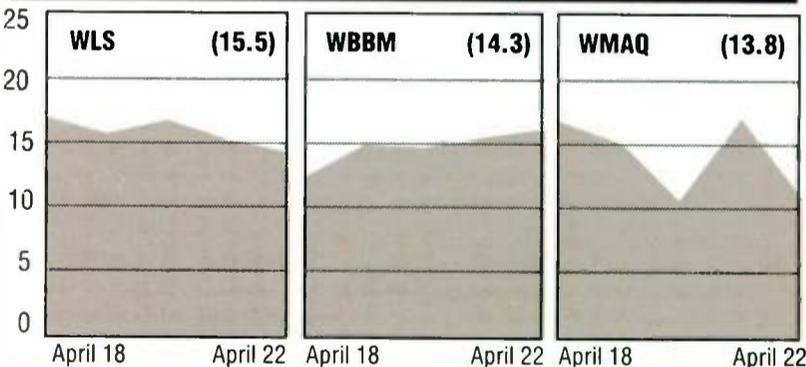
LOS ANGELES 11 P.M. LOCAL NEWS



NETWORK DAYTIME- APRIL 8 TO APRIL 15



CHICAGO 10 P.M. LOCAL NEWS



RATINGS/SHARES OF REGULAR PRIME-TIME NETWORK PROGRAMS FOR THE WEEK OF APRIL 18-24

Program	Rating/Share	Program	Rating/Share	Program	Rating/Share
1. A Different World	NBC 23.6/39	(t) Special Movie Thurs.	CBS 15.1/25	39. Kate & Allie	CBS 11.6/19
2. The Cosby Show	NBC 22.9/40	21. Special Movie, Fri.	CBS 15.0/27	40. Eisenhower & Lutz	CBS 11.5/18
3. Cheers	NBC 22.1/36	22. Hunter	NBC 14.8/28	41. Full House	ABC 11.4/21
4. Golden Girls	NBC 19.7/36	23. J.J. Starbuck	NBC 14.5/23	42. Aaron's Way	NBC 11.2/19
5. NBC Monday Night Movie	NBC 18.6/31	24. NBC Sunday Night Movie	NBC 14.0/22	43. Mr. Belvedere	ABC 11.1/20
6. 60 Minutes	CBS 18.5/35	25. Family Ties	NBC 13.8/23	(t) Jake and the Fatman	CBS 11.1/18
7. ALF	NBC 18.0/30	26. Day by Day	NBC 13.7/22	45. Just in Time	ABC 10.7/17
8. Wonder Years	ABC 17.6/27	(t) NBC News Special	NBC 13.7/24	46. Perfect Strangers	ABC 10.6/21
9. L.A. Law	NBC 17.4/29	28. Equalizer	CBS 13.4/24	(t) Facts of Life	NBC 10.6/21
10. Who's the Boss?	ABC 17.2/28	29. Newhart	CBS 13.2/21	48. thirtysomething	ABC 10.5/18
11. Amen	NBC 16.7/30	30. MacGyver	ABC 13.0/21	49. Cagney & Lacey	CBS 10.4/18
12. Valerie's Family	NBC 16.2/26	(t) CBS Tuesday Movie	CBS 13.0/22	50. ABC Monday Night Movie	ABC 10.3/17
13. Molly Dodd	NBC 16.1/26	32. 227	NBC 12.8/25	(t) Charlie Brown	CBS 10.3/16
14. Matlock	NBC 15.7/25	33. HeartBeat	ABC 12.4/22	52. St. Elsewhere special	NBC 10.2/16
15. ABC Sunday Night Movie	ABC 15.6/25	34. 20/20	ABC 12.3/23	53. Bugs Bunny Bustin' Out	CBS 10.0/16
(t) Murder, She Wrote	CBS 15.6/26	35. Hooperman	ABC 12.2/19	54. Beauty and the Beast	CBS 9.7/19
17. Growing Pains	ABC 15.2/26	36. Designing Women	CBS 12.0/19	55. Supercarrier	ABC 9.5/16
(t) CBS Sunday Movie	CBS 15.2/24	(t) Decision '88	NBC 12.0/19	(t) Miami Vice	NBC 9.5/17
19. Head of the Class	ABC 15.1/24	38. Moonlighting	ABC 11.8/19	57. Bronx Zoo	NBC 9.4/17
				58. Family Man	ABC 9.2/17
				(t) Spenser: For Hire	ABC 9.2/18
				(t) Disney Sunday Movie	ABC 9.2/17
				61. Night Court	NBC 9.0/16
				62. HeartBeat special	ABC 8.8/15
				63. High Mountain Rangers	CBS 8.6/17
				(t) Highwayman	NBC 8.6/17
				65. Peter Beard in Africa	ABC 8.4/14
				66. Ohara	ABC 8.0/14
				(t) Tour of Duty	CBS 8.0/14
				(t) Beverly Hills Buntz	NBC 8.0/15
				69. Dolly	ABC 7.8/15
				(t) Smothers Brothers	CBS 7.8/13
				(t) West 57th	CBS 7.8/15
				72. 48 Hours	CBS 7.2/12
				73. Our House	NBC 6.9/13
				74. Hotel	ABC 6.6/11

WHO'S NEWS

Broadcast TV

John Sturm to vice president of government affairs, CBS Inc., Washington, from director of government affairs. Also, **Mary C. Summerfield** to director of development and affiliate relations, CBS Television Network, New York, from senior vice president and treasurer, Worldwide Media Group, New York; **Craig Tanner** to vice president, engineering and development, CBS Operations and Engineering, New York, from business manager, Sony Communications Products Co., New York; and **Pat George** to lifestyle reporter, "CBS This Morning," from president, Pat George Productions.

Irwin Weiner to senior vice president, finance, ABC News, New York, from vice president, financial and talent affairs. Also, **Stephen Ferrara** to manager of program operations, ABC Entertainment, New York, from senior on-air planner, HBO, Smithtown, N.Y.; **Robert Wheeler** to public relations manager of sports information, ABC, New York, from press representative, ABC Sports programming; and **Peter Restivo** to senior producer for ABC's "Good Morning America" from producer, "TV Baseball Cards."

Ellen Glick to vice president of creative affairs, Dick Clark Productions, Burbank, from vice president of program development, Taft Entertainment Co., Los Angeles.

Phoebe Kaylor to vice president, creative affairs, Telecom Entertainment, New York, from director of creative affairs, Lorimar Studios, New York.

Roy Boling to controller, Seltel Inc., New York, from assistant business manager, WNYW-TV, New York.

Harry Stecker to executive vice president, director of client services, Petry Inc., New York, from senior vice president, marketing. Also, **William Wiehe** to vice president, Petry Marketing Group, New York, from vice president, director of sales/Petry National.



ELLEN GLICK
Dick Clark Productions



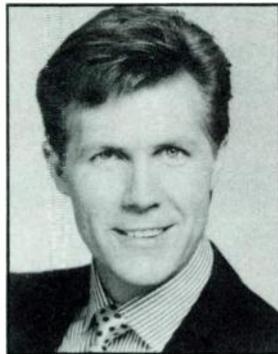
JEANNE KOSEK
KARE-TV, Minneapolis



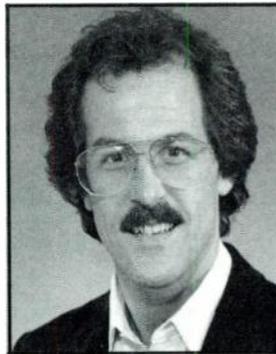
JOHN BEEBE
WGN-AM, Chicago



THERESA LUKENAS
WJBK-TV, Detroit



JOHN KLEKAMP
WXYZ-TV, Detroit



MARK BATTERMAN
Buena Vista Television



JARED HECHTKOPF
Home Shopping Network



E.L. CORUJO
Harris Corp.

Jeanne Kosek to advertising and promotion manager, KARE-TV, Minneapolis, from assistant promotion manager.

Wayne Lansche to president and general manager, KBAK-TV, Bakersfield, Calif., from general sales manager. Also, **Dean Craun** to general sales manager from sales executive.

Gary Powers to vice president and general manager, WAPT-TV, Jackson, Miss., from general sales manager, KJAC-TV, Beaumont/Port Arthur, Texas.

Kimberley Wells to vice president and head of the television division, Rogers & Cowan, Los Angeles, from director of corporate entertainment and director of the television division.

Rea Blakey to weekend anchor, WJLA-TV, Washington, from week-

day news anchor, KTUL-TV, Tulsa, Okla. Also at WJLA, **Henry Tenenbaum** will become entertainment editor in addition to his current position as syndicated entertainment reporter for the Post-Newsweek TV stations.

Cable TV

William Whelan to executive vice president of operations, SCI Holdings, Miami, from executive vice president of Storer Cable, Miami. Also, **Kenneth Mosher** to executive vice president and chief financial officer from Storer's vice president, treasurer and chief financial officer; and **Kenneth Danielson** to vice president and treasurer from Storer's vice president and assistant treasurer. All three hold their new titles for both SCI and Storer.

Jeffrey Schwall to senior vice president of finance, Warner Cable Communications, Dublin, Ohio, from senior vice president and corporate controller.

William Rogers to senior vice president of business affairs, Showtime/The Movie Channel, New York, from vice president of business affairs.

Peter Ingrassia to director of sales development, Rainbow Advertising Sales and Cable Networks, New York, from national sales manager, WWOR-TV, Secaucus, N.J.

Warren Mobley Jr. to president, Paragon Communications' Northeast division, Mahwah, N.J., from senior vice president and general manager, QCTV, Edmonton, Alberta.

Paul Galka to vice president of sales-central region, The Nostalgia Channel, Chicago, from FNN account manager, central region, Chicago.

Steven Korn to vice president/general counsel and secretary, Turner Broadcasting System, Atlanta, from vice president and deputy general counsel. Also, **Sue Danaher** to vice president/Western regional sales manager, Los Angeles, from account executive; and **Tom Farmer** to supervising producer, CNN, Washington, from producer/writer.

Ellen Burditt to associate director, feature film development, The Disney Channel, Burbank, Calif., from director of development, Turman-Foster Co., Los Angeles. Also, **Randie Laine Wiatt** to manager, program development, from talent coordinator, BRB Entertainment, Los Angeles.

Robert Ropiak to director of financial and strategic planning, USA Network, New York, from freelance consultant.

George Bodenheimer to director of affiliate marketing, central division, ESPN, Denver, from national accounts manager, Rocky Mountain region.

Anna Maria Piersimoni to promotions producer, Movietime, Hollywood, from free-lance video producer.

Radio

Susan Storms to director of public relations, ABC Radio Networks, New York, from director of creative services, Doubleday Broadcasting, New York.

Dave Milner to vice president/radio, Great American Broadcasting Co., Cincinnati, from vice president and general manager, KEX-AM and KKRZ-FM, Portland, Ore. Also, **Clint Sly** to vice president and general manager, KEX-AM; and **Carl Gardner** to vice president and general manager, KKRZ-FM, Portland.

Patricia Foley to vice president of management information systems, New City Communications, Bridgeport, Conn., from director.

John Beebe to national/agri sales manager, WGN-AM, Chicago, and Tribune Radio Networks from account executive with specialization in agri sales.

Lois Ruben to promotion director, KNX-FM, Los Angeles, from coordinator, The Wave Network, Los Angeles.

Journalism

Theresa Lukenas to anchor/reporter, WJBK-TV, Detroit, from co-anchor, WBNS-TV, Columbus, Ohio.

John Klekamp to reporter, WXYZ-TV, Detroit, from reporter, KTVK-TV, Phoenix, Ariz.

Ed Bell to managing editor, WNEV-TV, Boston, from news director, WHDH-AM, Boston.

Michael Espinoza to news director, KRBK-TV, Sacramento, Calif., from news producer, KOVR-TV, Sacramento.

Karen Adams to assistant news director, WPCQ-TV, Charlotte, N.C., from co-anchor.

Pat Carlini to weekend weather reporter and anchor, WTHR-TV, Indianapolis, from weather anchor and entertainment reporter, WCHS-TV, Charleston, W.Va.

Eileen Abbott to reporter, WOWK-TV, Huntington, W.Va., from investigative reporter, KTBS-TV, Shreveport, La.

Syndication

Eva Joffe to director of sales, Western region, for Syndicast Services, Los Angeles, from executive director of sales, Western region, The Entertainment Network, Los Angeles.

Mark Batterman to creator, developer and producer of game shows, Buena Vista Television, Burbank, Calif., from free-lance creator and producer.

Other

Jerry Thomas to director of administration for Turner Broadcasting System's 1990 Goodwill Games, Atlanta, from attorney with the Federal Communications Commission.

Howard France to director of corporate development, Viacom International, New York, from director of corporate development, Columbia Pictures Entertainment, New York. Also, **Lisa Merians** to vice president, creative services, Viacom Enterprises, New York, from director, creative services; **Nanci Orgel** to director, station advertising and promotion, Viacom Enterprises, from manager, domestic and international television promotion; and animator **Ralph Bakshi** recently reached a two-year agreement with Viacom Enterprises to produce animated and live-action programming, primarily intended for television.

Jared Hechtkopf to president, Home Shopping Club division of the Home Shopping Network, Clearwater, Fla., from director of market development, Citicorp, and director of marketing, Citicorp retail services, New York.

E.L. Corujo to distribution manager for the international sales department, Harris Corp. broadcast division, Quincy, Ill., from director of international sales, Broadcast Electronics, Quincy.

David Lapovsky to vice president, research and data collection, Arbitron Ratings Co., New York, from vice president of research for Arbitron.

Noel Gunther to legal assistant for Federal Communications Commission Commissioner Patricia Diaz Dennis from free-lance writer, Washington.

Dale Williams to director of information services, United Video, Tulsa, Okla., from manager of information systems.#

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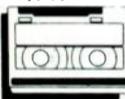
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WTRT-TV in Sheffield, Ala.; **KHCT-TV** in Salina, Kan.; and **KJMH-TV** in Burlington, Iowa, are each seeking to fill **all staff positions**. Send resumes to: Barry Ross, vice president, WTRT-TV, 4600 Jackson Highway, Sheffield, Ala. 35560. Phone: 205-381-2600.

WTEN-TV in Albany, N.Y., is seeking a **promotion producer/videographer**. Must have one to three years TV production experience. Send resumes to: Steve Wilkins, director of marketing, WTEN-TV, 341 Northern Blvd., Albany, N.Y. 12204. Phone: 518-436-4822.

KOKH-TV in Oklahoma City is seeking an aggressive **account executive**. Send resume to: Craig Bachman, general sales manager, KOKH-TV, 1228 E. Wilshire Blvd., Oklahoma City, Okla. 73111. Phone: 405-843-2525.

WOTV-TV in Grand Rapids, Mich., is seeking a

promotion producer/director with one to two years experience. Send resumes to: Jim Thomas, promotion manager, WOTV-TV, 120 College Ave. S.E., Grand Rapids, Mich. 49503. Phone: 616-456-8888.

Cable

Financial News Network in New York is seeking **two affiliate relations managers**, one to be based in the cable network's Chicago regional office, the other to be based in the Los Angeles regional office. A minimum of three years cable sales/marketing experience is required. Must have in-depth sales skills and excellent communications abilities. Send resumes to: Diana Rubin, regional coordinator, Financial News Network, 320 Park Ave., third floor, New York, N.Y. 10022. Phone: 212-891-7300.

Journalism

WPBT-TV in Miami is seeking an **assistant assignment editor** for "The Nightly Business Report." Communications or journalism degree and some experience preferred. Send resumes to: Michele Wiechelt, human resources administrator, WPBT-TV, P.O. Box 2, Miami, Fla. 33261-0002. Phone: 305-949-8321.

Sun World Satellite News in Washington is

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

Documentary maker moves into home video

By **RICHARD MAHLER**
Los Angeles bureau chief

LOS ANGELES—When Czechoslovakian-born documentary producer Douchan Gersi first moved here six years ago, he was considered a hot TV property.

"Not only was I able to make a living, I was able to finance the work of other explorers who have a tough time surviving," recalls the 40-year-old adventurer, best known for his 13-part "Explore" series.

"But today," he complains, "(network and station executives) believe that nobody watches documentaries on television; that everybody wants to watch soap operas like 'Dallas' and 'Dynasty.'"

Fortunately for Mr. Gersi, though, many members of the small but loyal documentary audience have invested in home videocassette recorders and started buying or renting such programs as his "Head-

hunters of Borneo" and "Lost Road to Nubia."

Regency Home Video sells "a couple of hundred copies each month" of Mr. Gersi's "Explore," mostly through the Banana Republic chain of travel-oriented clothing stores and other "alternate focus markets," a spokesman said.

Although Mr. Gersi would prefer to still be making big-budget documentaries for ABC-TV, for which he produced the one-hour "Mysterious Powers of Man" several years ago, the growing home-video market for his work is a welcome source of income and visibility.

"I have enough film in the can to make another 13 episodes of the 'Explore' series," he said. "Slowly, more and more independent commercial TV stations are starting to air the original shows (produced in 1984-85). With my new book and the tapes, I hope that I will recreate even more interest in them."

Mr. Gersi has been promoting the home-video series, narrated and co-hosted by actor James Coburn, as part of a campaign associated with the recent publication of "Explorer," his first English-language account of on-camera encounters with Asian mountain tribes that still hunt and preserve human heads.

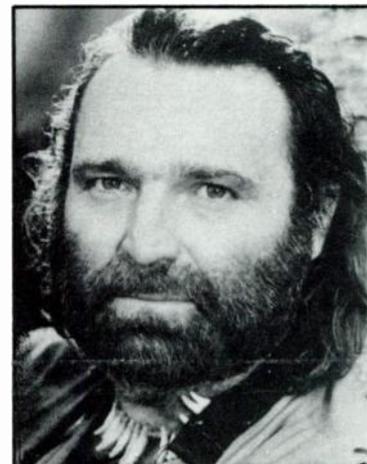
Regency's parent company, The Silverbach-Lazarus Group, has, in association with Gaylord Productions, sold "Explore" in syndication to 66 U.S. TV stations, mostly non-commercial, as well as to 25 foreign outlets.

"The tapes are selling pretty well," says the Regency Video spokesman. "The New York Times has described Douchan as 'a real-life Indiana Jones,' and he seems to appeal to the many yuppies who are into adventure travel these days."

Many Banana Republic outlets keep episodes of "Explore" running on overhead video screens. Mr. Gersi occasionally lectures in the stores, appropriately outfitted in Banana Republic-label clothing.

Malaysian Airlines is also considering use of "Explore" as in-flight entertainment on its trans-Pacific flights, with Mr. Gersi providing specially taped custom introductions and closes.

"The TV market for (nature-oriented) documentaries is very dif-



DOUCHAN GERSI
A "real-life Indiana Jones"

ficult," Mr. Gersi concedes. "Unless your project looks like 'National Geographic' or 'Cousteau,' stations are just not willing to take chances with your films. When I made 'Explore,' I really lost my shirt."

While the three commercial U.S. networks still air as many as 15 documentaries each year, Mr. Gersi points out that many of them focus on lifestyle issues and rely on big-name news personalities or show biz stars.

"The concept of a documentary is different in Europe," where Mr. Gersi says his films and books are much more popular. "The commercial networks there will still air a program in prime time that would only be broadcast on PBS here."

But the new audience for "Explore," coupled with the producer's autobiography, have generated hundreds of letters that Mr. Gersi is using as a base of support for a new private foundation that will allow him to film vanishing tribes and protect their homelands from encroaching civilization.

"We must raise money for saving Borneo, New Guinea and Brazil because tribes are disappearing there every year, and more are doomed to become extinct unless something is done right away," says the filmmaker, who compares his efforts on behalf of "people of tradition" to those undertaken by The Cousteau Society to save underwater life.

A citizen of Belgium who spent his childhood in the African jungles of Zaire, Mr. Gersi will soon direct his first feature film, "Nobody's War." The movie, a dramatized account of the Soviet invasion of Afghanistan, is being made in Morocco with an international cast that includes Omar Sharif and G. Gordon Liddy, plus scores of Afghan exiles. #

THE U.S. VIDEO MARKET



CNN courts amateur videographers

(Continued from Page 24)

away uninjured. We're not interested in home movies about a dancing dog in a tutu."

In fact, Mr. Casey says the first query Newshound ever received was from the owner of a dog who said the pet could play the piano.

If a lead sounds interesting, however, CNN's logistical network goes into action.

"If we're interested," Mr. Casey says, "we reach a verbal agreement on fees and how physically we are going to obtain the tape. We will also initiate a verification process to make sure the event occurred as described."

An event must be verified before it's accepted by Newshound. Often, editors will call the authorities where the event occurred. If it checks out, shipping is arranged.

In dealing with amateurs, several problems can arise. Fortunately for Newshound, bad cinematography is not one of them.

"We really haven't encountered much of that lately," Mr. Casey says. "The initial batch of home-video cameras on the market had chromo problems, but overall we've found the technical side more forgiving than the technique. There can be too much panning."

However modest the technical standards of the tape may be, CNN Newshound editors find that among contributors, getting a tape on a network such as CNN and collecting an average \$125 fee is like heady wine—it produces euphoria, and they want more. Mr. Casey makes it clear Newshound contributors are generally not around after the one-night stand.

"With some people who have sold us stuff, we've had some problems with that," Mr. Casey says. "We've tried to dissuade these people from considering themselves professional news stringers. We don't want to commission an army of amateur journalists."

So far, Mr. Casey says, no contributor has sold more than one tape to Newshound. He's also sensitive to the temptation to compare Newshound to a "News Tip of the Month" cash-award stipend that has long been practiced on many radio stations.

Despite the potential for hair-pulling, Mr. Casey is pleased with Newshound.

"When we started it," he says, "we didn't know what we were going to get into in terms of the type of volume, problems and cost. We've found, though, that the dollar cost is almost negligible, and there's not been too much of a manpower drain. We've done well with Newshound. I think it's worth it." #

CBN loses, others gain in cable ratings

(Continued from Page 3)

Earl Weirich, CBN director of public affairs, said it's no fluke that the network's drop in the last two quarters coincides with the people-meter methodology's debut.

"There's some concern about how much audience sampling is being extended to the Southeast portion of the U.S., where we have a heavy concentration of viewers," he said.

He added that checkerboarding of programs in prime time—scheduling a different program each night—has not worked out for CBN. Among several scheduling changes, the network is now stripping "Crazy Like a Fox" reruns at 8 p.m.

Superstation TBS regained its traditional first-place status in prime time, after being temporarily unseated in the fourth quarter by ESPN and its skyrocketing National Football League telecast results.

In both the 24-hour and prime-time periods, TBS gained 0.4 points over the first quarter of 1987. Prime-time viewing stood at 3.1, while total-day registered a 2.

The superstation also gained 200,000 households in both periods, with a total of 1.4 million in prime time and 865,000 for total day.

Those ratings increases were larger than any other commercial cablecaster experienced in the quarter, and they resulted in TBS's highest-ever audience count. That's particularly good news for the channel, which got spotty results in 1987.

USA Network moved from fourth to second place in total-day results, compared with the same period last year, increasing its 24-hour ratings by 0.1 point to 1, and its households by more than 70,000 to 409,000.

USA moved to third place from fourth in prime time, with a 0.3 point gain to 1.6 and almost a 200,000 household increase, to 694,000.

January was a particularly good month for USA, according to Ray Giacomelli, the network's senior research analyst. Most significant, he said, is the 8.2 rating garnered by the "WWF Royal Rumble" wrestling special on Jan. 24.

USA also benefited from the strong debut of "Tales of the Gold Monkey," which aired on ABC-TV in 1982 and 1983. The program was USA's third-highest rated series,

Basic cable's top series: First quarter 1988

	Rating	Households	Time slot
1. Award Theatre (TBS)	4.6	2.016 million	Sunday, 10:35 a.m.
2. Andy Griffith (TBS)	4.0	1.753 million	Sunday, 9:05 a.m.
3. Flintstones (TBS)	3.8	1.696 million	Sunday, 9:05 a.m.
4. Championship Sports (TBS)	3.5	1.52 million	Saturday, 6:05 p.m.
5. Prime Movie I (TBS)	3.4	1.484 million	8:05 p.m.
6. Good News (TBS)	3.3	1.446 million	Sunday, 10:05 a.m.
7. Sunday Afternoon Movies (TBS)	3.2	1.436 million	Sunday, various
8. Tom & Jerry (TBS)	3.2	1.43 million	Sunday, 8:35 a.m.
9. WWF Prime Time Wrestling (USA)	3.2	1.343 million	Monday, 9 p.m.
10. NBA Games (TBS)	3.1	1.342 million	Tues., Wed., Fri. prime
11. Andy Griffith (TBS)	3.0	1.329 million	Weekdays, 7:05 p.m.
12. WWF All American Wrestling (USA)	3.1	1.313 million	Sunday, noon.
13. National Geographic Explorer (TBS)	2.9	1.283 million	Sunday, 9 p.m.
14. Sanford & Son (TBS)	2.9	1.275 million	Weekdays, 7:35 p.m.
15. Brady Bunch (TBS)	2.7	1.196 million	Weekdays, 4:35 p.m.
16. Munsters (TBS)	2.7	1.179 million	Weekdays, 5:05 p.m.
17. Iron Horse (CBN)	2.9	1.156 million	Saturday, 1 p.m.
18. Sunday Sports (TBS)	2.6	1.152 million	Sunday, 5:35 p.m.
19. Wagon Train (CBN)	2.9	1.144 million	Saturday, 5 p.m.
(t) Saturday Afternoon Movies (TBS)	2.6	1.144 million	Saturday, various
20. Beverly Hillbillies (TBS)	2.6	1.137 million	Saturday, 4:35 p.m.

Note: Only series with eight or more episodes in the quarter qualified for this chart. Numbers reflect the highest-rated time period for series only; subsequent telecasts of episodes in other time periods were not included.
Source: Cable networks, using A.C. Nielsen Co. data.

with an average 2.6 rating, or 1.1 million households, in the 6 p.m. (ET) Sunday slot.

Nothing much was new at CNN and CNN Headline News, which combine their ratings data. For the last nine quarters, they have vacillated between a 0.9 and 1 in the 24-hour period. In the first quarter they maintained a 0.9 rating, a 0.1 point decline over a year ago, but they posted a 21,000 household gain for a total of 404,000 homes.

In prime time, the news stations slipped 0.2 points to 1.3, and their combined household count was down 10,000, to 581,000.

ESPN maintained a 0.8 in the 24-hour period, but rose to 363,000

households from 317,000.

In prime time, the sports channel gained 0.1 point, landing at 1.9, with a household gain of 115,000, to 863,000 homes. That compares with an average of more than 1 million households during prime time in the fourth quarter, when ESPN's NFL games boosted viewing.

The Nashville Network maintained the fifth rung on the ratings ladder in prime-time figures, but in total day it leaped to fifth place from 10th.

In the 9 a.m. to 3 a.m. period, it maintained a 0.6 and gained 70,000 homes to land at 250,000 households. It moved up 0.2 points in prime time to 1.3 and increased its

household count by almost 200,000, posting a total of 511,000.

MTV: Music Television stayed steady at 0.6 in the 24-hour period and gained about 40,000 households, to 242,000.

Its sister service, Nickelodeon, posted its highest full-day rating ever, a 1.2, buoyed by the success of its two game shows, "Double Dare" and "Finders Keepers." "Double Dare" drew a 2.2 rating, an average of 900,000 households in the first quarter.

Household numbers for Nickelodeon's total day, 7 a.m. to 8 p.m., rose by 100,000, to 462,000.

Lifetime, which unlike the other networks measures only six days a

week (it turns Sundays over to programming for medical professionals), maintained a 0.6 rating for the 7:30 a.m. to 1 a.m. period and gained 30,000 households, to 211,000.

In prime time, the female-oriented network made a 0.3 gain, to 1, and increased its households by nearly 150,000, to 359,000.

Barry Kresch, Lifetime's vice president of research, said the change is a result of such new prime-time programming as "Cagney & Lacey." That series pulled a 1.2 average over the quarter in prime time, double the result of the shows in its slot the same time last year.

The Discovery Channel, which was not measured during the same quarter in 1987, came in 10th in total day, with a 0.5, and 146,800 households for the 9 a.m. to 3 a.m. period.

Nick at Nite maintained a 0.4 for its 8 p.m. to 7 a.m. day and gained 25,000 households, to 136,000.

The Arts & Entertainment Network, which measures its nightly programming by adding together averaged ratings for two blocks—8 p.m. to midnight and midnight to 4 a.m.—moved up 0.1, to 0.8, and gained almost 70,000 households, to 266,000.

As has been true for A&E in the past, World War II documentary programming proved the most popular. "Victory at Sea" was its top series for the quarter, with a 2 average rating, followed by "Churchill: The Valiant Years," with a 1.9.

The climate didn't change at The Weather Channel, which traditionally posts 0.3 ratings in the total day, 6 a.m. to midnight period. It gained 8,000 households, to 93,000.

VH-1 also maintained a 0.3 in the 24-hour period, gaining 20,000 households, to 76,000.

Financial News Network lost 0.1 point in the 6 a.m. to 7 p.m. period, and also decreased 7,000 households, to 55,000.

And last in households, but not least among the gainers, Black Entertainment Television posted a 108 percent household gain from noon to 1 a.m., landing at 54,000.

Its ratings rose 0.1 point both in that period, to a 0.3, and in prime time, to 0.5. Also, BET's prime household count increased by 36,000, to 90,000. #

Falwell backs new religious network

(Continued from Page 3)

service when Rev. Falwell appointed him temporary chairman of the PTL organization's executive committee last year.

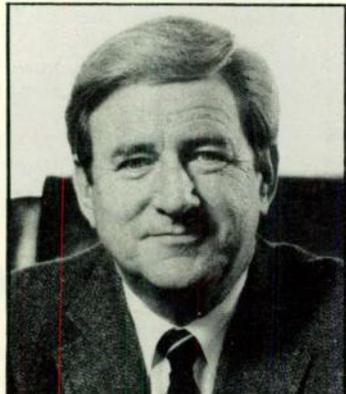
LBN President Warren Marcus was also brought into PTL temporarily and served as its executive vice president of television.

Both men have since departed PTL.

FamilyNet officials say the service will distinguish itself from the CBN Network, which programs religious-oriented "700 Club" and family programming, by scheduling sports and original entertainment fare.

Southern Conference basketball and football games are already on line. The service will also stay away from old western series, a CBN staple, and it aims to have a 50 percent original schedule by next year, according to FamilyNet officials.

FamilyNet will be unveiled at



REV. JERRY FALWELL
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this week's National Cable Television Association convention in Los Angeles.

It's hoping to sign up LBN's cable system affiliates, which serve 1.1 million subscribers. #

MTV study contradicts meters on children, teen-ager ratings

By JANET STILSON

Staff reporter

NEW YORK—MTV Networks has a study in hand that it says contradicts A.C. Nielsen people-meter results on cable viewing by children and teen-agers.

Ironically, the \$100,000 study, based on a recent phone coincidental survey, was conducted by Nielsen itself.

MTV Networks commissioned the study to examine key demographics for its Nickelodeon and MTV: Music Television during last February.

For Nickelodeon, people-meter results for children ages 2 to 11 were 24 percent lower than the phone survey numbers.

While the February people-meter report showed an average 970 viewers per 1,000 subscribing households, the study showed 1,270 viewers per 1,000 households.

The disparity was more pronounced at MTV: Music Television. People-meter results for the 12-to-17 demographic were about 32 percent lower than the study.

'The problem is, there is no one reading we can say is definitive.'

—David Harkness
Nielsen Media Research

While people meters showed 320 viewers per 1,000 MTV households, the phone survey put the figure at 470.

The ratings problems with teen-agers is the biggest concern of Marshall Cohen, MTV Networks' senior vice president of corporate affairs and communications, because "it's easier to get kids to become regular (people-meter) button pushers than it is teens."

MTV routinely commissions phone coincidental studies, but this is its first comparison with people-meter numbers.

Mr. Cohen said the people-meter results are even lower, when com-

pared with the phone results, than diary demographic data.

David Harkness, senior vice president and director of marketing at Nielsen Media Research, said the latest phone study results on Nickelodeon are somewhat suspect, in his opinion, because they are "substantially higher" than numbers Nickelodeon has received in previous phone studies.

"The problem is, there is no one reading we can say is definitive," he said.

Nielsen's people-meter cable demographic information, first released in the fourth quarter of 1987, will not be made official until next fall.

MTV Networks' Mr. Cohen said phone coincidentals are among the most reliable audience methodologies available to networks and their advertising clients.

But Lincoln Bumba, a media director at the Leo Burnett ad agency, said phone data is not more significant than the people-meter reports. Both must be factored into buying decisions, he contended. #

TCI boldly boosts size with Storer buy

(Continued from Page 1)

mittee hearing on May 11.

"I'm prepared to defend (TCI's) record forever," he said last week.

TCI appears to have no intention of slowing down, either. Sources at Showtime/The Movie Channel say TCI's next cable investment will be in their network.

While Mr. Malone and TCI Senior Vice President John Sie denied that negotiations with the pay service have gone beyond the philosophical stage, sources say Showtime's legal department is working on the details of a TCI deal that is expected to emerge within the next two months.

Meanwhile, the climate of free enterprise and deregulation of cable is not expected to change while the Reagan administration is still in office, despite some dire warnings to the contrary from some members of Congress.

A Justice Department spokesman said TCI and Comcast are required to file papers on the purchase as a matter of routine. But the deregulatory minded department is not expected to raise concern over the acquisition.

Andrew Schwartzman, executive director of the Media Access Project, is one of several Washington observers who suspect that TCI and other large MSOs are buying up as many systems as possible before the end of the year.

"Right now, in the legislative framework, the only thing on Congress' mind is: 'When are we going home?'" says Mr. Schwartzman. He said Congress would take action against the cable industry this year only if "lightning strikes" or if TCI did something such as announce a 50 percent rate hike.

"It's my impression that they want to run as far down the field with the ball as they can," one source said about TCI.

Mr. Malone said it is TCI's and Comcast's intention to run the Storer systems as a joint venture indefinitely.

Hefty tax liabilities deter the companies from dividing the spoils in the next five years, and "the financing is such that we have to run

(Storer as a separate company) for an extended period of time," Mr. Malone said.

While SCI's owner, Kohlberg, Kravis Roberts & Co., agreed to a purchase price of \$1.5 billion, the purchasers will be getting about \$800 million in cash from the SCI buy, and they will assume a \$2.1 billion debt, suggesting a total purchase price of just under \$2.9 billion.

That amount is substantially larger than the biggest cable deal to date: the \$1.75 billion purchase in 1985 of Group W systems by a consortium including TCI and Comcast.

Investment bank executives familiar with the deal said that when the debt is adjusted, the cost per subscriber is about \$2,050 and the cash flow multiple slightly less than 12½. Both figures are slightly below the current mid-range prices for cable systems.

The on-again, off-again negotiations lasted nine months, and the resolution occurred somewhat unexpectedly two months after SCI had terminated a letter of intent with a con-

sortium consisting of TCI, Comcast, American Television & Communications Corp. and Taft Partners.

Mr. Malone and Kenneth Bagwell, president and chief executive officer of SCI, credited Morgan Stanley investment banker Steven Rattner with resolving the differences between the two sides, which had centered on unanticipated taxes and the effect that copyright liabilities would have on the cash flow.

The actual size of TCI is somewhat unclear, according to one TCI executive. If every cable company TCI had even a minuscule investment in was counted, the subscriber base stood at 8.4 million prior to the Storer acquisition, the executive said.

In terms of overall company growth, the Storer deal is more impressive for TCI's equal partner in the deal, Comcast Corp. Five years ago, the Bala Cynwyd, Pa.-based company reported less than 500,000 basic subscribers. Prior to the Storer agreement, the subscriber base had more than doubled to 1.3 million. #

CBS to delay 1988-'89 season

(Continued from Page 1)

is past. Having to launch our season later poses more questions and problems for us than it answers. This is not a happy decision for us."

Top on the list of concerns is how the move will affect CBS's upfront market and whether it will put the network in danger of losing more ratings and revenue ground to the other two networks.

CBS already faces ABC's Major League Baseball playoff coverage, NBC's 1988 Summer Olympic Games telecasts from Sept. 15 to Oct. 4 and NBC's World Series coverage.

Following last week's announcement, CBS also said it will delay releasing its fall programming plans from May 9 to just before its June 2 advertiser presentation.

It was unclear at press time whether ABC would follow CBS's move.

NBC says it is standing firm on its plans and will announce its schedule on May 18, while ABC is set to unveil its plans on May 23.

"CBS moving back its new season to October makes sense. It would be horrible for them to compete against NBC with the Olympics," said Paul Schulman, president of the Paul Schulman Co., a media buying ser-

vice in New York and one of the first agencies to complete its upfront buys.

Robert Blackmore, NBC senior vice president of sales, said CBS's original plan never made any sense to him, since CBS would be trying to get audience sampling for its new programs during NBC's airing of the 1988 Summer Olympics and World Series games.

CBS's announcement came in the form of an April 27 memo to CBS affiliates in which Tom Leahy, president of the CBS Television Network, said: "Gene Jankowski stated today that, given the continuing strike by the Writer's Guild of America and the uncertainty over the IATSE/Teamsters negotiations in the film industry this summer, the previously announced Sept. 5 start date for the 1988-89 season is no longer feasible."

The latter reference focuses on another possible showdown in Hollywood between the studios and 25,000 craft, transportation and unskilled production workers that could freeze production.

Both Mr. Jankowski, president of the CBS/Broadcast Group, and Mr. Leahy were unavailable for comment last week.

Based on projections by ABC Entertainment President Brandon Stoddard, an October start may actually be a bit optimistic.

If production doesn't resume by early July, Mr. Stoddard recently predicted the season could start as late as November, as it did after a 14-week strike in 1981.

Because of the strike and the ensuing reaction from CBS, one ad agency executive characterized the network upfront market for the 1988-89 season as clearly a buyers' market.

The upfront market following the Olympics and an election year tends to be generally soft for network ad sales.

"On top of that, the strike will make for some very different kinds of negotiations," the executive said. "The networks, if they are forced to air repeats, clearly will not get the prices that they would have gotten for fresh programming."

Sources pointed out, however, that networks' bottom lines were not hurt badly in the 1981 strike, even though fewer ad dollars came in.

That's because the networks are able to hold their costs down by airing more repeats.

But the competitive environment has changed dramatically since then. Cable penetration was only about 18 percent at that time, compared to 50 percent today.

Independent TV has also grown

dramatically, and home video penetration is nearing 60 percent.

Industry sources say all three networks last week were beating the bushes at studios and other West Coast shops trying to buy what first-run specials, movies and mini-series are available because of the prolonged strike.

One analyst said CBS likely will run off whatever movies and specials the network has on the shelf rather than commission a lot of new product.

The CBS announcement came at a time when some signs of disunity were emerging from the striking members of the WGA. At press time, about two dozen WGA members employed as daytime soap opera writers were threatening to break the strike and go back to work.

That weak spot, one of the first that has appeared in the highly unified guild during the strike, spurred worries that other dissenters may join the ranks and cause the strike to crumble.

A dissident group was responsible for causing a 1985 strike to crumble in just two weeks. #

Diane Mermigas in Chicago and Marianne Paskowski in New York contributed to this story.

AT PRESS TIME CONTINUED

Network Television late last week. Jim Henson Productions' "Fraggle Rock" will start airing on TNT for its fall launch as part of a four-year deal. And Symphony Pictures Television, actor Martin Sheen's production company, has agreed to develop original motion pictures for the new network. Also, United Cable Television committed its subscribers to TNT.

● LOS ANGELES—MGM/UA officials Friday declined comment on a report that N.V. Phillips and Sony Corp. of Japan are among a handful of foreign companies interested in acquiring all or part of the company. "We have and are talking to a lot of people," said MGM/UA Chairman Lee Rich. Neither Phillips nor Sony would comment.

● TORONTO—Despite a report that MacLean Hunter Ltd. here is looking into purchasing Rogers Communications' U.S. cable systems, MacLean President Ronald Osborne said Friday his company "isn't even to first base yet." But, he added, "I would be amazed if we didn't look into them." MacLean has a cable subscriber base in the United States and Canada of 750,000.

● WASHINGTON—The FCC Thursday heard attorneys argue whether RKO General is qualified to continue as a broadcaster. An agency administrative law judge held last year that RKO was the most dishonest broadcaster the FCC had ever seen and was unfit to remain a licensee of its 14 stations. RKO then appealed to the FCC. It is unclear when the FCC will be prepared to rule on the judge's decision.

● NEW YORK—Metropolitan Broadcasting Corp. here agreed last week to sell easy-listening WWBA-FM in St. Petersburg, Fla., to Atlanta-based Cox Enterprises for \$17.1 million, pending FCC approval. Metropolitan is in the process of being sold to New York-based Sillerman-Magee Communications for \$302 million.

● WOODBURY, N.Y.—Cablevision Systems attorneys here said an unprecedented award of more than \$500,000 was handed down last Wednesday against a Long Island distributor of decoders used for pirating cable signals. #

Exclusivity rules readied

(Continued from Page 2)

would be "damaged to the tune of several hundred million dollars, and our property will be taken without just compensation," under new rules.

"In the meantime," he added, "we'll figure a way around it. But TBS will stay a cable network, no matter what. Unless nuclear war happens."

Meanwhile, Mr. Mooney and representatives of cable superstations, were said to be trying to get the FCC to postpone action.

Yet FCC Commissioner James Quello, for one, is arguing against further delay.

"Further delay would also cause a further delay of a resolution of what many people feel to be an inequitable marketplace between cable and free TV," Mr. Quello said. "We have to bite the bullet one way or another, but it's a very tough legal call."

New rules appear to have the support of Mr. Quello and Chairman Dennis Patrick, while Commissioner Patricia Diaz Dennis has raised some legal concerns in the past. #

Bill for superstations stalled

(Continued from Page 1)

now aren't "all that good."

However, he and a subcommittee aide indicated that another attempt at a vote might be made, perhaps as early as this week.

The bill, supported primarily by the home satellite industry, would have established a copyright system so that program distributors would be able to market scrambled independent TV stations, similarly to how superstations are marketed to cable TV subscribers.

The Association of Independent Television Stations long has opposed the bill, but last week it was joined by the National Cable Television Association, the Motion Picture Association of America and the National Association of Public Television Stations.

Those groups sent a letter to Rep. Kastenmeier, who had submitted a new version of the bill, objecting to various provisions.

Originally, the NCTA favored the legislation, largely because the bill supported the superstation concept.

Among the disputed provisions is one that would make the copyright system applicable to all future satellite delivery technologies and others that would regulate the mar-

keting and pricing of superstation signals.

Also, INTV President Preston Padden said the legislation would have allowed networks, but not independent stations, to protect their programming. He called that "unjustifiable discrimination."

After last Friday's stalled vote, Mark Ellison, vice president of government affairs and general counsel of the Satellite Broadcasting and Communications Association, said he now doesn't have a "great deal of hope" for the bill.

"We've lost sight of the objective

to give home-dish owners a level of parity with cable subscribers," Mr. Ellison said. "If the bill doesn't move forward, it will be up to the courts to decide whether home-dish owners may receive scrambled superstation programming."

The bill, primarily designed to clear up ambiguities in copyright law, would create a compulsory license for distributors of the independent stations. They would pay a fee for the stations they marketed and the money would be divided among the owners of copyrighted programs. #

Dramas top list at MIP-TV

(Continued from Page 2)

"We strongly disagree," countered Bohcho Givadinovitch, vice president and director general of France's TF-1.

The panel was the first ever for MIP, which is taking control of the festival this year from founder Bernard Chevry.

As expected, Mr. Chevry formally announced his resignation as president and director general of MIDEM last Tuesday to become effective this week, when he becomes honor-

ary president.

The biggest trends at this year's MIP are international co-productions, such as NBC's proposed "Ticket to the World" series, and the increasing role of U.S. cable services in the buying and selling of overseas programming.

The Discovery Channel kicked off MIP by purchasing 13 half-hour nature documentaries from England's Gazelle Films, and ESPN announced the sale of several sports specials to various foreign buyers. #

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