

Electronic Media

Published weekly by Crain Communications

\$1 A COPY; \$45 A YEAR

© Entire contents copyright 1988 by Crain Communications Inc.
All rights reserved.

MAY 9, 1988



When the walls come down

Milt Grant talks candidly about going bankrupt

By **DIANE MERMIGAS**
Senior reporter

Milt Grant is the first major independent broadcaster to emerge from Chapter 11 bankruptcy, an experience that has left him humbled, yet eager to return to the trenches of station ownership.

Many in the industry are cheering him on, hopeful that if he can make a suc-

cessful comeback, then others who've struggled in independent broadcasting can as well.

In his first interview in almost a year, the 60-year-old broadcast veteran, speaking from his modest offices in Boca Raton, Fla., talked openly about his future and Grant Broadcasting System, a station group that still owes more than \$270 million and must undergo reorganization.

An edited transcript of the interview follows:

EM: *In hindsight, what could you have done differently to have avoided going into Chapter 11?*

Mr. Grant: I should have been more cautious in our program buying, in light of the decreased market revenues and the fact
(Continued on Page 18)

A dark, narrow alleyway at night. In the distance, four silhouetted figures stand in a bright light source, possibly a doorway or a street light, which casts a long, glowing path on the wet pavement. The alley is flanked by brick buildings with fire escapes and graffiti. In the foreground, there are several large, overflowing metal trash cans and scattered debris on the ground.

In this
neighborhood
you need
protection.

Electronic Media

Published weekly by Crain Communications

AT PRESS TIME

'Oprah' renewals rejected

LOS ANGELES—At least five stations have refused to pay the increases King World Productions is currently seeking for renewing "The Oprah Winfrey Show" in its fourth year. Those stations let the show go to competing stations, effective in fall 1989, after King World asked for as much as twice the price it received in the third year, station officials said. The moves occurred in such markets as St. Louis, Seattle and Albuquerque, N.M., confirmed Sid Cohen, King World's president of domestic television distribution. One station official also expressed concern that Ms. Winfrey may not renew her contract when it expires in 1991.

Affiliation lawsuit looms

MIAMI—In the first step before filing an antitrust lawsuit, NBC affiliate WSVN-TV here has asked a Florida court to require CBS, NBC and General Electric to turn over documents and force ap-
(Continued on Page 39)

\$1 A COPY; \$45 A YEAR

© Entire contents copyright 1988 by Crain Communications Inc. All rights reserved.

MAY 9, 1988

NBC makes its big move into cable



The big news at the National Cable Television Association convention was NBC's purchase of Tempo Television. For more NCTA convention coverage, see Pages 3 and 27. Also, see related editorial, Page 12.

By JANET STILSON and WILLIAM MAHONEY
Staff reporters

LOS ANGELES—NBC's move into the cable network business last week was greeted with guarded enthusiasm by cable executives attending the National Cable Television Association convention here.

NBC, in its strongest foray into cable, announced it is purchasing Tempo Television, a cable network in the process of being acquired by Tele-Communications Inc. as part of a larger entity, Tempo Enterprises.

NBC plans to transform the channel from a leased-time and older demographic service into two networks: a business news service during the day and sports programmer at night.

The acquisition, estimated

by industry sources to be in the \$20 million range, will bring NBC a subscriber base of 12 million.

But Tele-Communications Inc., which is still finalizing its Tempo purchase, may be handing over more than that.

Tom Rogers, who negotiated the Tempo deal in his capacity as NBC vice president of policy planning and business development, said TCI has expressed interest in acquiring "a large portion" of the equity stake NBC is offering operators in the sports service. That stake could be as much as 49 percent, he added.

In addition, TCI is offering its wholly and partially owned systems both the business and sports services. TCI has about 8.4 million subscribers, but only 1.3
(Continued on Page 39)

The Playboy Channel to change or be canceled

By RICHARD TEDESCO
Staff reporter

NEW YORK—The Playboy Channel faces drastic repositioning or outright cancellation in the wake of continuing financial and subscribership losses, Playboy officials say.

Christie Hefner, Playboy Enterprises' president, made it clear in a prepared statement issued last Thursday that radical options for changing the service were being contemplated.

"The channel's inability to get

broader access has been a major disappointment for us," Ms. Hefner said. "The resultant significant quarterly losses are unacceptable, and we are analyzing several alternatives with the intention of announcing our plans by fiscal year end (June)."

At the end of 1988's fiscal third quarter ended on April 30, the service had 490,000 subscribers on 550 cable systems, a drop of 60,000 subscribers from a year ago.

A number of multiple cable system operators have been pushing
(Continued on Page 39)

Lorimar executive leaves as reorganization looms

By MARIANNE PASKOWSKI
New York bureau chief

NEW YORK—Michael Garin, one of four executives who make up the office of the president at Lorimar Telepictures, resigned last week, signaling the first phase of an expected company reorganization.

Mr. Garin resigned prior to a board meeting this Tuesday, in which the company's directors are expected to examine further plans to pare down Lorimar's New York office and consolidate operations on the West Coast, sources said.

That reorganization, sources said, eventually could leave the New York office with a skeleton crew of 20 employees—down from about 60—to handle some syndication activities.

Additionally, the subject of Lorimar's presence in the home video and motion picture businesses is also expected to surface at the board meeting this week. Wall Street analysts have been speculating that Lorimar might eventually sell off its losing home video and theatrical film operations.

The company, they say, is now trying
(Continued on Page 39)

INSIDE:

3 Downey roars across U.S.
"The Morton Downey Jr. Show" has been cleared by stations in at least seven of the top 10 markets.

6 Year of the deal
Scores of agreements between the United States and overseas production entities were disclosed at MIP-TV '88.

14 TV for the blind
Ten PBS stations are experimenting with extra narrative descriptions for the sight-impaired on "American Playhouse."

NEWS SUMMARY

Cable executives attending the National Cable Television Association convention greeted NBC's move into the cable network business with guarded enthusiasm. (Page 1)

The resignation of Michael Garin from Lorimar Telepictures' office of the president last week signaled the first phase of an expected company reorganization. (Page 1)

Playboy officials say The Playboy Channel faces drastic repositioning or outright cancellation in the wake of continuing financial and subscribership losses. (Page 1)

Just weeks after leading the company through a difficult refinancing process, Tim McDonald resigned as president and director of TVX Broadcasting. (Page 3)

FCC Chairman Dennis Patrick met with the NCTA board in Los Angeles last week. The meeting received mixed reviews from two of the people who attended. (Page 3)

The NCTA convention last week hummed with news of new programming, particularly two major announcements: Home Shopping Network's entertainment news service and NBC's plans for a channel of sports and financial news. (Page 3)

"The Morton Downey Jr. Show" will air for the first time in national syndication on May 30. (Page 3)

The introduction of people meters in Canada has been delayed because of questions raised in the United States about the new TV audience measurement system. (Page 3)

Viacom Enterprises has announced the winners of its auction for barter time in "The Cosby Show" reruns. (Page 4)

San Francisco public television station KQEC has lost its license. The FCC's review board alleges that the station attempted to deceive the commission about why it went off the air for six months. (Page 4)

CBS began the May sweeps with a rare ratings victory for the month's first week of prime-time network programming, with a strong performance by the finale of "Magnum, P.I." (Page 4)

N.V. Philips' Polygram Records subsidiary has offered to buy MGM/UA for \$1.4 billion, sources say. (Page 4)

During a recent meeting in Los Angeles, representatives of the cable television and Hollywood film communities failed to reach an agreement on regulatory issues. (Page 2)

Scores of agreements between U.S. and foreign production entities were announced at the recent MIP-TV '88 in Cannes, France. (Page 6)

The largest individual TV station deal so far this year was reached last week when Sharad Tak of India agreed to buy WGRZ-TV in Buffalo, N.Y., for \$100 million in cash. (Page 6)

Jimmy Swaggart's TV programs were canceled last week by three cable networks—CBN Cable Network, Black Entertainment Network and the PTL Television Ministry. (Page 8)

Two radio broadcasters for the Cincinnati Reds were publicly reprimanded by National League President A. Bartlett Giamatti for supposedly fueling the reaction of angry fans. (Page 8)

An experiment on nine PBS stations is providing blind and sight-impaired people with audio enhancements that add narrative descriptions to "American Playhouse" TV broadcasts. (Page 14)

The American Stock Exchange is providing a fiber optic "loop" to enable TV broadcasters to offer international coverage of the trading floor. (Page 14)

MCA executives defended steps they have taken to fend off hostile suitors who still loom. The comments came at the media conglomerate's annual meeting last week. (Page 15)

The future of the Goodwill Games through 1998 was assured last week when Turner Broadcasting System signed a long-term accord with the Soviet Union. (Page 15)

Although it hasn't been setting the ratings on fire, a gritty late-night strip called "The Street" has been drawing some attention. (Page 34)

CONTENTS

Briefly Noted	40	Quick Takes	12
Business Beat	26	Off-Season Ratings	37
Calendar	23	Syndication Standings	40
Classified Advertising	35	Technology and Equipment	14
The Insider	8	Viewpoint	12
Jobs	34	Who's News	36
News of Record	30		

Vol. 7, No. 19—ELECTRONIC MEDIA (ISSN 0745-0311) is published weekly by Crain Communications Inc., 740 Rush St., Chicago, Ill. 60611. Second-Class postage is paid at Chicago, Ill., and additional mailing offices. POSTMASTER: Send address changes to ELECTRONIC MEDIA, Circulation Department, 965 E. Jefferson Ave., Detroit, MI 48207.

No deal in Hollywood, cable talks

By DOUG HALONEN
Staff reporter

WASHINGTON—Representatives of the cable television and Hollywood film communities failed to reach an agreement on regulatory issues during a meeting in Los Angeles last Thursday.

The meeting had been described by some sources as a make-or-break point in the ongoing talks, with the hope that some accord could be reached prior to a congressional hearing on the cable industry this Wednesday.

Jack Valenti, president of the Motion Picture Association of America, said through a spokeswoman that he was "not aware of any other plans to meet."

But the spokeswoman declined to elaborate on whether there were still any prospects for an agreement.

The National Cable Television Association, a participant in the talks, did not comment by press time.

Prior to the meeting, a cable industry source, who asked not to be identified, said representatives of both industries hoped to determine whether they were close enough together on "basic principles" to make continued negotiations worthwhile.

One source close to the negotiations said last week's meeting was supposed to determine whether it was time the parties should "fish or cut bait."

Since January, the cable and Hollywood officials have been discussing possible compromises over copyright issues and possible programming relationships between the two industries.

The meeting came in advance of a May 11 hearing on cable by the House telecommunications subcommittee.

Among the witnesses slated to testify at the hearing are Mr. Valenti; John Malone, president of Tele-Communications Inc.; Ted Turner, chairman of Turner Broadcasting System; and Preston Padden, president of the Association of Independent Television Stations. #

HBO, Showtime fight for exclusive movies from Fox

By JANET STILSON
Staff reporter

NEW YORK—From one studio to another, HBO and Showtime/The Movie Channel continue to slug it out for exclusive rights to film packages.

The latest battle, expected to be settled one way or another within the next two weeks, involves exclusive pay-TV rights to upcoming theatrical releases from Twentieth Century Fox.

Negotiations for the Twentieth Century contract have reached the "hot and heavy" stage, according to officials at HBO and Showtime/TMC.

Neither claimed an upper hand, but sources indicated that a final deal with HBO was near.

"In Hollywood, handshake agreements mean nothing. Until a deal is signed, it's not a sure thing," said one industry executive familiar with the negotiations.

Industry sources say a high-end price for the rights, expected to cover three to six years, could reach \$300 million.

But Tony Cox, chairman and chief executive officer of Showtime/TMC, said Friday that his company has no intention of paying that much.

HBO's attitude, meanwhile, is summed up by David Pritchard, vice president of corporate affairs, who says, "We will not be denied these films."

HBO's interest in the exclusive package comes only days after Nick Nicholas, president and chief executive officer of HBO parent Time Inc., told attendees at the National Cable Television Association convention that HBO doesn't support the continuation of exclusive movie deals on cable.

HBO paid about \$500 million for exclusive rights to Paramount Pictures' titles released theatrically beginning in May of this year and running over a six-year period. Paramount's titles had fallen into Showtime/TMC's exclusive domain. #

National cable sports service eyed

By RICHARD TEDESCO
Staff reporter

NEW YORK—The SportsChannel Network of regional cable sports services is considering going national with a new basic-cable service that would compete for broadcast rights to professional sports, sources said.

The new service, to be dubbed SportsChannel America, would be offered as either a national network or serve as a supplemental service in markets where SportsChannel's five regional services already exist.

SportsChannel has already held conversations with Major League Baseball about a possible role in the next national rights package it negotiates, according to a SportsChannel source.

The source said talks have also been held with the National Hockey League, which currently has a national contract with ESPN through the end of this season.

"We've explored a lot of options with a lot of people," the source

stated.

The new national entity would likely schedule programming from one or another of the SportsChannel regional networks—"secondary programming" that has a "national value," the source said.

A projected launch date is not set for the new service, which is still in an "embryonic stage," according to the source, who added that a fall launch is possible.

Executives at SportsChannel and

Rainbow Program Enterprises, which manages the existing sports services, declined comment.

Cablevision Systems Corp., one of the largest multiple cable system operators, is the parent company of SportsChannel and Rainbow.

The SportsChannel Network includes SportsChannel New York, SportsChannel New England, PRISM in Philadelphia, Chicago-based SportsVision and a new service in Florida. #

EM sales rep named

Gary Rubin has been named a West Coast sales representative for ELECTRONIC MEDIA, effective today.

Mr. Rubin, 27, comes to EM's newly created sales post from Panavision, where he has been a sales and marketing representative since September 1987.

From September 1985 to September 1987, he was Western sales representative for Advertising Age, which, like EM, is a Crain Communications Inc. publication.

Mr. Rubin, who holds a bachelor's degree from the University of Buffalo in Buffalo, N.Y., owned his own production company, Los Angeles-based Image Productions, from March 1983 to September 1985.

In naming Mr. Rubin, EM Advertising Director Marc White said, "Gary's an experienced advertising salesperson whose knowledge of ELECTRONIC MEDIA and the advertising marketplace makes him the ideal person for



GARY RUBIN
To fill newly created post

the job of expanding our presence in the Midwest and West."

In his new position, Mr. Rubin will be based in EM's Los Angeles office with sales representative Karla Keyser. #

Showbiz news shows grab NCTA spotlight

By JANET STILSON
Staff reporter

LOS ANGELES—"Programming choice" was the predominate buzz phrase in several sessions at last week's National Cable Television Association convention here.

At the same time, the hallways of the convention center hummed with news of new programming, particularly two major announcements: Home Shopping Network's entertainment news service and NBC's plans for a channel of sports and financial news (see related story, Page 1). Both new offerings will attempt to improve upon narrowcast concepts developed by existing services.

HSN is planning an "Entertainment Tonight"-style network, titled Show Business Today, set to launch Jan. 15.

Any remaining doubts that the "ET" format isn't cable's latest darling were put to rest at the show.

The genre emerged in full-network form last July with the launch of the Movietime channel.

The format also was picked up recently in

VH-1 interstitial programming, and The Movie Channel elaborated at the show on previous word that it has turned to current showbiz news to fill in between-movie periods.

Charles Bohart, HSN's senior vice president of corporate development, said Show Business Today will run on a \$5 million-a-month budget during the first year.

It will pick up regional entertainment news from production staffs at HSN's TV stations around the country. Those outlets are in 11 of the nation's top 15 markets.

"We need to put \$320 million in assets and 250 employees with 2,000 years of experience to work," said HSN President Lowell Paxson.

The service's programming will be headed by Ken Yates, president of HSN Entertainment and a longtime producer of TV specials for performers, including Lionel Richie, Dolly Parton and Rich Little. He also produced the "USA for Africa/We Are the World" video and special.

The HSN service sparked strong, polarized reactions among NCTA attendees.

Glenn Jones, chairman and chief executive
(Continued on Page 4)

Patrick tells cable operators what they don't want to hear

By DOUG HALONEN
Staff reporter

Federal Communications Commission Chairman Dennis Patrick gave a group of cable TV operators an unwanted earful in Los Angeles last week, according to a cable industry source.

At a private meeting with the National Cable Television Association's board following last week's cable convention, Mr. Patrick, according to a source in attendance, backed letting telephone companies into the cable TV business.

Mr. Patrick also, according to the source, defended the agency's controversial proposal to reinstitute syndicated exclusivity rules, a plan that is opposed by the NCTA.

"It was not a friendly exchange," the source said of the meeting.

Mr. Patrick could not be reached for comment, but John Kamp, an FCC spokesman, said the chairman said only that the telephone matter "deserved a serious look."

Mr. Kamp also disagreed about the char-

acterization of the meeting's tone. "I thought it was a very useful and friendly exchange," he said.

At its board meeting, the NCTA also voted to fight a decision by the FCC staff granting a GTE Corp. telephone unit a waiver from cross-ownership rules so that it can construct a top-of-the-line cable system in Cerritos, Calif.

Also, a group of multiple cable system operators—including Tele-Communications Inc., American Television and Communications Corp., Comcast Cable Communications and Continental Cablevision—announced they are creating a research and development consortium to look at cable TV applications of high-definition television, fiber optics and other technologies.

Other companies are free to join the effort as "founding members" at 2 cents per subscriber per month. "Because R&D takes time to be effective, all members must commit to three-year funding," the consortium said in a press release following the board session. #



"The Morton Downey Jr. Show" will begin airing in national syndication May 30.

The mouth roars

Downey leads new talk show attack

By ADAM BUCKMAN
Staff reporter

Morton Downey Jr. will soon be roaring loudly into TV homes across America, leading the latest genre of high-decibel talk shows.

"The Morton Downey Jr. Show," like similar programs hosted by G. Gordon Liddy and others, is making its mark as a so-called "confrontational" talk show, in which arguments often erupt over issues of the day.

Beginning on May 30, the show, which has been airing nightly on MCA's WWOR-TV in New York, will begin

airing in national syndication.

It's been cleared in at least seven of the top 10 markets, including the nation's six largest cities, according to Shelly Schwab, president of MCA-TV Enterprises, which is distributing the show.

Mr. Schwab wouldn't say how many stations have agreed to air "Downey," but he claimed that the program's clearance to date represents 50 percent of the United States. Even at only 50 percent coverage, syndication of "Downey" has gone better than MCA had expected, he said.

(Continued on Page 38)

McDonald abruptly leaves TVX

By DIANE MERMIGAS
Senior reporter

Tim McDonald abruptly resigned last week as president and director of TVX Broadcasting just weeks after leading the company through a difficult refinancing process.

He has been succeeded as president by John Trinder, executive vice president and chief operations officer of TVX. In the past, Mr. Trinder generally has headed TVX's sales operations while Mr. McDonald has overseen the other business aspects of the company, including programming.

Officials of both TVX and Salomon Brothers, which has been the catalyst for TVX's recent expansion and provided financing for its recapitalization, last week denied that Mr. McDonald's resignation was forced or that it was a condition for the company's recent refinancing.

"This was strictly Tim's decision," said Mr. Trinder, who is also retaining his former post. "We've been together nine years with this company. He's ready to do other things with his life. This has been a

long, difficult refinancing process for him.

"I certainly can tell you unequivocally that he was not forced out. This was totally his own doing."

Charles Phillips, Salomon managing director and architect of TVX's refinancing plan, said last week: "I can assure you that neither the TVX board nor Salomon asked for (Mr. McDonald's) resignation. I have the highest regard for Tim, as does the board. I am sorry that he is leaving, but we understand how he feels."

Mr. McDonald, who for the last five years has overseen TVX's drive to become a prominent player in independent television, did not return telephone calls last week.

Salomon and TVX officials also denied that Mr. McDonald's departure had anything to do with any differences with board members that could have threatened shareholder approval of the refinancing plan. That plan will be put to a vote at a special meeting in June.

Late last month, TVX announced that Salomon Brothers
(Continued on Page 38)

Canadian stations turn cold shoulder to people meters

By ADAM BUCKMAN
Staff reporter

The introduction of people meters in Canada was delayed late last month because of questions being raised in the United States about the new audience measurement system.

That means that Canadian TV audiences will continue to be measured "for the foreseeable future"

by a national diary-based ratings system that hasn't changed since 1960, TV officials say.

The lack of support for a Canadian people-meter system resulted in the cancellation April 30 of a contract between A.C. Nielsen of Canada Ltd. in Toronto and Canada's Bureau of Broadcast Management, a Toronto-based cooperative that represents the Canadian broadcasting community in the TV ratings

arena.

The contract was signed last July. But in the months that followed, the BBM was unable to generate the necessary financial support from its members, which include Canadian advertising agencies, TV networks and TV stations.

By April 30, which was the deadline for BBM members to commit to the new measurement service, the BBM informed Nielsen that its

members were having second thoughts about the system because of uncertainty about people meters in the U.S. television industry.

That uncertainty has been voiced primarily by research executives at the major U.S. TV networks, which agreed earlier this year to conduct a joint investigation of people-meter methodologies, in cooperation with the National Association of Broadcasters.

The networks' researchers say they're studying the way people meters derive audience data because ratings during the past season have differed significantly from those generated in previous TV seasons with Nielsen's former system, which used viewing diaries and passive meters.

With the BBM's members withholding their support, Nielsen and
(Continued on Page 40)

FCC denies public TV station's renewal

By ROBERT HOMAN
Staff reporter

WASHINGTON—The Federal Communications Commission's review board has refused to renew the license of a San Francisco public TV station, alleging that it attempted to deceive the agency about why it went dark for six months.

KQED Inc., the licensee of KQEC-TV, had told the commission that the high cost of new equipment was the reason the station had

gone black from November 1979 to May 1980.

But in a decision released last week, the review board concluded that the station's financial condition actually caused the six-month shut-down.

In denying the license renewal application, the board said: "KQEC actively and intentionally attempted to deceive the commission by representing that its primary reasons for deactivating Channel 32 were other than those involving its budgetary problems."

The board specifically cited the involvement

of the licensee's top management in the decision to deactivate the station for reasons other than those reported to the commission.

The commission conditionally awarded KQEC's license to the Minority Television Project, a group that had challenged the license and raised questions about the station's operation.

In response, Anthony Tiano, KQED Inc. president and chief executive officer, issued a statement last week saying that he will appeal the board's decision to the full commission.

"We have supplied them with first-hand accurate accounts of what took place," Mr. Tiano said.

License denials by the FCC have been rare in this era of deregulation, but KQED has been mired in legal squabbles over its San Francisco operation.

While denying the KQEC-TV license, the review board renewed the applications of KQED Inc. to operate its other noncommercial educational stations, KQED-FM and KQED-TV, both in San Francisco. #

Three firms buy all 1,820 'Cosby' spots

By MARIANNE PASKOWSKI
New York bureau chief

NEW YORK—Procter & Gamble, General Foods and Group W Productions are the winners of Viacom Enterprises' unusual auction for barter time in "The Cosby Show."

Together, the three companies bought the entire package of 1,820 ad spots.

Viacom had asked for unit prices ranging from \$45,000 to \$55,000, depending on whether the deal was for one year or for the full 3½-year term.

At \$45,000 each, the entire package of barter units was worth \$81.9 million.

Without commenting on what prices the units actually fetched, Viacom executives said the total received "meets and exceeds all of our expectations and then some."

Procter & Gamble and General Foods combined bought 70 percent of the inventory (1,274 units); Group W, which plans to resell its units to

advertisers, purchased the other 30 percent (546 units).

Viacom trotted out the three winners at a press conference in New York last Friday, almost two months after the March 8 date that it had originally set to announce winning bids.

Viacom executives did not provide many details on its barter agreements. They said that each of the buyers got some kind of guarantee protection and that all of the deals were for the full 3½-year run.

When it first announced the terms for its highly unconventional auction earlier this year, Viacom said it wouldn't offer any kind of ratings guarantees.

But barter advertisers, long accustomed to buying commercial time with audience guarantees, were adamant about getting them for "Cosby" as well, say sources close to the negotiations.

"Cosby," still the No. 1-rated network series, launches in syndication this fall on 167 stations. #

'Magnum, P.I.' helps CBS win week as sweeps begin

By ADAM BUCKMAN
Staff reporter

CBS began the May sweeps with a bang: a rare ratings victory for the month's first week of prime-time network programming.

It was CBS's first outright ratings triumph for a single week since January 1987.

The winning week was anchored by the two-hour finale of "Magnum, P.I.," the detective/action drama starring Tom Selleck that has been a CBS staple for eight seasons.

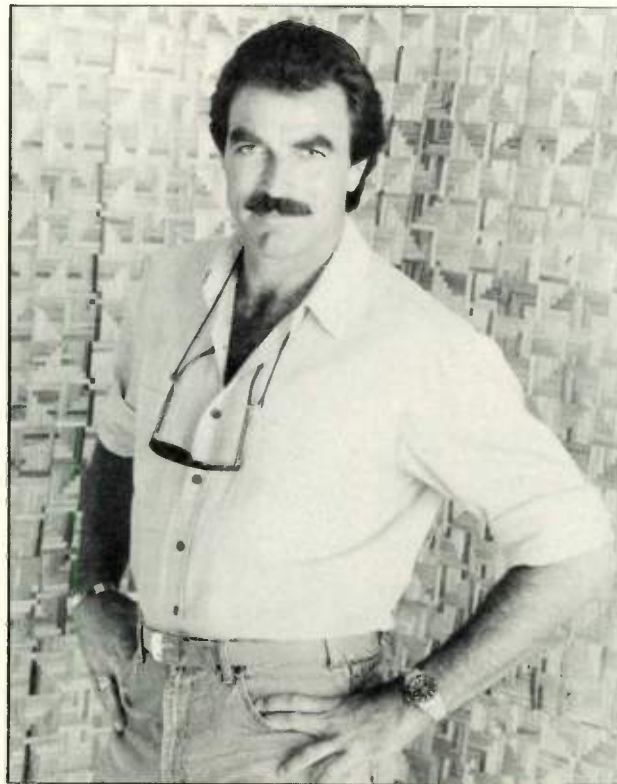
The finale, a tele-movie that was aired at 9 p.m. (ET) May 1, was the week's most popular network program with a 32 rating (percentage of TV homes) and a 48 share (percentage of sets in use), according to A.C. Nielsen Co.

Following "Magnum" in the network rankings that week were NBC's "Cheers," which had a 23.6/38, and "The Cosby Show," which had a 23.2/41.

The rest of CBS's Sunday prime-time lineup also contributed to CBS's victory for the week. At 7 p.m., "60 Minutes" was ranked eighth with a 19.4/36, and "Murder, She Wrote" at 8 p.m. ranked fifth with a 20.8/33.

Overall, CBS won the week with a 13.9/24 for all of its prime-time shows. NBC had a 13.4/23 and ABC was third with a 12.1/20.

CBS tied for first place a few weeks ago with NBC when CBS aired the final game of the NCAA men's basketball tournament. #



"Magnum, P.I." helped CBS to its first outright ratings triumph for a single week since January 1987.

Showbiz news shows gain attention at NCTA

(Continued from Page 3)

officer of Jones International, said of the service, "I like interesting, fresh programming, and these guys have the strength to do it."

But Gordon Herring, vice president of TeleCable, said: "Obviously there's not room for two 'ET' networks... Movietime is an equity deal, and I wouldn't want to go up against those operators."

Movietime, a Los Angeles-based basic service, recently announced that a consortium of six cable operators and entertainment companies are investing in the service. The group includes United Cable Television, Cox Cable Communications and Warner Cable Communications.

The emphasis on more original cable programming was a theme sounded throughout the NCTA convention, held April 30 to May 3.

At the opening session, NCTA's new chairman, John Goddard, said, "Cable's future success lies in greater programming choice."

Speaking at a session titled "Business Strategies in Programming," Robert Harris, president of the MCA Television Group, looked toward the day when cable would be the "first stop" for TV programs in the chain of distribution.

Another theme was the importance of addressing consumer needs, especially during a time when the government is scrutinizing the power of cable companies.

"Let's reaffirm our industry's commitment to deliver good service at reasonable prices, and to offer the olive branch even as some of our competitors brandish the stick," said NCTA President Jim Mooney during the opening session.

If that policy is not adopted, "watch out because (the public) is going to get you," warned Sen. Alan Simpson, R-Wyo., during a session on "Cable and the United States Senate."

"You've got to work with the people" before problems reach the regulatory level, the senator said. #

Sources say PolyGram making takeover offer for MGM/UA

By DIANE MERMIGAS
Senior reporter

What many industry observers perceived as an opening salvo apparently was fired last week on MGM/UA Communications by N.V. Philips' PolyGram Records subsidiary.

Industry sources reported that PolyGram has offered to buy MGM/UA for \$1.4 billion, about \$900 million of which would be cash.

The rest would be the assumption of the company's estimated \$550 million in outstanding debt.

Late last week, neither MGM/UA nor Philips officials had confirmed reports of the offer.

In a telephone interview, Lee Rich, MGM/UA chairman and chief executive officer, said there would be "no comment" about any reported offers for the company or the status of a committee recently established to review the interest of a variety of parties.

MGM eventually will be required by law to reveal any tender offer in a filing with the Securities and Exchange Commission.

It also has been rumored that Sony Corp. of Japan is interested in making an offer for MGM/UA. But sources at Sony indicated that an offer was not imminent.

Netherlands-based N.V. Philips, one of the world's largest producers of consumer electronics goods such as television sets and videocassette recorders, seeks to expand into motion picture and TV program production.

Wall Street analysts said they believed a \$1.4 billion offer, which without the assumption of debt would amount to about \$18 per share, was lower than MGM/UA controlling stockholder Kirk Kerkorian will seek for the company.

MGM/UA stock last week traded at about \$16 per share.

Mr. Kerkorian purchased his 82 percent stake in MGM/UA from Ted Turner nearly two years ago when Mr. Turner purchased the studio and its assets. Mr. Kerkorian repurchased his stake in MGM/UA for an average \$9.25 per share.

At that time, Mr. Kerkorian repurchased the United Artists film library for \$480 million as well as the MGM names and logos.

His stake in MGM/UA amounts to about 40 million shares with a market value of about \$550 million.

Mr. Kerkorian, an entrepreneur with a variety of non-entertainment interests, could not be reached for comment. However, he has publicly indicated in recent weeks that he is receptive to bids for MGM/UA.

In a recent filing with the SEC, Mr. Kerkorian and his wholly owned Tracinda Corp. said they are "giving consideration to disposing of all or a portion of their holdings in the company."

In a separate SEC filing, MGM/UA recently stated it needs to "significantly increase" its borrowing capacity above the \$200 million limit set by bankers. As of March 1, the company reportedly had more than \$550 million in outstanding debt, or more than twice its total shareholder equity of \$265 million.

At the start of March, MGM/UA reportedly had a net worth of \$152.8 million.

Industry experts say Mr. Kerkorian is seeking to maximize the return on his MGM/UA investment. They also say a foreign concern would be more likely to pay such a premium because of the weakness of U.S. currency abroad and a greater interest in buying into American entertainment concerns. #

**THEY PROMISED
TO LOVE, HONOR
AND CHERISH...**

FCC nominee compromise weighed

A Senate compromise proposal could salvage one potential FCC commissioner's job, but put the other nominee in permanent limbo, insiders say. The proposal, under consideration by the White House and Senate, is to table indefinitely the unconfirmed nomination of Bradley Holmes, an FCC staffer who is regarded as a protégé of FCC Chairman Dennis Patrick, while confirming nominee Susan Wing for a term that would expire formally at the end of June. Under this compromise, insiders say, Ms. Wing would continue to serve after June until the next administration puts its own people in place. And sources say all of this could actually be resolved this month.

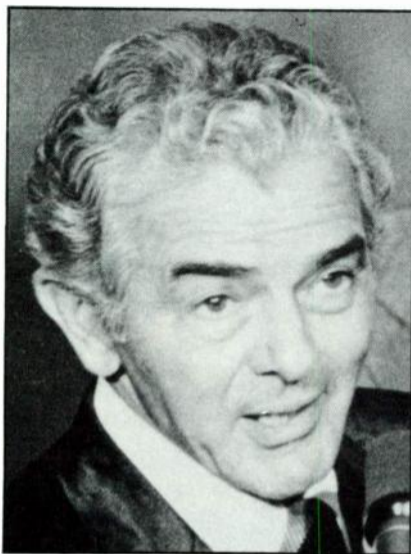
Unless something dramatic happens by the May book, Fox Network's "The Late Show" could be history, say insiders at one Fox-owned station. They insist that Fox is getting ready to give the show the hook. But Martin Colby, chairman of the Fox affiliates' board and general manager of San Diego's XETV-TV, says rumors of the troubled show's demise are news to him. He maintains that Fox executives are upbeat about its prospects, especially now that ratings are starting to climb with new host Ross Schafer.

Meanwhile, "Queen for a Day," a first-run game show that Fries Distribution hoped to launch in syndication this fall, has abdicated from the race. Ave Butensky, Fries' executive vice president for domestic distribution, confirms that the show only cleared about 40 percent of the country and will not make it on the air. Mr. Butensky also says that although talks are under way with a few cable networks about picking up "Queen for a Day," no deals are on the horizon.

May 31 could also be D-Day for AGB Television Ratings. That's the date when CBS, AGB's only network TV subscriber, can be released from its contract. Dave Poltrack, CBS vice president of marketing, says that although the network wants AGB to remain as a competitive force to keep Nielsen on its toes, "AGB has to have utility in the marketplace." Though ad agencies so far haven't been using AGB data to plan media buys, Mr. Poltrack wouldn't say whether CBS had made a decision about sticking with AGB.

The Democratic National Committee will launch its own broadcast network at its convention this summer in Atlanta, allowing local broadcasters to conduct free satellite interviews with officials in attendance. The Democrats are

THE INSIDER



ALLEN NEUHARTH
Adding color to USA Today newsroom



JIM SPENCE
Blasts Howard Cosell in new book

also planning to have three news crews covering the convention. DNC Executive Director Wally Chalmers told The Insider that the project will run "in the six figures." The Republicans ran a similar network at their convention in 1984.

Gannett Co.'s USA Today newsroom in Washington is going Hollywood in anticipation of the start-up of GTG Entertainment's video version of the paper, which bows this fall in syndication. Two permanent video cameras are being installed in the newsroom for video reports, along with a newsroom backdrop. Meanwhile, a spokeswoman confirms that the stark black-and-white newsroom decor, long a monument to the monochromatic tastes of Allen Neuharth, Gannett's chairman, is being softened with pastel blues.

Jim Spence, former senior vice president of ABC Sports, is likely to raise at least one temper in TV sportsland when his new book, "Up Close & Personal," hits the streets this week. Much of the book focuses on Howard Cosell, who Mr. Spence describes as an "insulting, insecure man who became more irrational during his time at ABC Sports." Mr. Cosell

was unavailable for comment on the book at press time last week.

Insiders now say that the 1988-89 new season will officially launch Oct. 24, the Monday following Game Seven of the World Series, should the series last that long. Though CBS so far is the only network to announce the delay of its new schedule until October, ABC is expected to follow CBS's lead soon. But sources also expect CBS and ABC to roll out some new shows before Oct. 24.

On another Writers Guild of America strike-related note, organizers of the summer Consumer Press Tour say that they expect to hold the event, although rumors heated up last week that the tour may have to be abandoned due to the prolonged walkout. It may still be a little early to tell, but last week none of the participants said they were pulling out, and some had gone so far as to issue telegrams to newspaper TV critics reaffirming their dedication to holding the tour in late July.

Syndicated talk show host Geraldo Rivera was surprised to learn of his cameo appearance in "Run House," a music video starring rap group Run DMC, which appeared on MTV: Music Television. Geraldo was doing a man-on-the-street

interview in Manhattan for his own show when a camera crew in a van pulled up, shot some footage of him and then edited the Geraldo tape into the Run DMC video without his knowledge or consent. But no hard feelings from Geraldo, who says he's amazed how easy it is to break into the music business.

And finally, don't be surprised if a slew of West Coast entertainment executives find an excuse to do business in New York this week. Los Angeles radio and TV stations have been issuing daily earthquake alerts as the area braces for the "big one." French astrologer Nostradamus, touted by some for his prophecies, predicted 400 years ago that a big quake would hit this week. The entertainment industry, long in the forefront of the "earthquake preparedness" movement, has even stepped up its activities recently. Disney Studios, for one, shut down operations an entire morning to conduct an earthquake drill. And Paramount for months has been selling an earthquake survival kit, consisting of dried food, bottled water and a first-aid kit. #

—Written by Marianne Paskowski from bureau reports

Broadcasters caught in Pete Rose flap

By RICHARD TEDESCO
Staff reporter

NEW YORK—Two radio broadcasters for Cincinnati Reds baseball games were publicly reprimanded by the National League last week, the second such instance of its kind to occur in baseball broadcasting history.

National League President A. Bartlett Giamatti sharply attacked WLW-AM broadcasters Marty Brennaman and Joe Nuxhall for supposedly fueling the reaction of angry fans. He also summoned them to New York to discuss the matter.

Mr. Giamatti's action came at the same time that he suspended Reds Manager Pete Rose for 30 days over a bizarre incident that disrupted Cincinnati's Riverfront Stadium on April 30. A disputed call in the ninth inning of a game against the New York Mets sparked the reaction by the baseball official.

The game was tied 5-5 with the Mets' Howard Johnson on second base when Mookie Wilson hit a ground ball to Reds' shortstop Barry Larkin. His throw pulled first baseman Nick Esasky off the bag, and Dave Pallone made what appeared to be a delayed

"safe" call on the play, as Mr. Johnson scored what proved to be the winning run.

Mr. Rose charged onto the field, got into a heated argument with Mr. Pallone and then shoved him twice, prompting the suspension.

Meanwhile, in the Cincinnati radio booth, Mr. Brennaman called Mr. Pallone "an incompetent and horrible umpire."

And Mr. Nuxhall described the umpire as a "scab," a reference to Mr. Pallone crossing a picket line during an umpire's walkout in 1979. The umpire, he added, was either a liar or was incompetent.

In announcing Mr. Rose's suspension last Monday, Mr. Giamatti contended that the Cincinnati broadcasters had encouraged the reaction of the fans, who threw garbage and other objects onto the playing field. He said "inciting the unacceptable behavior of some of the fans were the inflammatory and completely irresponsible remarks" of Messrs. Brennaman and Nuxhall.

Later, after meeting with the broadcasters in New York on Tuesday, Mr. Giamatti issued a

(Continued on Page 40)

Three cable TV networks drop Swaggart programs

By ROBERT HOMAN
Staff reporter

WASHINGTON—Television evangelist Jimmy Swaggart's plans to return to the TV pulpit suffered a serious setback last week when the CBN Cable Network, Black Entertainment Television and the PTL Television Ministry canceled his programs.

Mr. Swaggart's programming had reached more than 40 million cable households on CBN, 18.5 million households on BET and 10 million households on PTL. PTL also dropped distributing the program to 2 million backyard dish owners and 1 million households served by satellite distributors.

Gailon Totheroh, public relations specialist at CBN, said Mr. Swaggart's hour-long Sunday program and the half-hour daily bible study show were canceled because Mr. Swaggart refused to honor a year-long suspension imposed by his church.

"We felt we had a responsibility to our viewers and to the cable TV industry to remove those programs," Mr. Totheroh said.

He added that CBN's cable network received only about 50 phone calls from viewers about the cancellation, mostly in protest of the



JIMMY SWAGGART
Comeback plans dealt a setback

show's removal.

Janis Thomas, vice president of advertising at BET, said, "We felt that because of the controversy, it might not be good for our business."

Dave West, director of public relations at PTL, said Mr. Swaggart is in "electronic oblivion."

Explaining why PTL dropped the

show, Mr. West said, "We felt that he had not properly submitted himself to the restoration process."

But Swaggart ministries board member William Treeby downplayed the significance of the cancellations.

"We don't feel we have lost any viewer coverage," Mr. Treeby told ELECTRONIC MEDIA. "We have always viewed cable as supplemental-type coverage."

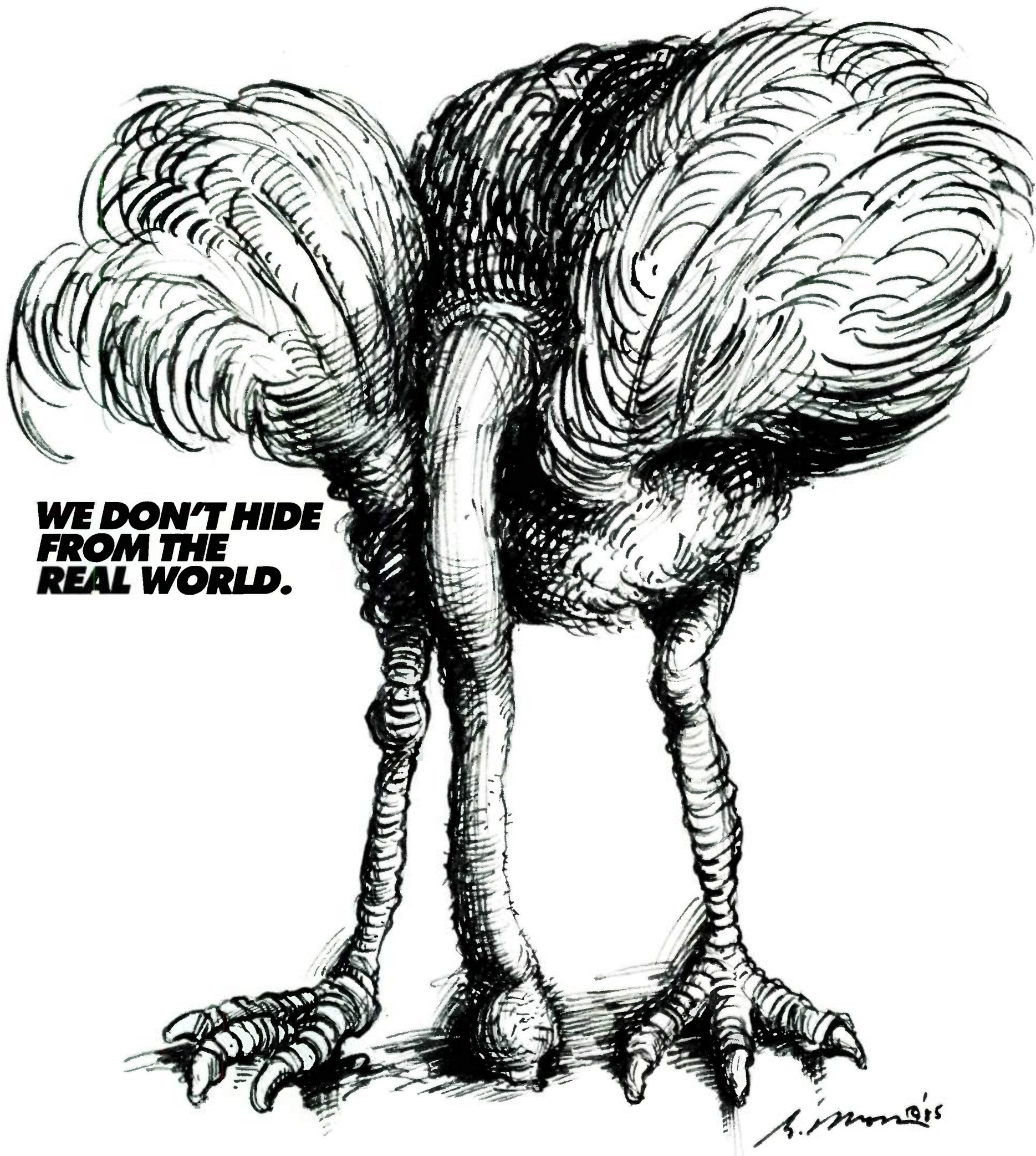
Mr. Treeby added that Mr. Swaggart's programs are still carried by more than 300 TV stations in 190 markets.

Mr. Swaggart stepped down from his ministry on Feb. 21 following his emotional televised confession of sin, after reports that he had been associating with a known prostitute.

He was defrocked from his church after indicating he would defy a year-long suspension from the pulpit. He has indicated he would resume preaching on May 22.

In late March, the executive committee of the National Religious Broadcasters recommended Mr. Swaggart be expelled from the organization "in light of his confessed moral misconduct."

The NRB board will vote on the matter at their next meeting, in January 1989. #



**WE DON'T HIDE
FROM THE
REAL WORLD.**

Why are there escalating world troubles?
Most programs don't tell you.

On *The World Tomorrow*, we face today's
tough questions with substance.

That's one reason *The World Tomorrow*
is one of the top rated religious programs in
the country. *The World Tomorrow* takes a

realistic, nonpolitical view of today's news
without asking for contributions or members.

Of course, it would be easier not to face
the issues. But we don't think we should live
with our heads in the sand.

THE WORLD TOMORROW

The World Tomorrow is a syndicated weekly television program produced by the Worldwide Church of God and represented worldwide by BBDO.

NBC's venture into cable

NBC's decision to buy the Tempo Television cable service from Tele-Communications Inc. is simultaneously bold, risky and promising.

It is bold in that it plunges the nation's most heavily viewed television network beak-deep into the already competitive cable business. With the Tempo acquisition, NBC will suddenly have a cable audience of about 12 million subscribers and a universe of some 650 cable systems.

The risk of plunging into cable, even for those with deep pockets, is easy to demonstrate.

CBS is still licking the wounds it received when it tried to launch a cable channel of high-brow cultural programming in the early 1980s. And there were times when unshakeable Ted Turner's CNN seemed wobbly at the knees. Even the well-financed likes of ESPN had to wait years before striking black ink.

NBC must not only endure some of the pain and suffering that cable's pioneers already have experienced, it must compete, as a cable newcomer, with some of the battle-hardened veterans who survived.

It must be noted, however, that NBC is not entering cable as a pioneer but rather as the buyer of an existing, established cable service. Its mission is

to improve and expand.

In tackling that mission, NBC seems intent on playing to its strengths, which are sizable. Already, the company plans to add business and sports—areas it has long covered—to Tempo's informational format.

However, in playing to those strengths, NBC is walking squarely into competition with outfits such as the Financial News Network and ESPN, not to mention, in a more general sense, CNN.

What's more, Mr. Turner's new TNT cable service can be expected to compete aggressively with anyone, NBC included, for new channel space.

It is the undeniable difficulty of the challenge facing NBC that makes the promise of its cable venture so great. A mediocre approach is destined to fail. Knowing this, NBC can be expected to aim high. Along the way, the company just may bring to cable some of its proven expertise in areas such as production, scheduling, marketing, promotion and public relations.

It remains to be seen what will come from this marriage of NBC and cable. But we're hoping for a thoroughbred. #

Cable's new, more mature personality

In attending the various radio and television conventions each year, I've noticed that each has a distinct personality.

The NATPE gathering, for example, has a fun-loving personality, despite the impressive volume of business it generates. It is colorful, fast-moving and filled with parties. It's hard to imagine a more enjoyable convention.

The National Association of Broadcasters stages a bigger, more subdued convention. It attracts a large number of engineers and other technical types, as well as the managerial establishment of the broadcasting industry.

When Ronald Reagan addressed last month's NAB convention, about half of the audience was probably weighing the political significance of everything he said, while the other half studied the quality of the sound system.

What this is all leading up to is the National Cable Television Association's convention, which was held last week and which appears to have undergone a personality change.

In the past, the typical NCTA conventioner was likely to be a gum-chewing guy carrying a pair of pliers in the back pocket of his green polyester pants. At last week's convention, a more sophisticated, more thoughtful, more mature crowd showed up.

For the first time, I could see in this group strong signs that cable was fully capable of realizing its awesome potential. I was particularly impressed by an opening session in which Jeff Greenfield of ABC News—a broadcaster, no less—did a terrific job of moderating a panel discussion that delved into sensitive areas that previous NCTAs would have shunned at all costs.

The panel talked, for example, about the implications of someday depriving society's "have nots" of information and entertainment they had previously received free of direct charge from broadcasting.

I watched as no less a figure than HBO's chairman, Michael Fuchs, openly wrestled with that question in a sensitive way that showed he had been weighing it privately as well. A packed house watched, too.

Elsewhere, I listened to bright men and women, many of them young, talking among themselves about the importance of cable's reputation, about programming needs, about political issues and customer service shortcomings. I haven't heard as

EDITOR'S NOTEBOOK

much earnest shop talk since the days when the television critics were founding their own professional association.

In a way, that's what today's cable crowd is doing—founding something of its own. This is the group that must shape the scope and nature of cable now that its franchising era has passed.

It's a serious task; what cable becomes during the next few years is what it is likely to remain for a long time.

I think it is going to become something quite nice. Judging by the NCTA convention, the industry has entered a promising adulthood. Gone for the most part are the folks who never quite understood why television is different from widget making.

Much of the credit for this encouraging evolution goes to those cable visionaries who were there all along, sailing against the wind into uncharted waters while much of cable aspired to be little more than a giant antenna.

Credit goes, too, to the NCTA itself, which has broadened and matured commendably in its leadership role. The NCTA's convention last week was as well-run and appropriately focused as any convention in memory.

Years ago, too many people expected too much from cable. They thought it would be television for television haters. Today, some of those same people dismiss it as a medium that will never be much more than ordinary.

They were wrong before and they're wrong now. Extraordinary times are coming. The proof was apparent at last week's NCTA convention.

Ron Alridge

Ron Alridge
editor and publisher
ELECTRONIC MEDIA

QUICK TAKES

Should victims of negative political campaign ads be given free equal time?



John Leffheit
station manager
WHO-TV
(NBC)
Des Moines, Iowa

"No. For the most part, the present rules work very well. If the rules need changing, I'm sure that Congress will make sure the rules are changed. As far as negative ads, it's up to the campaigns to police themselves. And who decides what's negative and what isn't?"



James Edwards
president
WJAC-TV
(NBC)
Johnstown, Pa.

"No. I'm basically opposed to the equal-time concept to begin with. If a candidate wants to reply at his own cost, fine. But not at the expense of the TV station."



Steve Kimatian
president and general manager
WKBW-TV
(ABC)
Buffalo, N.Y.

"I think the free marketplace should be the determining factor, not the station. A station's local news coverage of the political arena puts many of the issues in perspective, anyway."

Electronic Media

Editor-in-chief	Rance Crain (Chicago)
Editor and Publisher	Ron Alridge (Chicago)
Executive editor	David Klein (Chicago)
News editor	Craig Leddy (Chicago)
Bureau chiefs	Richard Mahler (Los Angeles) Marianne Paskowski (New York)
Special projects editor	Karen Egolf (Chicago)
Senior reporter	Diane Mermigas (Chicago)
Reporters	Richard Tedesco (New York) Adam Buckman (New York) William Mahoney (Los Angeles) Janet Stilson (New York) Doug Halonen (Washington) Robert Homan (Washington)
Copy editors	Howard J. Anderson (Chicago) Kathy Maeglin (Chicago) Mark Mandernach (Chicago)
Art editor	Susan Graening (Chicago)
Asst. to the editor and publisher	Lissy Peace (Chicago)
Editorial assistant	Elizabeth Edgerton (Chicago)
Contributing editors	Susan Spillman (Los Angeles)
Advertising director	Marc White (New York)
Advertising sales	Millie Chiavelli (New York) John Melkonian (New York) Karla Keyser (Los Angeles) Fotini A. Sposato (New York)
Sales assistant	Lisa Padilla (Los Angeles)
Administrative assistant	Candace Ayscue (New York)
Ad production manager	Fran Prybylo (Chicago)
Marketing director	Bruce Weissman (Chicago)
Circulation manager	Eileen Figure Sandlin (Detroit)
Vice President, Group Publisher	Stephen D. Gilkenson (New York)
TELEPHONE NUMBERS	
Editorial	Chicago: 312-649-5293 Los Angeles: 213-651-3710 New York: 212-210-0233 Washington: 202-662-7208
Advertising	New York: 212-210-0217 Los Angeles: 213-651-3710 Chicago: 312-649-5293
Circulation	Detroit: 800-992-9970

Published by Crain Communications Inc., Chicago

MRS. G.D. CRAIN

chairman

KEITH E. CRAIN

vice chairman

MARY KAY CRAIN

treasurer

WILLIAM A. MORROW

senior vp/operations

ALICE SIELOFF

corporate marketing manager

RANCE CRAIN

president

S.R. BERNSTEIN

chairman/executive committee

MERRILEE P. CRAIN

secretary

JAMES FRANKLIN

vp/finance and administration

H.L. STEVENSON

corporate editor

ELECTRONIC MEDIA is published weekly by Crain Communications Inc. at 740 N. Rush St. Chicago 60611 (312-649-5200). Offices at 220 E. 42nd St., New York 10017 (212-210-0100); 814 National Press Bldg., Washington, D.C. 20045 (202-662-7200); 965 E. Jefferson Ave., Detroit 48207 (313-446-0497); 6404 Wilshire Blvd., Los Angeles 90048 (213-651-3710); 5327 N. Central Expwy., Suite 200, Dallas 75205 (214-521-6650).

Chicago cable address: CRAINCOM. Telex number: 687-1241.

\$1 a copy, \$45 a year in U.S. Canada and all other foreign countries, add \$38 for surface delivery. Europe and Middle East only, add \$68 for air delivery. First-class mail to U.S., add \$87; first-class to Canada, add \$98.

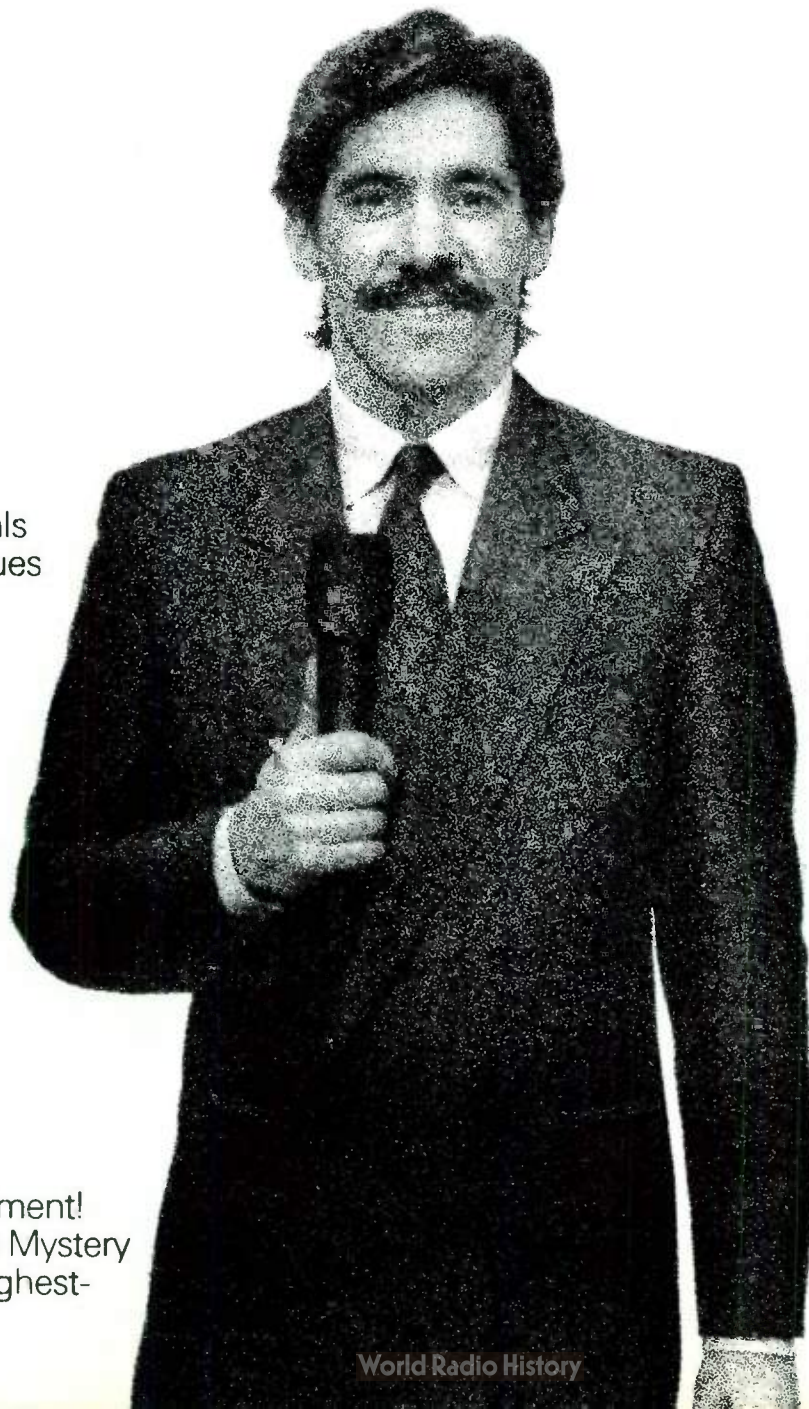
WILLIAM STRONG, vp-circulation. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, ELECTRONIC MEDIA, 965 Jefferson Ave., Detroit, MI 48207.

Portions of the editorial content of this issue are available for reprint or reproduction. For information and rates to reproduce in other media, contact: ART MERTZ, Crain Syndicate, 740 Rush St., Chicago, IL 60611, 312-649-5303. For reprints or reprint permission contact: Reprint Dept., ELECTRONIC MEDIA, 740 Rush St., Chicago, IL 60611, 312-649-5293.



30 MILLION WITNESS SPECTACULAR EVENT.*

**GERALDO RIVERA'S SPECIAL
"MURDER: LIVE FROM DEATH ROW."**



The Geraldo Rivera Specials ratings success story continues with his latest live special, delivering a 20.1* rating nationally! It also rated #1 in these major markets.

Rating/Share

- #1 NEW YORK-14.9/24
- #1 LOS ANGELES-22.9/34
- #1 CHICAGO-18.5/31
- #1 SAN FRANCISCO-18.7/31
- #1 DETROIT-18.5/29
- #1 DALLAS-16.1/29
- #1 SEATTLE-14.1/22
- #1 MIAMI-14.1/21
- #1 DENVER-13.8/46
- #1 HARTFORD-15.1/24

A spectacular accomplishment! Because first, there was "The Mystery of Al Capone's Vaults," the highest-

rated syndicated special of all-time. Now, following that success, three out of the five Geraldo Rivera Specials also share the distinctive honor of being among the 20 top-rated syndicated specials of all-time.

It's also been a spectacular effort on the part of Geraldo Rivera, his staff, the sponsors and the 160 stations who aired this show. From all of us at Tribune Entertainment and TeleTrib, thank you.



**TRIBUNE
ENTERTAINMENT
Company**

©1988. A subsidiary of Tribune Broadcasting Company.

Represented nationally by **TELETRIB**
Source: *GAA

NSI/Metered Markets
NTI/NSS (9/73-4/88)

TV for the blind? PBS gives it a shot

By JIM PETTIGREW JR.

Special to ELECTRONIC MEDIA

While television for the blind might seem like a contradiction, to a population of blind and sight-impaired people receiving a current experiment on 10 PBS stations, it's a serious matter.

The experiment, called Descriptive Video Services, involves 60 minutes of programming a week that features audio-enhancement for the sight-impaired.

The six-month DVS run, which began Jan. 18, offers versions of "American Playhouse" each week that have additional narrative descriptions on the separate audio program subcarrier.

SAP is available only on stations that have stereo-broadcast capability.

The DVS experiment is a collaborative effort between mentor station WGBH-TV in Boston; the Washington Ear, a Washington-area reading service; and American Playhouse.

The 10 participating stations are in markets as diverse as Lewiston, Maine, New York, Milwaukee and Dallas. The 10th station, WSRE-TV in Pensacola, Fla., joined the experiment just last week.

The specially produced DVS programs feature an audio "door" that opens up programming that's otherwise difficult or impossible for the blind to follow. This access feature is similar to the method closed-captioning uses to bring the hearing-impaired into sight-and-sound media.

Margaret Pfanstiehl, president of the Washington Ear, pioneered the

DVS method.

In this highly demanding editing/production process, pauses in dialogue and sound effects are utilized for vocal descriptions.

These serve as "camera substitutes" for numerous scenarios—body language, sight gags, period cars, costumes, airplanes, facial expressions—and various vignettes that are otherwise lost to the sight-impaired.

So far, response to the experiment from blind patrons has been positive.

Vision-impaired viewers are calling PBS stations, both participating and not, with requests for more enhanced programming or to find out when non-participating stations will join DVS.

The idea of additional descriptions in artistic works for the blind

is not new, but developing technology has made its use possible in broadcasting.

Using volunteers in the early 1980s, Ms. Pfanstiehl, who is blind, tried tiny FM receivers in Washington theaters. Sight-impaired people could use them to listen to the added descriptions.

At the time, these were ad-libbed live by volunteers using a low-power transmitter in the rear of the theater.

The advent of stereo-TV broadcast technology, with the additional SAP, offered new possibilities.

In June and July 1986, DVS was tested in Boston by WGBH, using a grant from the Easter Seals Research Foundation. The response from the 40 blind volunteers was enthusiastic.

Based on the success of the first

test, funding was secured and WGBH—also a pioneer in closed-captioning—set plans for a much larger experiment to begin last January.

Equipment used in the specialized DVS production process was assembled and wired by WGBH project leader Barry Cronin.

The \$25,000 package features a PC Ltd. XT Turbo clone, with 640k RAM, 20mb hard drive and 1200bps internal modem. The unit has an AMDEK 310—a color monitor—and a video time-code reader card in the computer chassis.

This desktop setup is linked to a Sony BVU-850 ¾-inch videocassette recorder with a Panasonic BTS-1300N color monitor.

WordPerfect's word-processing program, with additional special-
(Continued on Page 30)

Europeans reject Muse as standard

There was generally favorable reaction among European broadcasters at last week's MIP-TV conference in Cannes, France, to the announcement that the **European Broadcasting Union** has voted against adopting the Japanese-developed Muse high-definition TV standard in Europe. Muse is supported by CBS, among others. The EBU is recom-

TECHNOLOGY BRIEFS

mending the Mac Packet standard, which it considers more compatible with European TV sets. The recommendation now goes to the International Broadcasting Consulting Committee.

* * *

Oxford Development Co. has started production of "More Precious Than Gold," a new **high-definition television movie** being taped at the Osmond Studios in Orem, Utah. The romantic action-adventure movie will be transferred to the NTSC standard for distribution later this year, but it will remain available for future broadcast on HDTV, according to principals of the publicly traded ODC, headed by Jimmy Osmond and Mark Burdge. The movie is produced and directed by Dick Callister of Powdermoon Productions, from a screenplay by Ray Goldrup. Oxford plans to produce six HDTV pictures over the next three years at Osmond Studios.

* * *

Zenith Cable Products is supplying more than 200,000 addressable decoders for the **first pay-TV venture in Jakarta, Indonesia**. In an agreement with Roscor Corp., the project's general contractor, Glenview, Ill.-based Zenith, is providing decoders for RCTI-TV in Jakarta. The city, with a population of 8 million, previously has been able to receive only government-operated TV service. RCTI hopes to attract 400,000 subscribers with a variety of syndicated entertainment, sports and informational programming. Terms of the deal were not disclosed.

* * *

Greater Media Cable of Philadelphia has purchased impulse modems for its Tocom 5503-VIP converters and signed an agreement to provide the Cable Video Store programming service to its entire system. Greater Media Cable will initially roll out impulse service to 20,000 customers, but plans to eventually reach 75,000 customers. To promote the service, Greater Media will dedicate a channel to pay-per-view promotions, and that channel will come every time a subscriber activates the Tocom converter. Cable Video Store, a satellite-delivered, 24-hour PPV programming service with impulse store-and-forward technology, is offered by the Hatboro, Pa.-based Jerrold Subscriber Systems Division of General Instrument Corp. #



The American Stock Exchange offers a fiber optic feed of activity on the trading floor.

Covering the bulls and bears

Fiber optic 'loop' links TV to stock exchange

By RICHARD TEDESCO
Staff reporter

NEW YORK—When the next stock market crash or bull run occurs, the American Stock Exchange will be ready.

Thanks to a new fiber optic "loop," TV viewers around the country and as far away as Japan and Europe will be able to see the action from just above the AMEX trading floor.

The "loop," a local terrestrial video channel, is linked to an AT&T studio facility in lower Manhattan. Through the facility, broadcasters can "patch in" to the transmissions originating from the trading floor.

CNN hooked up with the original AMEX loop when it was installed three years ago and now carries a live daily interview feed on its "Moneyline" show. It also tapes a feed for an early morning business segment.

Last month, Fuji Television of Japan began two live daily feeds from the vantage point overlooking the chaotic trading floor, one for a Japanese morning news show and another for a segment of "Manhattan Express," a U.S.-originated show.

ABC's "Good Morning America" has used it regularly, and CBS anchor Dan Rather has also been among those newscasters who've gone live to the AMEX.

In fact, when last October's crash sent the market careening, the trading floor became a regular location shot.

"During the crash, we had people in here from 3 o'clock until 7 o'clock, just one TV crew after another coming in and out," says Keith Silverman, AMEX manager of broadcast services.

The deluge of requests hit the AMEX because the trading floor of the 66-year-old exchange building was the only location of its kind on Wall Street equipped—or available—for such location shots.

The full-time fiber optic loop, installed by New York Telephone, was the answer to problems the AMEX had with a local terrestrial satellite dish link it had maintained.

"The fiber optic cable is pretty much the clearest, crispest video signal you can get," Mr. Silverman says. "The cable is all in-ground, and we've never really had a problem with it."

It has worked so well, in fact, that it might not be the only show in town for long, according to Mike Spencer, AT&T systems consultant.

Mr. Spencer says the staid New York Stock Exchange has inquired about setting up a similar channel for its trading floor.

Last October was one of the few occasions when the NYSE did permit limited TV access to its floor.

The link, which costs the AMEX \$25,000 per year to operate, is more impervious to temperature and other atmospheric conditions that cause interference on an over-the-air transmission link.

The signal transmitted through the channel is transformed from analog to digital form, also enhancing picture quality, says Mr. Spencer.

"The signal is extremely clean and doesn't run into the problems that an analog signal runs into," he says.

The fiber optic line is also a simpler technology for technicians to "trouble shoot," according to Mr. Spencer.

But the bottom line is the results for cable and broadcasting crews that now rely on being able to transmit live from the AMEX floor when the bears and the bulls are getting rambunctious.

"I've never lost a shot since we've had the fiber optic loop," Mr. Silverman says.

The AMEX also uses the link to put out its own video press releases.

The regular location now in use above the trading floor—a step up from the original background location of the frenetic floor itself—will soon be equipped with a remote-control camera so that cable and broadcast outlets won't even have to send full crews for shots.

Financial News Network, an occasional user in the past, is planning to start a regular live feed from the AMEX.

The AMEX is also working on deals with broadcasters from West Germany and Spain and expects to be doing business with the British Broadcasting Corp. soon, Mr. Silverman says. #

MCA plan upheld on takeovers

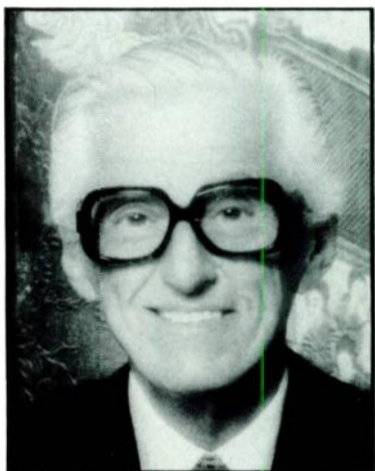
By **DIANE MERMIGAS**
Senior reporter

CHICAGO—MCA Inc. officers and directors, in an annual meeting here last week, defended a "poison pill" strategy and other steps they have taken to fend off hostile suitors.

MCA founder and Chairman Lew Wasserman and President Sidney Sheinberg spent much of the nearly two-hour meeting explaining why they felt such measures as "golden parachute" agreements for key executives are a necessary deterrent to an unwanted takeover of the media conglomerate.

Ed Durkin, director of special programs for the Baltimore District Council of Carpenters' Pension Fund, which represents more than 300,000 shares of MCA stock, pointed out that if golden parachute agreements made with MCA's top five executives were simultaneously exercised, it would cost the company in excess of \$27 million.

"If you are concerned about maxi-



LEW WASSERMAN
Led MCA annual meeting

mizing shareholder value, how can you justify those kinds of golden parachutes?" Mr. Durkin asked.

He also observed that many of those same executives would benefit handsomely from a hefty per-share payment in an MCA takeover, since most of them own company stock.

The 74-year-old Mr. Wasserman, who was in good spirits and apparent good health a year after surgery, said the agreements were necessary to preserve the productivity and loyalty of key employees.

"In 1987, there was a great deal of concern and confusion in our executive ranks over who was interested in the company," he said. "We don't want our executive staff in a state of turmoil, threatened by a change of management."

The stockholders defeated a proposal made by the carpenters' pension fund to immediately redeem, or otherwise terminate, a shareholder rights agreement adopted by MCA's board in 1987. That agreement, a type of anti-takeover device referred to as a "poison pill," grants shareholders one preferred share for each common share of the company's stock once an outside investor gains a certain interest in MCA.

Mr. Wasserman said that MCA has had no communication with real estate magnate Donald Trump since he initially informed the company of his purchase of stock and his intent to buy more.

Mr. Wasserman denied there are serious conversations taking place with potential "white knights."#

Goodwill Games set through 1998

By **RICHARD TEDESCO**
Staff reporter

NEW YORK—Turner Broadcasting System signed a long-term accord with the Soviet Union last week, assuring a future for the Goodwill Games through 1998.

At a press conference to announce the deal, TBS Chairman Ted Turner said he had "high hopes" for the 1990 Goodwill Games in Seattle. He predicted his company would produce the Olympic-style competition for a small loss or break even.

TBS incurred a \$26 million loss on the original Goodwill Games in 1986, held in Moscow.

"By signing this agreement today, we will ensure the fact that we will be back with everyone here in the Soviet Union in 1994 and back in the United States in 1998," said Robert

Wussler, TBS senior executive vice president.

He said TBS was setting its sights on modest profits for the 1994 and 1998 Goodwill Games, beyond the break-even goal set for 1990.

TBS's optimism for the Seattle games centers on the additional revenue stream of \$1 per subscriber already pledged toward the project by 24 multiple cable system operators serving 23 million subscribers. That's the same concept ESPN employed in its successful bid for National Football League rights.

"This time the Goodwill Games will be cable-exclusive, and we're going to get the support from cable operators," said Mr. Turner.

About 2,500 athletes from more than 50 countries are expected to compete in 22 sports in Seattle. TBS plans to produce 85 to 90 hours of Goodwill coverage from seven venues in Seattle from July 20 through Aug. 5.

A staff of 1,400 people will contribute to the production, using 200 cameras, 20 mobile units and 175 tape machines to transmit by microwave, cable and satellite to an international broadcast center TBS will construct.

Advertisers are being offered three sponsorship packages ranging from \$4 million to \$6 million, to be dubbed gold, silver and bronze deals, according to Farrell Reynolds, president of Turner Broadcasting Sales.

TBS is guaranteeing a 5 rating for the games, according to Mr. Reynolds, who described that projection as "somewhat conservative."


In 1986, TBS scored an average rating of less than 3 for the games, a disappointment in light of the 5 rating that TBS guaranteed advertisers for that production.

The 1986 games were also syndicated to broadcasters.#



In Portland Kids Love

POPCORN

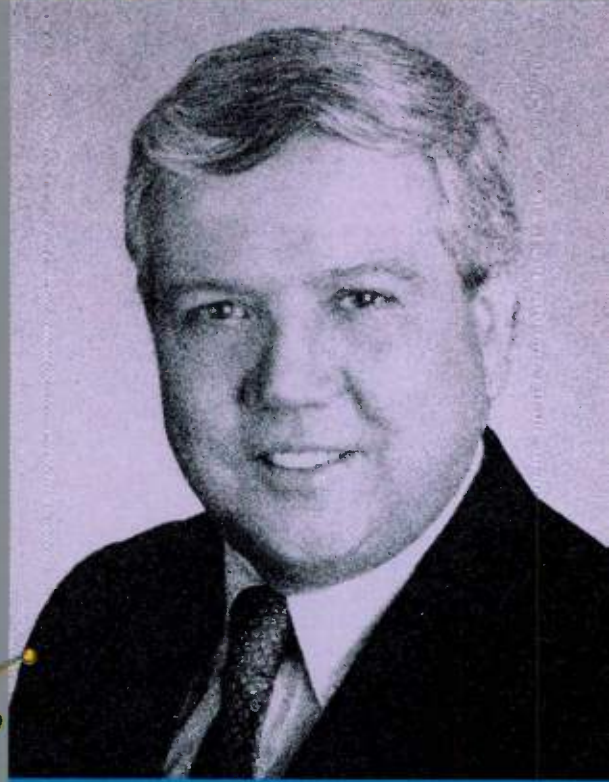
But hold the  butter and salt! In Portland, Oregon, Popcorn is KATU's locally produced program just for kids! And KATU is honored to have received an A.C.T. Achievement in Children's Television Award recognizing Popcorn as a quality program for children. As a supporter of Peggy Charren and Action for Children's Television, KATU is proud to have contributed to their efforts.

Fisher Broadcasting Inc.
Portland, Oregon

SPIRIT of the NW
KATU abc 2



**Everyone's
buzzing
about...**



"WPGH-TV HAS THE DOMINANT share of children's viewing in Pittsburgh. BUGZBURG'S combination of top-quality animation, vivid color and appealing warmth and charm will help insure that position. Besides, the name BUGZBURG has a special ring to it in this town."

Michael A. Liff
Vice President
General Manager
WPGH-TV, Pittsburgh

"WTAF TELEVISION HAS A history of airing the highest quality children's programming. We feel that BUGZBURG carries on the tradition of excellence in animation that we have come to expect from Group W Productions."



"WHILE BUGZBURG IS STATE OF the art in terms of animation, it represents a return to traditional animated programming. It is the type of show that today's parents grew up with and would encourage their children to watch. It has all the ingredients of a long-running hit!"

Gerald R. Walsh
President
General Manager
WLVI-TV, Boston

"BUGZBURG is full of loveable tiny characters, real life situations, and positive, uplifting story lines. The children in Philadelphia will fall in love with the little inhabitants of BUGZBURG. We at WTAF are excited about the addition of BUGZBURG to our children's lineup. We are convinced that BUGZBURG will be the definitive hit of the 1989 season."

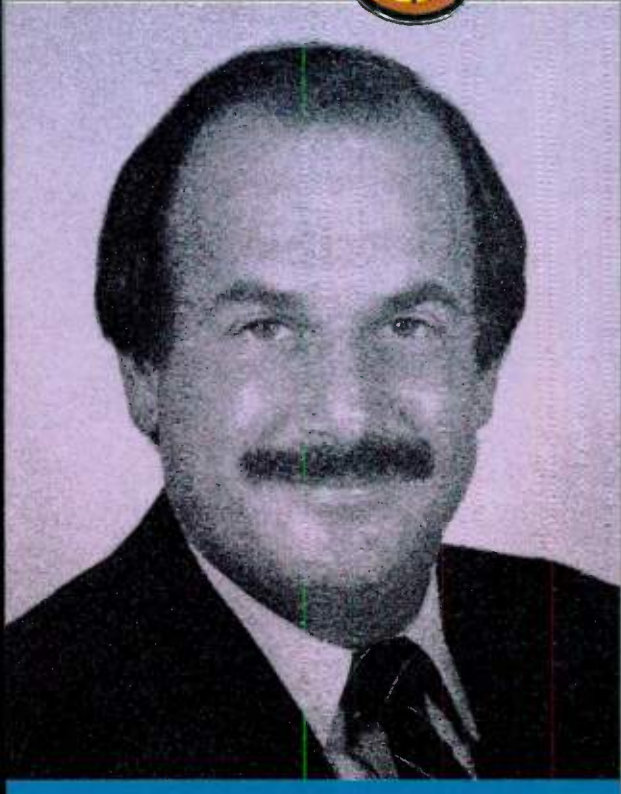
James D. Boaz
Vice President
General Manager
WTAF-TV, Philadelphia



**65 HALF HOURS AVAILABLE
IN SEPTEMBER '89**

Bugzbourg

T.M.



"WE IMMEDIATELY JUMPED at the opportunity to acquire BUGZBURG. We feel that the story line is extremely well written and will enthrall the children in Houston. When you couple the program's concept with the outstanding Filmation animation, we feel we are going to have a real hit in 1989."

"KTXH-TV is one of the country's premiere independents, and BUGZBURG will be a welcome addition to our lineup."

Vincent F. Barresi
Vice President
General Manager
KTXH-TV, Houston



"BUGZBURG IS THE direction children's animated programming should be going, and we're very excited about the series."

Terry Brown
Vice President
General Manager
KDVR-TV, Denver

"I HOPE THEY NEVER GET THE bugs out of this show. It's going to win kids' hearts and capture their imagination. The main character is a delight."

Gee Willikers
General Manager
WBGZ-TV, Bugzbourg



General Managers across the country know prime real estate when they see it. And BUGZBURG's the town they're talking about. A delightful combination of captivating animation, thrilling adventure and old fashioned fun, it's a magical place that's won first place on their kids' block. Take a trip to BUGZBURG and meet bright, brave Gee Willikers and all his friends and foes...then get in on the buzz!

Produced by
 and international
 distribution by

FILMATION
 A DIVISION OF GROUP W PRODUCTIONS / A WESTINGHOUSE BROADCASTING COMPANY
 6464 Canoga Avenue, Woodland Hills, CA 91367 18181 712 4900 Telex 4720847 FLMATN

U.S.
 syndication
 by

GROUP W PRODUCTIONS
 A WESTINGHOUSE BROADCASTING COMPANY
 3801 BARHAM BOULEVARD, LOS ANGELES, CA 90068 (213) 850-3800



IN THE FIRST-RUN JUNGLE, IT'S SURVIVAL OF THE

“BODY BY JAKE” HAS CLEARED OVER 60% OF T

New York/WNBC
Los Angeles/KABC
Chicago/WLS
Philadelphia/KYW
San Francisco/KOFY
Boston/WBZ
Detroit/WXYZ
Dallas/KDAF
Washington, D.C./WTTG
Cleveland/WKYC
Atlanta/WAGA
Tampa/WTSP

Miami/WPLG
Pittsburgh/WTAE
Denver/KCNC
Sacramento/KCRA
Baltimore/WJZ
Indianapolis/WRTV
Hartford/WTIC
Orlando/WFTV
Cincinnati/WLWT
Milwaukee/WISN
Nashville/WKRN
New Orleans/WVUE

Greenville/WLOS
Salt Lake City/KSTU
San Antonio/KMOL
Providence/WPRI
Harrisburg/WHP
Albany, NY/WXXA
West Palm Beach/WPEO
Richmond/WXEX
Mobile/WKRG
Wichita/KWCH
Syracuse/WTVH
Rochester/WROC

Let's face it. 1988 has been a tough and competitive year in first-run programming. That's why we're proud to thank the stations who have helped make BODY BY JAKE a "go" for this Fall. They've recognized a *new* kind of morning show. An alternative to all the talk. It's celebrities. Fitness and nutrition. Workout demonstrations. And Jake Steinfeld, your personal guide to a modern lifestyle. So what are you waiting for? Join the *healthiest* line-up in television.



Los Angeles
(213) 284-9283

New York
(212) 315-3030

Samuel Goldwyn®

SAMUEL GOLDWYN TELEVISION

©1988 The Samuel Goldwyn Company

World Radio History

Chicago
(312) 664-4013

Nashville
(615) 373-5972

FITTEST

IT'S A GO!
PRODUCTION BEGINS MAY 16TH

THE COUNTRY

Lexington/WKYT

Portland, ME/WMTW

Johnstown/WTAJ

Burlington/WVNY

Colorado Springs/KKTV

Monterey/KMST

Terre Haute/WBAK

Corpus Christi/KZTV

AND MORE!

Body by
JAKE
Body by
JAKE
THE SHAPE OF THINGS TO COME.

THE HEAVYWEIGHT CHAMPIONS THROUGH

LEONARD

W

Produced by



MERV GRIFFIN
ENTERPRISES

A unit of Columbia Pictures Television Inc.

Distributed by

KINGWORLD

TM

HT GH 1992

75

stations planning a knockout future

Renewed through the 1991-1992 season

STATION	REP.	OWNER	AFFILIATE
WLS, Chicago	Cap Cities/ABC	Cap Cities/ABC	ABC
WPVI, Philadelphia	Cap Cities/ABC	Cap Cities/ABC	ABC
KRON, San Francisco	Petry	Chronicle Broadcasting	NBC
WNEV, Boston	TeleRep	New England Television	CBS
WDIV, Detroit	Petry	Post-Newsweek	NBC
WFAA, Dallas	TeleRep	Belo Corporation	ABC
KHOU, Houston	TeleRep	Belo Corporation	CBS
WEWS, Cleveland	Blair	Scripps Howard	ABC
WAGA, Atlanta	Storer	Gillett Broadcasting	CBS
WTSP, Tampa	HRP	Great American Broadcasting	ABC
KOMO, Seattle	Katz American	Fisher Broadcasting	ABC
WCCO, Minneapolis	TeleRep	Midwest Communications	CBS
WPXI, Pittsburgh	TeleRep	Cox Broadcasting	NBC
KSDK, St. Louis	Katz	Multimedia	NBC
KTSP, Phoenix	HRP	Great American Broadcasting	CBS
KXTV, Sacramento	TeleRep	Belo Corporation	CBS
WMAR, Baltimore	TeleRep	Gillett Broadcasting	NBC
WTNH, Hartford	Blair	Cook Inlet Comm.	ABC
KCST, San Diego	Gillett Sales	Gillett Broadcasting	NBC
WFTV, Orlando	TeleRep	Cox Broadcasting	ABC
KCTV, Kansas City	MMT	Meredith Corporation	CBS
WCPO, Cincinnati	Blair	Scripps Howard	CBS
WTMJ, Milwaukee	MMT	Journal Communications	NBC
WSMV, Nashville	MMT	Gillett Broadcasting	NBC
WSOC, Charlotte	TeleRep	Cox Enterprises	ABC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVD, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTV, Oklahoma City	TeleRep	Griffin Television	CBS
WZZM, Grand Rapids	Katz	Price Communications	ABC
WKBW, Buffalo	Blair	Queen City Broadcasting	ABC
WMC, Memphis	Blair	Scripps Howard	NBC
KTVX, Salt Lake City	MMT	United Television	ABC
KMOL, San Antonio	MMT	United Television	NBC
WPRI, Providence	HRP	Knight-Ridder	ABC
WVEC, Norfolk	TeleRep	Belo Broadcasting	ABC
WLKY, Louisville	Katz	Pulitzer Broadcasting	ABC
WHIO, Dayton	TeleRep	Miami Valley Broadcasting	CBS
WGHP, Greensboro-High Point	TeleRep	Taft Broadcasting	ABC
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WFRV, Green Bay	TeleRep	Midwest Communications	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
KFVS, Paducah	Katz Continental	American Family Broadcasting	CBS
KWWL, Cedar Rapids	Blair	American Family Broadcasting	NBC
KWQC, Quad Cities	Blair	Palmer Communications	NBC
KYTV, Springfield, MO	Blair	Schurz Communications	NBC
WAPT, Jackson, MS	MMT	Price Communications	CBS
WYTV, Youngstown	Seltel	Youngstown Broadcasting Co.	ABC
WAFF, Huntsville	Blair	American Valley Broadcasting	NBC
WIS, Columbia, SC	HRP	Cosmos Broadcasting	NBC
KOLN, Lincoln	MMT	Busse Broadcasting	CBS
KVBC, Las Vegas	Blair	Valley Broadcasting	NBC
KSFY, Sioux Falls	Katz Continental	News/Press & Gazette	ABC
WTOC, Savannah	Katz Continental	American Family Broadcasting	CBS
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVO, Rockford	Adam Young Inc.	Winnebago Television Corp.	NBC
KSBW, Monterey-Salinas	Blair	Gillett Broadcasting	NBC
KSBY, Santa Barbara	Blair	Gillett Broadcasting	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
WTVM, Columbus, GA	Blair	Pegasus Broadcasting	ABC
KSNE, Joplin	Katz Continental	Price Communications	NBC
KTVN, Reno	Katz	Sarkes Tarzian	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
WSEE, Erie	MMT	Keystone Broadcasting	CBS
KESQ, Palm Springs	Katz Continental	EGF Broadcast Corp.	ABC
WXVT, Greenwood/Greenville	Seltel	Big River Broadcasting	CBS
KYEL, Yuma	Katz Continental	Beam Communications	NBC
WWNY, Watertown	Katz Continental	United Communications	CBS
WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC

MIP-TV convention produces large

By RICHARD MAHLER

Los Angeles bureau chief

CANNES, FRANCE—The MIP-TV '88 meeting here was a hotbed for international co-production deals and sales agreements. Here is a rundown of some of the major announcements:

- NBC News International confirmed plans to co-produce "Globe: A Ticket to the World" with ReteItalia of Italy, TF-1 of France and The Seven Network of Australia.

The partners have agreed to jointly produce five one-hour episodes of the travel-oriented series in 1988 and 26 half-hours in 1989, with U.S. domestic distribution to cable or broadcast markets to be determined. NBC and U.S. producer Mike Cerre are financing the project.

- ABC Video Enterprises concentrated on sales of domestic miniseries, notably "Waiting for Baby M," and made-for-TV movies during this year's MIP.

Also, ESPN, the basic-cable network owned principally by Capital

work announced a co-production with Granada Television International, also based in London, for the 90-minute film "Dead Man Walking," also to be made by Robert Cooper and distributed worldwide by Granada.

- The Discovery Channel, the basic-cable network, acquired programs from four major suppliers during MIP, with other deals in progress at press time.

The programs include 38 hours of documentaries from Australia's Be-

yond Limited, via All American Television; the six-hour "American Century" series from Canada's CBC Enterprises; a 3½-hour documentary package from Great Britain's Videospec International; and access to the Soviet news program "Vremya" for each day of the Reagan-Gorbachev summit (May 29 to June 2) in Moscow, from the Soviet Union's Gostelradio broadcast agency.

Discovery said it is also discussing co-productions with the BBC.

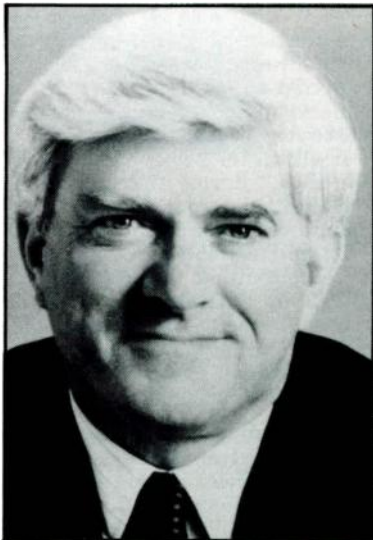
- Non-commercial WNET-TV in New York signed a \$3 million co-production agreement with BBC Enterprises for "The Paradise Land," a series of eight one-hour documentaries about the Natural History Museum of North America.

- Multimedia Entertainment and London-based Thames Television concluded a deal whereby Multimedia will produce five segments of its daily talk series "Donahue" in England this September.

As part of the contract, Thames is

picking up "Donahue" for stripping at a time to be determined, bringing the first-run show's clearances to 70 percent of U.K. TV homes. The five British shows will be taped in Thames' London studios and shipped back for U.S. airing.

- Reeves Entertainment Group has sold 120 episodes of its "Kate & Allie" sitcom to the Pan-European Super Channel. The half-hour sitcom will continue on England's Channel Four, which purchased it some time ago.



PHIL DONAHUE

To do five shows in England

Cities/ABC, consummated a three-year, multimillion-dollar deal with Arab Spacescene Corp. for distribution of 1,000 hours of sports programming each year in Arabic, French and English.

The new Tunisia-based ASPAC direct broadcast satellite service proposes to reach 250 million Arab world viewers in 22 countries, starting this October.

ESPN, already distributed in parts of South America, Europe and Asia, was also selling its "American Muscle" and "Calgary Stampede" specials at MIP.

- CBS Broadcast International was seeking co-production partners to underwrite the approximately 30 percent of programming from non-CBS sources that it seeks to distribute in the coming year, following the successful co-production of "Reaching for the Skies" with the BBC and TBS Productions.

Also, CBS said it is discussing new co-production deals with broadcasters in Europe, Asia and Australia, but it did not announce details.

- HBO revealed its participation in the \$8 million miniseries "The Simon Wiesenthal Story" with Great Britain's TVS Films and Los Angeles-based Robert Cooper Entertainment, in association with Hungarian Television Enterprises.

The four-hour drama, starring Ben Kingsley as the Nazi hunter, has been pre-sold to ReteItalia for France, Italy and Spain; Network Ten for Australia; CCV Video for Scandinavia; and Telemunchen for German-speaking countries.

Separately, the pay-cable net-



Take a look at the very real revenue potential this timely relaunch opportunity provides you.

Watch THE MOVIE CHANNEL in May, then contact your TMC regional representative for a close look at the *unprecedented* marketing support we have for you.

THE MOVIE CHANNEL is a service mark of SHOWTIME/THE MOVIE CHANNEL, INC.
© 1988 SHOWTIME/THE MOVIE CHANNEL, INC. All rights reserved.

number of co-productions and sales

Reeves, which recently hired its first European sales representatives, also licensed ABC's "Home" strip to England and Holland and "Life's Most Embarrassing Moments" specials to the Pan-European Sky Channel.

• BBC Enterprises unveiled a three-year co-production deal with National Geographic Television to produce a minimum of 14 half-hour "Wildlife on One" nature documentaries, to air on the BBC in England and superstation TBS on U.S. basic

cable.

The BBC unit also signed a co-production deal with Australia's 9 Network and Japan's Asahi Television for "The Midas Touch," a six-part series on the power of money.

• Weintraub Entertainment Group, exhibiting at MIP for the first time, contracted with London-based Television South for use of its Pathe Film Library in the TVS series "Strawberry Blonde," set in the 1950s.

Weintraub estimates it did mil-

lions of dollars of business during MIP '88, selling TV and video rights to its films in the United Kingdom, South Africa, Spain, Brazil, France, Japan and other countries.

• New York-based D.L. Taffner said it was nearing completion of a three-company co-production deal to revive the British detective mystery series "The Saint" for distribution in the United States, either in first-run syndication or on cable.

The venture revives a pilot shot by Taffner in 1987 for CBS that failed

to get picked up. Taffner said the new agreement hinges on financing from a British partner, yet to be named.

• China Central Television and France's Production Realisation Video will co-produce a 10-hour action-adventure series about a Chinese doctor who befriends a French reporter.

The program will be shot primarily in China.

• Japan's state-run NHK network will co-produce a \$3.4 million travel

series with The Netherlands Broadcasting Production Co., also government owned, to focus on transportation.

Twelve half-hour episodes are being produced in association with London-based CASE Ltd. and Primetime Television.

• Granada Television International of England and French partners Dune and Pathe announced their co-production of the four-hour miniseries "A Tale of Two Cities," to be broadcast on the ITV Network in England and Antenne 2 in France in 1989.

• New York-based All American Television and Scansat, the Scandinavian DBS service, disclosed Scansat's licensing of "The Newsfeed Network" and "The Entertainment Report," daily news services produced by Group W Television.

Under terms of the deal, Scansat will develop hard and "show biz" news for transmission back to the United States as well as distribution to European viewers. #

Exhibitor tally sets record

CANNES, FRANCE—MIP-TV organizers, at press time, said the final tally of 1988 exhibitors was expected to top 6,800 or almost 1,000 more than 1987.

The exhibitors represented 695 companies, compared to 675 last year.

As expected, the French were best represented, turning out 1,917 participants from 333 companies.

The two other nations continuing to dominate MIP were the United States, with 1,014 participants from 260 companies, and the United Kingdom, drawing 1,122 participants from 249 companies.

* * *

Virtually all companies surveyed at MIP said their sales exceeded those of previous years, with the only weak spot being the Latin American market, which continues to struggle with economic problems and a shortage of foreign capital.

The international division of Lorimar Telepictures reported MIP sales of \$11 million to festival officers, while Worldvision estimated it did \$10 million worth of business.

The BBC told MIP it turned over more than \$10 million as well, and Thames Television of the United Kingdom reported more than \$2 million in sales.

* * *

Although the market for off-network hours outside the United States was robust at this year's MIP, some U.S. companies are concerned that the rapid privatization of the world TV market may actually be keeping prices down.

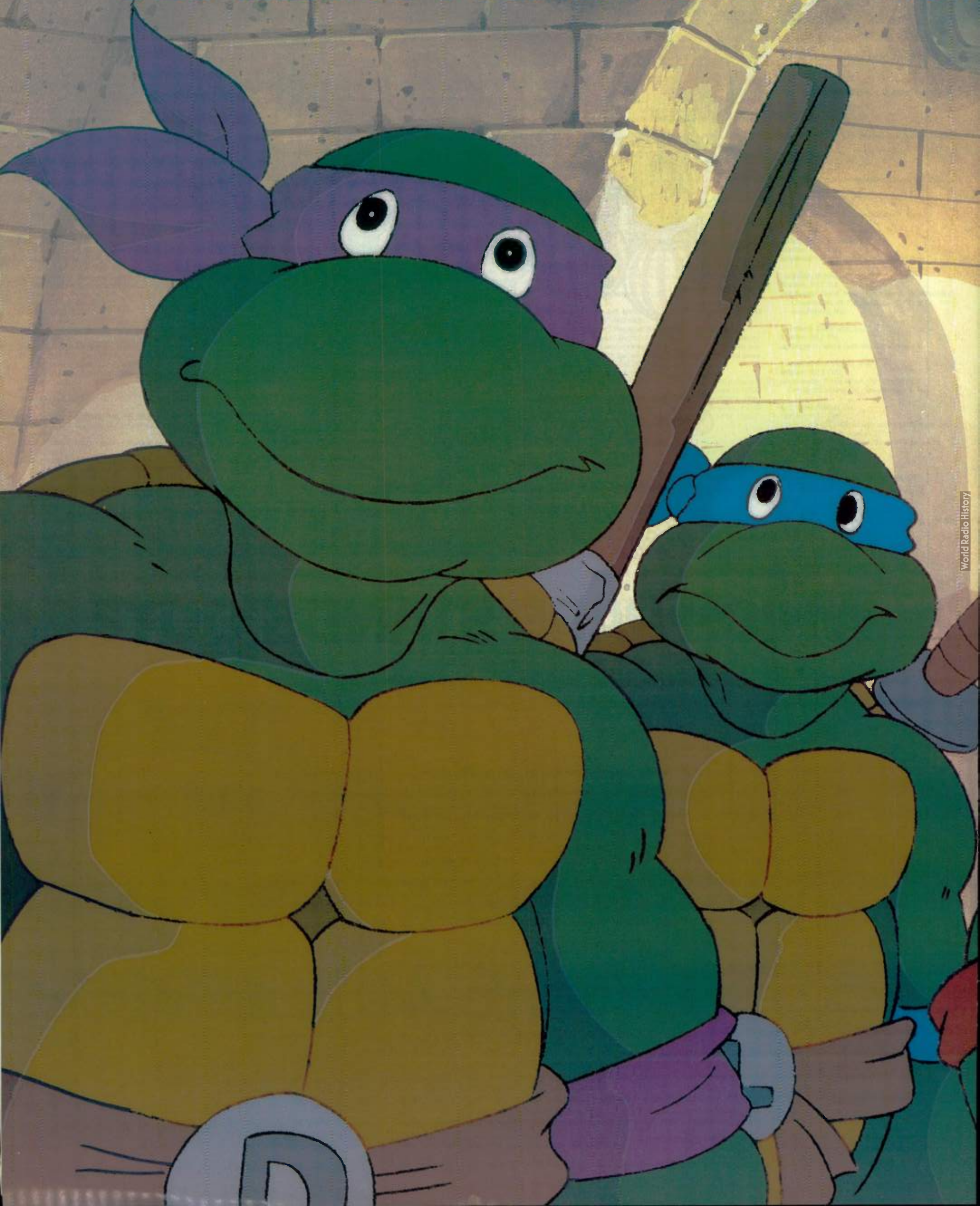
Colin Davis, president of MCA-TV International, said his studio is hoping that a more conservative approach will enhance the value of such hour-long shows as "Miami Vice," "The Equalizer," "Murder, She Wrote" and "Simon and Simon." #

—Richard Mahler



See us at Booth #3100Y for prizes and surprises.

GET READY FOR AMERICA'S HOT



TEST HEROES IN A HALF-SHELL

TEENAGE MUTANT NINJA

TURTLES®

Meet Donatello, Leonardo, Raphael and Michaelangelo. Four feisty, hard-boiled, pizza-loving Ninjas. All set to spread Turtlemania throughout the land with an all-new weekly animated syndication series starting this fall. Turtleriffic fun for kids, teens and adults that will make your competition green with envy.

©1988 MIRAGE STUDIOS

 **GROUP W
PRODUCTIONS**
A WESTINGHOUSE BROADCASTING COMPANY

World Radio History

WHO'S NEWS

Broadcast TV

Mary Palmer to controller, Taft Entertainment Co., Los Angeles, from assistant controller, Fox Television Stations, Beverly Hills, Calif. Also, **William Russell** to treasurer from director of internal auditing, Taft Entertainment; and **Martyn Weinberg** to executive vice president and chief operating officer, Hanna-Barbera Productions, Hollywood, from senior vice president, animation operations, Taft Entertainment.

Alan Cohen to vice president of network television marketing for NBC in New York from director of marketing. Also at NBC, **Bradford Joblin** to director of television network operations and services from manager of sales and affiliate services.

Geanne Finney to director of daytime programs, West Coast, ABC Entertainment, Los Angeles, from manager of daytime programs, East Coast.

Mark Lebowitz to vice president, controller, Paramount Pictures Corp. television group, Los Angeles, from controller. Also at Paramount, **David Mannix** to senior vice president of operations for the studio group from vice president of operations.

Rick Copp to director of creative affairs, Sunbow Productions, New York, from story editor.

John Bishop to vice president and general manager, WWRD-TV, Raleigh, N.C., from vice president and general manager, WFCT-TV, Fayetteville, N.C.

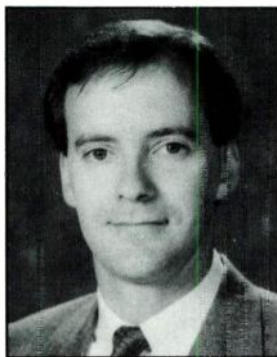
John Garwood to vice president and general manager, WPLG-TV, Miami, from general manager, KTUL-TV, Tulsa, Okla.

Alfredo Duran to general manager, WSCV-TV, Miami, from station manager, WLTV-TV, Miami.

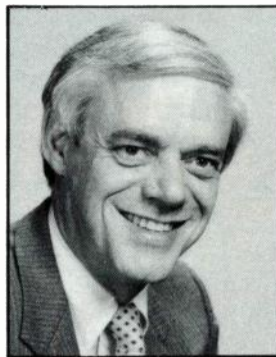
Ron Hull to station manager, KUON-TV, Lincoln, Neb., from program fund director, Corporation for Public Broadcasting, Wash-



MARY PALMER
Taft Entertainment



WILLIAM RUSSELL
Taft Entertainment



MARTYN WEINBERG
Hanna-Barbera Prods.



RICK COPP
Sunbow Productions



CATER LEE
KESQ-TV, Palm Springs



BETSY VORCE
Viacom International



RANDALL HANSON
Worldvision Enterprises



ROBERT PERLSTEIN
SFM Media Corp.

ton.

Cable TV

Gregory Liptak to president, Jones Intercable, Englewood, Colo., from vice president/operations. He replaces **Glenn Jones**, who retains his positions as chairman and chief executive officer. Also, **John Mathwick** to group vice president/marketing; **James O'Brien** to group vice president/operations from fund vice president; **Kevin Coyle** to vice president/treasurer, retaining his position as senior vice president of financial services for The Jones Group; and **James Honiotes** to director of programing from fund marketing manager, the Jones Intercable limited partnership that operates cable systems in three states.

Michael Young to vice president

of programing, Comcast Cable Communications, Bala Cynwyd, Pa., from senior director of programing, Warner Cable Communications, New York.

Sue Abruzzese to director of programing, Madison Square Garden Network, New York, from manager of programing. Also, **Dave Jennings**, former NFL All-Pro punter for the New York Giants and New York Jets, will be special guest analyst on MSGN's Arena Football coverage of the New York Knights in their 1988 debut season.

Linda Berman to vice president of program development, Turner Network Television, Atlanta, from director of dramatic series, Columbia Pictures Television, Los Angeles.

Charles Ward to vice president of studio relations for Reiss Media Enterprises, which is the parent company of Request Television, Los Angeles, from director of programing, Times Mirror Cable Television, Irvine, Calif.

Carol Flynn to director of reporting and asset control, Warner Cable Communications, Dublin, Ohio, from manager of external reporting.

The National Cable Television Association has bestowed its 1988 Vanguard Awards for Leadership on **Trygve Myhren**, chairman and chief executive officer of American Television & Communications Corp., Englewood, Colo.; and **Lucille Larkin**, president of the public relations firm Larkin and Co., Washington, and founder of Women in Cable. NCTA's 1988 President's Awards winners are **Robert Clasen**, president and chief executive officer of Comcast Cable Communications, Bala Cynwyd, Pa.; **Richard Loftus**, president of Trident Communications Group, Needham, Mass.; and **Robert Russo**, senior vice president of corporate communications, Daniels & Associates, Denver.

Radio

Charlie Seraphin to vice president and general manager, KNX-FM, Los Angeles, from news and programing director, KCBS-AM, San Francisco.

Ellen Berliner Davis to manager of entertainment programing, ABC Radio Network, New York, from network clearance coordinator, NBC Radio Network, New York. Also, **Richard Lorenzo** to director, ABC Direction Network, New York, from manager.

Thomas Bresnahan to president and general manager, WMAL-AM, Washington, from vice president and general manager, KFKF-AM, Kansas City, Kan.

Charlie Harrigan to morning show host, WQXK-FM, Salem, Ohio, from program director and morning show host, KTWO-AM, Casper, Wyo.

Maryann McNerney to director of sales operations, WWPR-FM, New York, from sales operations assistant.

Peter Gardner to director of operations, Texas State Radio Networks, Dallas, from news director, KRLD-AM, Dallas.

Wayne Cornils to senior vice president of meetings and special projects, Radio Advertising Bureau, New York, from executive vice president. Also, **Daniel S. Flamborg** to senior vice president of marketing and communications from senior vice president of communications; **Raymond Holbrook** to vice president of station relations from regional manager; and **Joan Voukides** to vice president of communications from director of advertising and promotion, NBC Radio Networks, New York.

Journalism

Roger Welsh, American folk humorist and author, recently joined CBS News' "Sunday Morning" as a contributor. Also, former San Diego Chargers' quarterback **Dan Fouts** will join CBS Sports as an expert analyst on the network's NFL telecasts this fall.

Rich King to sports reporter, WBBM-TV, Chicago, from sports director, WBBM-AM.

Barbara Porter to news manager, UPI Radio Network, Washington, from business editor.

Cater Lee to anchor/producer,

KESQ-TV, Palm Springs, Calif., from anchor/producer, WDEF-TV, Chattanooga, Tenn.

Syndication

Betsy Vorce to vice president of public relations, Viacom Entertainment Group, New York, from vice president of public relations, King World Productions, Beverly Hills, Calif.

Mitch Sallitt to vice president and general sales manager for television station sales, Blair Entertainment, New York, from vice president of sales, Coca-Cola Telecommunications, New York. Mr. Sallitt will take the place of **Len Giarraputo**, who has resigned from Blair to pursue other interests.

Randall Hanson to senior vice president, domestic sales, Worldvision Enterprises, New York, from vice president, Western division manager, Los Angeles.

Richard King and **Paul Hughes** have been elected to the board of King World Productions, Beverly Hills, Calif.

Greg Carroll to director of development and television sales, Golden Gators Productions, Corte Madera, Calif., from producer, Impact Productions, Santa Barbara, Calif.

Herb Gross to head West Coast sales, Trans World International, Los Angeles, from vice president, program planning and current programs, CBS Entertainment, Los Angeles.

Dana Ardi to vice president, program development, Orbis Communications, Los Angeles, from president, Network Video, Los Angeles.

Other

Robert Perlstein to executive vice president of the media services division, SFM Media Corp., New York, from senior vice president and director of network and programing concepts.

George Krieger to president and chief executive officer, CBS Fox Video, New York. He will take the place of **James Fifield**, who will join EMO Music Worldwide, a unit of London-based Thorn EMI PLC, as president and chief operating officer.

Bill Polich to vice president of sales, HBO Video, New York, from vice president, key accounts.

Jack Kanne to vice president, sales, Paramount Home Video, Los Angeles, from executive director, sales.

Entertainer **Steve Allen** and **Tom Baur**, president of Chicago-based Mediatech, have been elected to the board of the Museum of Broadcast Communications, Chicago.

Obituary

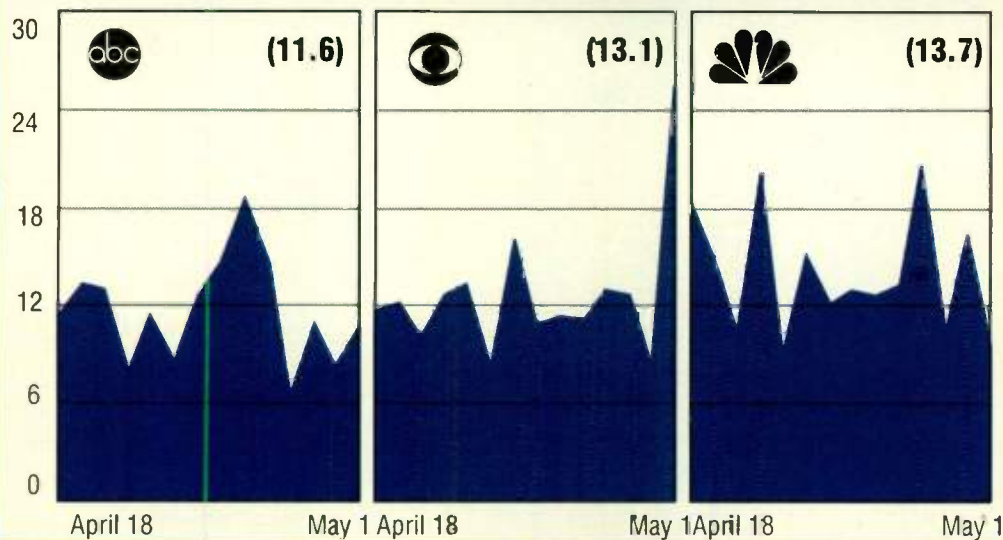
John Travieso, 59, a producer for NBC News, died April 26 of heart failure in Washington. Mr. Travieso joined NBC News in 1963 as a field producer for the "Huntley-Brinkley Report." In his 25 years working for the network, he served as a producer and correspondent in Vietnam; as a correspondent for "Sports in Action"; as a field producer for "Today" and NBC News specials; and for the past several years, as a producer for "NBC Nightly News." #

WHEN
WILL THEY
COME UP WITH
SOMETHING
NEW?

OFF-SEASON RATINGS (AVERAGES)

WEEKS 1-2: APRIL 18 THROUGH MAY 1

NETWORK PRIME TIME



IN THE SPOTLIGHT

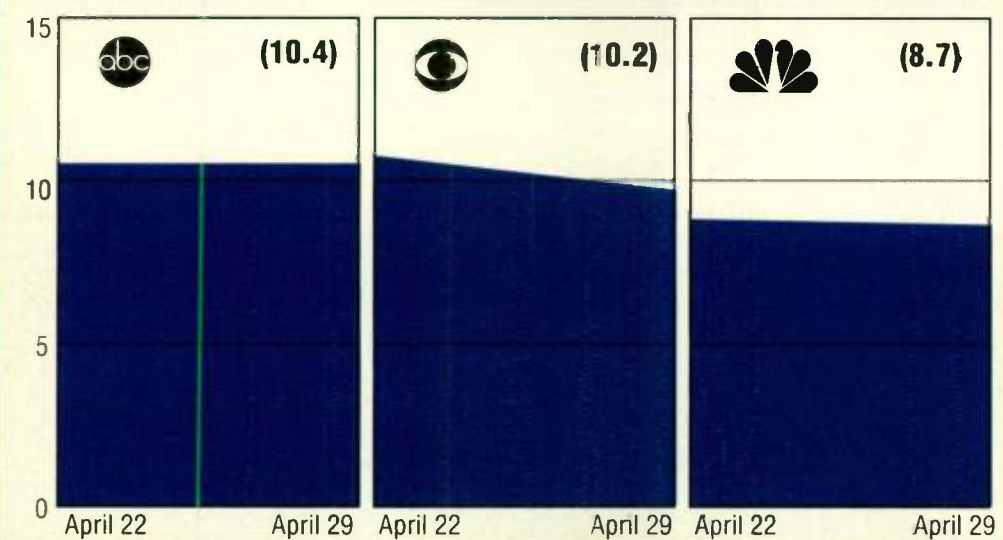
First quarter ratings of children's programs

1. Pee-Wee's Playhouse CBS 14.5
2. Muppet Babies (Part 3) CBS 12.6
3. Alvin & the Chipmunks NBC 11.6
4. Muppet Babies (Part 2) CBS 11.6
5. Smurfs (Part 3) NBC 11.5
6. ALF NBC 10.7
7. Ghostbusters (Part 2) ABC 10.2
8. Smurfs (Part 2) NBC 9.9
9. Ghostbusters (Part 1) ABC 9.4
10. Mighty Mouse CBS 8.8

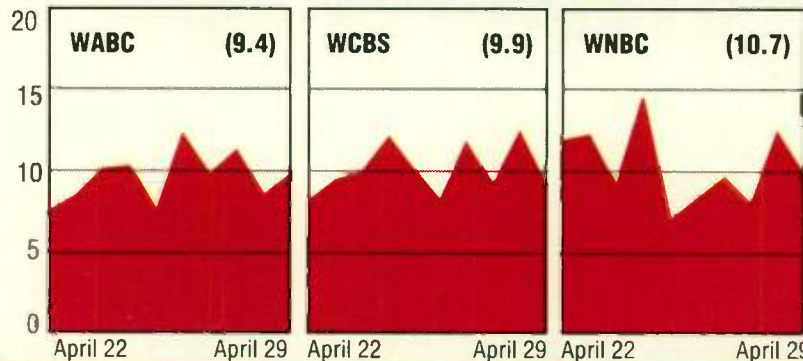


"Pee-Wee's Playhouse"

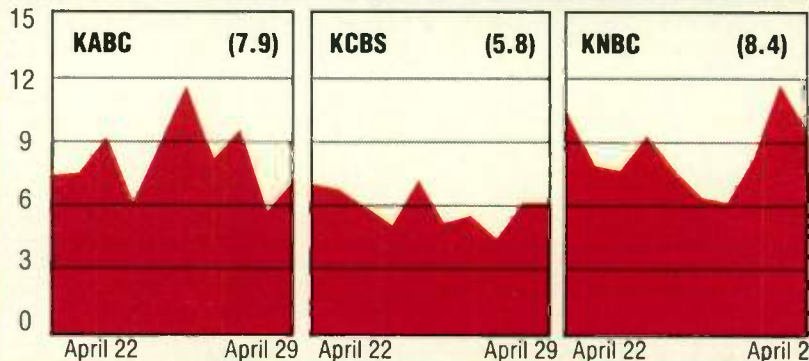
NETWORK EVENING NEWS



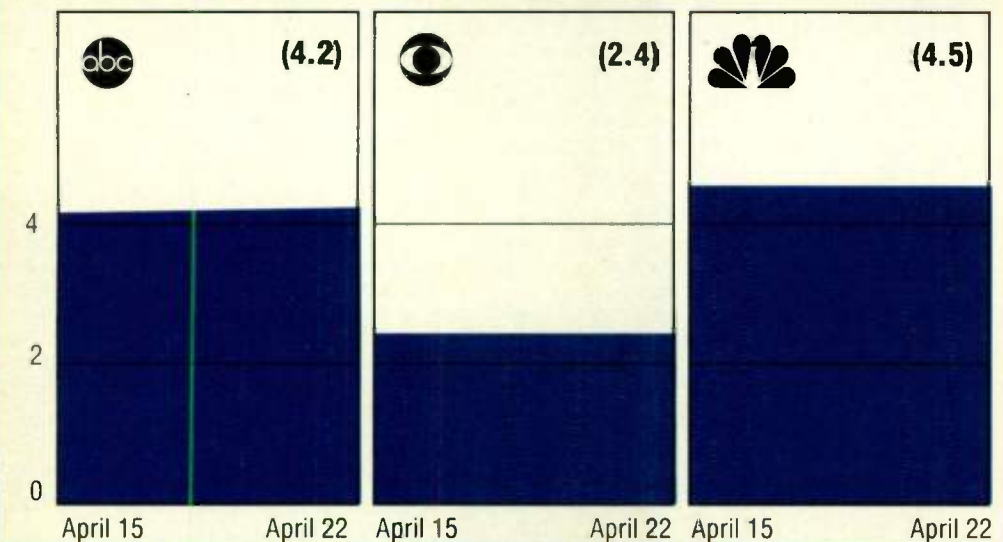
NEW YORK 11 P.M. LOCAL NEWS



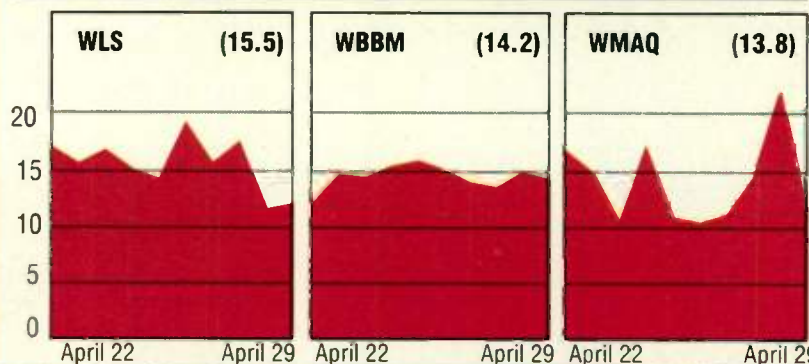
LOS ANGELES 11 P.M. LOCAL NEWS



NETWORK MORNING NEWS-APRIL 15 TO APRIL 22



CHICAGO 10 P.M. LOCAL NEWS



RATINGS/SHARES OF REGULAR PRIME-TIME NETWORK PROGRAMS FOR THE WEEK OF APRIL 25-MAY 1

1. CBS Sunday Movie	CBS 32.0/48	20. ALF	NBC 15.4/27	39. Full House	ABC 11.7/22	58. NBC Sunday Night Movie	NBC 9.2/14
2. Cheers	NBC 23.6/38	21. China Beach	ABC 15.0/26	(t) Designing Women	CBS 11.7/20	59. Superstars and Their Moms	ABC 9.1/15
3. The Cosby Show	NBC 23.2/41	22. 227	NBC 14.7/28	(t) Day by Day	NBC 11.7/18	60. Family Man	ABC 9.0/15
4. A Different World	NBC 22.7/38	23. Valeria's Family	NBC 14.5/24	42. Perfect Strangers	ABC 11.6/23	61. Highwayman	NBC 8.9/15
5. Murder, She Wrote	CBS 20.8/33	24. Matlock	NBC 13.9/22	43. Just in Time	ABC 11.5/19	62. West 57th	CBS 8.7/16
6. Golden Girls	NBC 20.5/37	25. Highway to Heaven	NBC 13.8/23	(t) MacGyver	ABC 11.5/20	63. Donald Duck	NBC 8.6/16
7. Just the Ten of Us	ABC 20.2/32	26. CBS Tuesday Movie	CBS 13.7/22	(t) Mr. Belvedere	ABC 11.5/20	64. Disney Sunday Movie	ABC 8.4/16
8. 60 Minutes	CBS 19.4/36	27. Hooperman	ABC 13.4/22	46. Kate & Allie	CBS 11.4/20	65. Tour of Duty	CBS 8.3/15
9. General Foods Showcase	ABC 19.0/31	28. Miami Vice	NBC 13.3/24	47. Decision '88	NBC 11.1/17	66. Dolly	ABC 8.0/16
10. Growing Pains Special	ABC 18.3/33	29. Unsolved Mysteries	NBC 13.2/21	48. 48 Hours	CBS 11.0/19	67. Our House	NBC 7.8/14
11. L.A. Law	NBC 18.2/30	(t) St. Elsewhere	NBC 13.2/23	49. 20/20	ABC 10.8/19	68. High Mountain Rangers	CBS 7.4/15
12. China Beach Special	ABC 18.0/29	31. Falcon Crest	CBS 12.9/23	50. Eisenhower & Lutz	CBS 10.3/16	69. Ohara	ABC 7.1/13
13. Amen	NBC 17.7/32	(t) Family Ties	NBC 12.9/21	51. Equalizer	CBS 10.4/18	70. Buck James	ABC 6.9/11
14. Molly Dodd	NBC 16.8/26	33. Newhart	CBS 12.8/20	52. Smothers Brothers	CBS 10.2/17	(t) Hotel	ABC 6.9/11
15. Head of the Class	ABC 16.2/27	34. Jake & the Fatman	CBS 12.6/21	53. NBC News Special	NBC 10.2/17	72. Houston Knights	CBS 6.4/11
(t) Hunter	NBC 16.2/30	35. Aaron's Way	ABC 12.5/21	54. Crime Story	NBC 10.0/17	73. Max Headroom	ABC 4.7/8
17. Knots Landing	CBS 16.0/27	36. Facts of Life	NBC 12.3/25	55. Spenser: For Hire	ABC 9.6/18		
18. Growing Pains	ABC 15.8/28	37. ABC Sunday Movie	NBC 12.1/18	(t) Cagney & Lacey	CBS 9.6/16		
19. Dallas	CBS 15.6/27	38. Simeon & Simon	CBS 11.9/19	57. Beauty & the Beast	CBS 9.5/18		

TVX President McDonald's departure is abrupt

(Continued from Page 3)

would become a permanent equity partner in the company with about a 77 percent ownership under a new plan that essentially would wipe out TVX's outstanding debt.

As part of a \$1.35 billion equity investment made by the New York investment banking firm, TVX will be provided with \$25 million in cash to cover transitional payments.

In 1987, Salomon provided TVX with a \$300 million bridge loan for the company's purchase of five major-market independent TV stations from Taft Broadcasting.

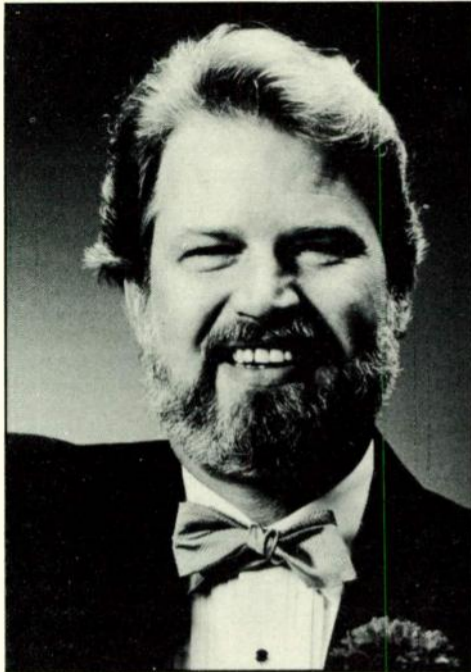
In an interview with ELECTRONIC MEDIA several weeks ago, Mr. McDonald said he was upbeat about the refinancing plan and TVX's prospects for the future.

At that time, he said Salomon was preparing to renegotiate employment contracts with top management, including himself. He gave no indication of his interest in leaving the company.

Sources close to Mr. McDonald said he has been approached by a number of major TV station group owners and other broadcast-related concerns, including such companies as Fox Broadcasting. Such reports could not be confirmed.

Meanwhile, Mr. Phillips said Salomon has not requested any management changes at TVX. He said Salomon has "enormous confidence" in Mr. Trinder and does not want to become involved in the management of the TV stations.

"We think the management team is in place and will do well, and we prefer to let them run



TIM McDONALD
Had been upbeat about the future



JOHN TRINDER
To take over as president of TVX

the company as they are qualified to do," Mr. Phillips said.

"We are pleased with the company's first-

quarter performance and ongoing improvement so far this year," he said, referring in particular to improved ratings and financial

performance at at least 10 of the company's 12 TV stations.

Sources said last week that Mr. Trinder will continue working under the conditions of his existing TVX contract, which has several years remaining.

"There's going to be no changes," Mr. Trinder said. "My plan is to stay on the same track Tim and I put the company on a year ago.

"Our mandate remains the same—to maximize revenues, minimize expenses and stay out of film buying."

In the past several weeks, TVX has secured letters of intent from outside parties to buy two of its smaller or more financially troubled stations.

Southwest Multimedia in Houston has agreed to buy WCAY-TV in Nashville, Tenn., and Media Management Corp. of Chicago agreed to buy KJTM-TV in Little Rock, Ark., both for undisclosed amounts.

Selling some stations has always been part of TVX's business plan. However, the company is adamant about hanging on to such big-market revenue generators as its Philadelphia and Miami outlets.

Mr. Trinder said the TVX board in June will issue a list of other stations it will sell in an effort to upgrade its station lineup and to improve the operating fundamentals of the company.

In the past, TVX has been unable to sell its stations for full value because of a general perception that the company needed to sell the properties to pay its enormous debt. #

Mort Downey Jr. leads new talk show attack

(Continued from Page 3)

MCA predicted that stations would greet the arrival of Mr. Downey, who's been dubbed as the "Mighty Mouth," with some reservations due to the volatile nature of the show, which sometimes includes coarse language.

Indeed, one show, which never aired, resulted in a charge that Mr. Downey had assaulted a guest on the program, though a New Jersey court later dismissed the case.

The "Downey" show represents a newly revived genre of topical discussion programs in which the host takes a position on issues instead of remaining relatively neutral in the style of Phil Donahue or Oprah

Winfrey.

Other entries in the genre include All-American Television's "Liddy" with Watergate co-conspirator G. Gordon Liddy, and MTM Enterprises' "Clashpoint," a TV debate program that's slated to be hosted by conservative New York radio personality Bob Grant.

But the fate of "Clashpoint" could not be learned last week because several telephone calls to MTM were not returned.

Meanwhile, All-American President George Back reports that "Liddy" has cleared about 40 percent of the country for its fall premiere. Among those picking up "Liddy" are KTVU-TV in San Fran-

cisco, WATL-TV in Atlanta, KCPQ-TV in Seattle and WPLG-TV in Miami, he said.

Mr. Back noted that "Liddy" is being offered as a strip or as a once-a-week program designed for weekend airing.

Known in the industry as a "confrontational" or a "host/advocate" show, the "Downey" show is being sold as a nightly strip scheduled to run for 15 weeks, which MCA is calling a "trial period."

"Downey" is already available in many major markets via WWOR, a superstation carried by many cable TV systems. That carriage could present a problem for some stations that agree to air "Downey" in markets where WWOR is available on cable.

Mr. Schwab said his company feels cable penetration in markets such as Chicago and Boston is still at such a low level that WWOR's intrusion in these cities is still insignificant.

But Neal Sabin, program manager at Chicago's WPWR-TV, which will carry "Downey," said he's con-

cerned about the presence of the show on cable.

In Boston, Leslie Savage, program director of "Downey" affiliate WSBK-TV, says she's not too concerned about WWOR being available in Boston, but she noted that cable penetration there is approaching 60 percent of the market's TV households.

Some industry officials suggest that "Downey" could have problems attracting national advertisers because of the show's reputation.

"I don't think you're going to find many national advertisers who will buy into 'Mort Downey,'" commented Dean McCarthy, vice president of program services for Harrington Righter & Parsons, New York.

But Katz Television's John Von Soosten, vice president and director of programming, predicted that advertiser reticence will evaporate if "Downey" and "Liddy" deliver big audiences.

"It's a difficult environment (for advertisers) up until the shows get good numbers," Mr. Von Soosten

said.

For the 1987-88 season to date, "The Morton Downey Jr. Show" has an average A.C. Nielsen Co. rating in New York of 5.0.

All-American's George Back reports "no Madison Avenue resistance" toward "Liddy."

The "Downey" show is being offered on a cash-and-barter basis, a tactic that stations initially resisted, but Mr. Schwab claims that stations are signing up anyway. "We felt it would take longer for the stations to come around," he said.

Although the TV industry deems "Downey" and "Liddy" as most appropriate for late-night time slots, stations that have signed to carry both shows report that they're scheduling the shows in a variety of spots, including early fringe, prime access, prime time and late night.

In fact, one station that asked not to be identified is even considering airing "Downey" at 9 a.m.

Most recently, KABC-TV in Los Angeles announced that it will air "Downey" each night after ABC's "Nightline." #

Radio broker starts own firm

(Continued from Page 26)

"And I provide them with leverage they can't afford to create by having me there full time. It is the best of both worlds."

With interest rates possibly on the rise and the unpredictable ebb and flow of station transactions, why is this a good time to be setting up an independent radio brokerage against the already established likes of Americom?

"Because the re-configuration of radio ownership isn't over yet," Mr. Stevens said, pointing to the relative ease of financing and quick return on investment that radio generally provides.

The frontline companies 10 years ago included Doubleday, Westinghouse and LIN Broadcasting. Today's leading radio broadcasters include Westwood One, Emmis, Malrite and Infinity, with Jacor and Scannix close behind.

"At some point, everybody becomes a seller," he said. "People usually can make more cashing out than remaining operators of radio properties."

"I think we're going to see more of that, especially now that many people have paid higher prices for their properties and can't make their business plans. The only way they can make incremental profit is by selling and

trading up."

He cited two major radio group deals already this year—the \$300 million sale of Metropolitan's station lineup and the \$121.5 million sale of NBC's radio stations—which account for about one-third of the \$1 billion in radio business written so far in 1988.

Mr. Stevens' first deals as an independent broker have included the \$9 million sale of some TA Associates properties, another \$20 million transaction involving two Scannix properties and the pending sale of two Narragansett stations in San Jose, Calif.

Despite the brisk pace of deals this year, Mr. Stevens does not expect a surge in the sale of troubled radio properties or in big group deals.

"The new bottom line mentality has caused everyone to look harder at what they spend," he said. "There was a tremendous amount of waste in radio."

"Despite the alterations in capital structure and heavy leveraging, the change has been healthy."

And what about for himself? Does he view himself as a maverick who crossed career lines to create some new hybrid of radio broker?

"No," Mr. Stevens replied. "I'm just a broadcaster who, like everyone else, has been trying to find new ways to survive." #

**THEY
HAVE!**

NBC jumps into cable

(Continued from Page 1)

million of them are able to receive Tempo.

That gives the new NBC services, which plan to launch next January, a potential kickoff base of about 19 million subscribers, roughly 40 percent of all U.S. cable homes.

NBC's cable proposition, although it has only been roughly sketched out, appears to be a tempting one to some of the country's top multiple cable system operators.

Among them is Cox Cable Communications, according to Ajit Dalvi, the company's senior vice president of marketing and programming. He expects a decision to be made about the service in the next two months.

"What we're intrigued about," he said, "is the tremendous news-gathering sources NBC has and how they will be used."

No special per-subscriber pricing breaks on the services are being offered to MSOs that invest in the sports service, NBC's Mr. Rogers said.

"This is not an equity for distribution deal. If operators are interested in an equity piece, they'll have to buy in on the book value of a sports service," he stressed.

The purchase puts NBC in competition with Capital Cities/ABC on two levels, both in the broadcast network business and cable sports network business.

"We've seen one channel become very successful, and some people feel there's room for another high-quality sports service," said Mr. Rogers.

While the cable sports service could give NBC economic advantages when negotiating big-time sports events, the upcoming Summer Olympic Games will not be seen on the new sports service, except perhaps in second-run form, according to Al Barber, executive vice

president of NBC.

The network most likely to feel NBC's new cable competition is Financial News Network.

NBC has essentially borrowed FNN's format of programming two separate services, with business in the day and sports in prime time, although FNN also has a shop-at-home service, FNN: Telshop, which is televised from midnight to 6 a.m. (ET) on weekdays and 9 a.m. to 5 p.m. on weekends.

However, there are indications that FNN could get some help from another major broadcast network, CBS.

FNN President David Meister said the service has been in talks with CBS about specific business ventures. While he did not elaborate, others said those talks concerned CBS supplying programming for the service.

But sources familiar with the discussions say they have not evolved beyond an exploratory state. CBS, meanwhile, did not comment by press time.

Cox Cable's Mr. Dalvi explains that NBC officials are presenting the business service as a more consumer-oriented service than FNN, which has particular appeal to investors.

Whether two business cable networks can not only survive, but prosper, is debatable.

"If two networks split the entire pie, it could be too expensive to carry (as the per-subscriber fees to systems could be high), or the programming could be of poor quality," said Nimrod Kovacs, United Cable Television's vice president of programming and marketing.

Broad-audience-based services such as Turner Broadcasting System's fledgling TNT "still have room for growth," Mr. Kovacs says, and are of particular importance to the cable industry "because they'll take

shares from the broadcast networks and help customer satisfaction."

The NBC move raises the question of how loyal FNN's current affiliates are.

Some, such as James Grey, president of Warner Cable Communications, express satisfaction with the service, while others, such as Mr. Dalvi, point to surveys that put FNN low on the list in terms of customer satisfaction.

But FNN's Mr. Meister, who also serves as executive vice president of Infotechnology, says he's losing no sleep over the new competitor.

"The fact is, others have competed with us previously, and every time the marketplace has expanded. Some have survived, but others have dropped by the wayside," he said.

On the broadcasting side, NBC station affiliate reaction to the cable ventures appeared mixed.

James Seifert, chairman of the NBC affiliates board and president of Cosmos Broadcasting, said, "I haven't had much discussion with other affiliates, but (Cosmos) managers do not feel threatened. It certainly strengthens NBC, and we like strong networks."

He added that he doesn't expect any dilution of NBC affiliate audiences because of the new services.

But others fear further broadcast network ratings erosion as a result of the new cable services. And they are concerned that some network sports programming might be siphoned off to the cable service.

But some executives reasoned that if NBC hadn't started the services, someone else would, and the network might as well profit from the concept.

Meanwhile, an NBC spokesman said the network is expected to announce the restructuring of Tempo Television, including the executives who will run it, as early as this week. #

Industry executives react to NBC cable purchase

By WILLIAM MAHONEY and JANET STILSON

Staff reporters

The announcement that NBC will acquire Tempo Television, marking the network's biggest move into the cable business, was greeted with varying degrees of enthusiasm from NBC station managers and other industry executives.

Here is a sampling of reactions from around the country:

Michael McGrew, president and general manager, WAVY-TV, NBC affiliate in Norfolk, Va.: "I understand why NBC would be interested in that sort of a move from a business perspective, but it's not a valuable move to the affiliates. Every single cable service that comes along increases the potential for cable to make more headway against the network."

Sumner Redstone, chairman of Viacom International, New York: "(If) it really adds to the programming that's available to cable, then it's a plus."

Joe Franzgrote, president and general manager, KARE-TV, NBC affiliate in Minneapolis/St. Paul: "There's going to be cable whether or not NBC runs it. If anybody is going to profit from it, it might as well be NBC."

Duane Eastvold, vice president and general manager, WTVK-TV, NBC affiliate in Knoxville, Tenn.: "A network is not a network without its affiliates. At what point does NBC say what program goes on the network and what program goes

on cable? I think they're stepping on a real fine line."

Steven Rattner, managing director of Morgan Stanley & Co., New York: "Tempo, as it exists now, has been the beautiful music (network) of cable. Clearly NBC is going to have to go into a major investment mode."

Bruce Jones, senior vice president of marketing and programming, American Cable-systems, Beverly, Mass.: "It's good for the industry to have NBC getting involved. For all the noise we make about cable and broadcasting, these people are the pros."

Nicholas J. Nicholas Jr., president of Time Inc., New York, which controls American Television & Communications Corp.: "We have 3.7 million cable subscribers and almost double that in passings. We're interested in any new service that will help drive that penetration, whether its Tempo or whatever."

Allen Banks, media director, Saatchi & Saatchi advertising agency based in New York: "I think it's a smart move for NBC to get into the cable business and understand it better."

Jack Reber, president and general manager of KHQ-TV, the NBC affiliate in Spokane, Wash.: "My attitude is that both cable and broadcasting are going to be around for a long time, so there might as well be a constructive, cooperative arrangement for both. I support (NBC President) Bob Wright's move." #

Lorimar executive resigns

(Continued from Page 1)

ing to focus on its core business of producing and distributing first-run and network TV shows.

In a prepared statement, Mr. Garin on Friday cited the company's recent efforts to consolidate its operations on the West Coast as the reason for his departure.

"A major consideration in making this decision was that as a result of our restructuring, the company's operations have become more concentrated in Los Angeles, and my family and I prefer to remain in New York," the 42-year-old executive said.

Mr. Garin, whose role of late is described by insiders in the New York office as "administrative," had at one time been in charge of Lorimar's empire of secondary businesses, the ownership of TV stations and consumer magazines. But since those businesses have been sold



MICHAEL GARIN
Resigns to stay in New York

during the past year, staff members in New York said they were beginning to question Mr. Garin's future

role within the company.

Mr. Garin is one of the original founders of Lorimar Telepictures, a company created in 1985 when Los Angeles-based Lorimar, a leader in network TV production, joined forces with New York-based Telepictures, an up-and-coming force in first-run syndication.

While at Telepictures, Mr. Garin had been regarded by Wall Street analysts as a "financial whiz" and one of the major forces behind its success in first-run syndication.

Merv Adelson, Lorimar Telepictures chairman and chief executive officer, said in a prepared statement: "Michael's strategic vision, his insights and his energy have contributed much to Lorimar Telepictures. We will miss him."

Lorimar executives said they were not expecting any other major changes in the company's office of the president. #

AT PRESS TIME CONTINUED

pearances by key executives, including CBS Chief Executive Laurence Tisch, GE Chairman Jack Welch and NBC President Robert Wright. NBC bought CBS affiliate WTVJ-TV in Miami last year and asked WSVN to switch its affiliation to CBS, a move the station has resisted. The plaintiffs have 20 days to respond, according to Richard Arnold, attorney for WSVN. "This is basically a shot across the bow," he said. A CBS spokeswoman said "there is no basis" for the action.

● CLEVELAND—Richard Janssen was named president and chief executive officer of the **Scripps-Howard Broadcasting Co.** by directors meeting here on May 5. Mr. Janssen, 51, succeeds Donald Perris, who is retiring. Mr. Janssen has been an executive vice president of the company, a unit of Cincinnati-based E.W. Scripps Co.

● NEW YORK—**Joseph Dembo**, who has headed CBS Radio news for six years as vice president of the division, will leave CBS by July, according to a CBS source. Mr. Dembo, who was unavailable for comment, came to CBS in 1960.

● WASHINGTON—Members of the House copyright subcommittee were meeting informally late last week to try to iron out differences on a bill promoting the creation of **superstations for the home satellite dish market.** Subcommittee Chairman Bob Kastenmeier, D-Wis., said, "Some version of the bill can still get through."

● ATLANTA—**Turner Broadcasting System** reported a first-quarter net loss of \$14.1 million, compared to a \$39.7 million loss a year earlier. Revenues for the quarter were \$186.3 million, up from \$137.9 million a year earlier. #

Johnny Carson to write own jokes

By WILLIAM MAHONEY
Staff reporter

LOS ANGELES—All eyes will be on Johnny Carson as the comedian circumvents the writers' strike and returns to "The Tonight Show" Wednesday by writing his own material.

The move by the popular host marks another effort to chip away at the 10-week-old Writers Guild

of America strike.

But despite reports that some writers are returning to work on their own, no agreement to end the strike appears imminent.

The WGA said it will continue to negotiate with Carson Productions and other independent producers about individual contracts, but those federally mandated talks had yielded no progress at press time.

Mr. Carson's show has been one of the main victims of the writers' strike; its ratings have slipped while it has been forced into reruns.

The comedian intends to temporarily write his own monologue and introductions, beginning with Wednesday's program. He single-handedly will be taking over chores that usually are handled by about a dozen WGA members. #

Playboy faces changes

(Continued from Page 1)

for Playboy to reposition itself for some time, to avoid shutting down the service altogether.

"We feel that if they had done radical changes a year and a half ago, they could have saved the channel," one MSO programming executive, who asked to remain anonymous, told ELECTRONIC MEDIA. "They've gone past the point where they can really do something."

Since its beginning in 1982, The Playboy Channel has met with resistance from numerous community groups, prompting some cable systems to refuse to carry the adult programming service.

Furthermore, systems that do carry the channel report that it often brings with it double-digit churn rates, as curious subscribers sample the channel and then drop it. #

BRIEFLY NOTED

Broadcast TV

Ted Koppel signed a new contract with ABC on May 5, strengthening his "Nightline" hand and assuring four quarterly prime-time specials from his own production company. Mr. Koppel declined comment on the new pact. His week-long "Nightline" broadcasts from Israel dominated late-night ratings for the week ended May 1. The entire 7½ hours of live telecasts averaged a 4.4/17. The first of his prime-time specials airs Thursday. "The Koppel Report: A Billion Dollar Pie" probes televangelism.

NBC last week signed a two-year renewal with **Viacom-owned WVIT-TV** in Hartford, Conn. NBC had attempted to upgrade its affiliation to one of the market's VHF outlets occupied by CBS and ABC. WVIT is one of the big-city UHF affiliates NBC has in a handful of markets.

The Fox Television Network announced last week that its owned-and-operated stations will carry "News Extra," a series of daily 3½-minute news inserts produced by WNYW-TV, its station in New York. The inserts are available to Fox affiliates starting June 6.

The ratings for **morning news programs** for the week ended April 22 were as follows: NBC's "Today," 4.5/21; ABC's "Good Morning America," 4.2/20; and CBS's "This Morning," 2.4/11.

Thirteen criminals featured on Fox Broadcasting Co.'s "**America's Most Wanted**" have been apprehended, Fox said. The captures were made after 12 telecasts of the show, which made its debut on the seven Fox-owned stations on Feb. 7 and was added to Fox's prime-time Sunday slate last month.

Cable TV

The Discovery Channel and the BBC have co-produced what is believed to be the first documentary with live underwater footage, beamed live to outlets on three continents. Six live "Reef Watch: Live From the Red Sea" episodes aired last weekend in the United States, and one program was televised in Britain and in Israel.

USA Network has purchased movie packages from Warner Bros.

and The Samuel Goldwyn Co., with titles ranging from "The Exorcist" to "Hollywood Shuffle." The films will begin airing this fall.

Top honors in the **National Cable Television Association's Awards for Cable Excellence** local competition were bestowed on Viacom Cablevision of Long Island; Paragon Cable of Irving, Texas; and Sunflower Cablevision of Lawrence, Kan. The Viacom system won the overall commitment award for large systems, and the Paragon and Sunflower systems tied in the small-system category.

Shop Television Network, the shop-at-home service partially owned by JCPenney, picked up 500,000 subscribers through an agreement with Wometco Cable Television. It now has a base of 3.5 million subscribers.

Movietime has increased its original programming to 60 percent of its total offerings. The 24-hour entertainment channel has also signed carriage agreements for another 1.6 million subscribers, bringing its base to 6.6 million. The service was launched last August.

New Canaan, Conn.-based **Century Communications** reported a net loss of \$616,000 for the third quarter ended Feb. 29, compared to a \$724,000 loss the year before. The multiple system cable operator's revenues totaled \$40.9 million, a 23 percent gain over the \$33.1 million posted during the same quarter last year.

Western Tele-Communications Inc., its partial owner Tele-Communications Inc. and Centel Cable Television have arranged a **cable systems swap**. WTCI is trading systems in Wyoming and Colorado, with 13,000 subscribers, for Kentucky and Illinois systems of equal size owned by TCI. WTCI is then trading the TCI systems, along with a 21,000-subscriber system in Florida, for all of Centel's systems in Iowa, which serve 32,000 subscribers, plus cash.

Radio

Tampa, Fla.'s **WRBQ-AM/FM**, whose morning drive program is simulcast on Jones Intercable cable TV systems in Florida, was **scolded by Arbitron Ratings Co.** on page 5B of the winter ratings report. Arbitron said messages aired on

NATIONAL SYNDICATION STANDINGS

For the week ended April 24

	Rating	Stations	Coverage
1. Geraldo: Live...Death Row	18.7*	149	93%
2. Wheel of Fortune	14.9	224	98%
3. Jeopardy!	13.1	218	99%
4. Star Trek: Next Generation	10.4*	231	96%
5. Oprah Winfrey Show	9.6	210	99%
6. People's Court	7.6*	197	95%
7. Mama's Family	6.4*	171	92%
8. Win, Lose or Draw	6.1	159	85%
9. Entertainment Tonight	6.0*	166	93%
10. Charles in Charge	5.8*	129	89%
Donahue	5.8	214	99%
12. Hollywood Squares	5.3	134	86%
13. Lifestyles...Rich & Famous	5.0*	151	88%
Siskel & Ebert	5.0*	165	89%
15. DuckTales	4.9	156	91%

*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. The above list does not include some shows which Nielsen rates but are not ranked.

WRBQ's radio and cable versions of its morning show during the winter survey bordered on ratings distortion. Arbitron said the messages urged listeners (or viewers) to say they listen to "the Q Morning Zoo" if they are filling out listening diaries.

United Stations Radio Networks, New York, is getting into public affairs programming for the first time with a new weekly, two-hour program focusing on family issues. Designed for broadcast on Sunday evenings, the call-in style talk show, "Family Talk from Covenant House," is scheduled to premiere May 22.

ABC Radio Network has introduced a new short-form country radio series hosted by Bob Kingsley, host of ABC's weekly "American Country Countdown." The new daily two-minute features, "Bob Kingsley with America's Music-makers," are described as "vignettes" in which country recording artists "share personal true-life anecdotes," ABC says.

Sports

ESPN has scored a 33 percent increase in ratings for its coverage of the **National Hockey League playoffs**, compared to last season.

ESPN has averaged a 1.6 rating, representing 740,000 cable homes, through 22 playoff games, against a 1.2 rating in 1987, according to numbers from A.C. Nielsen Co.

TBS Sports plans exclusive cable coverage of Major League Baseball's **All-Star gala** live from the Cincinnati Zoo on the eve of this year's All-Star Game. The two-hour prime-time special at 8:05 p.m. (ET) on July 11 will feature highlights from that day's competition, including a "Home Run Derby."

CBS Radio Sports will provide coverage of 40 regular-season and post-season National Football League games during the 1988 campaign. Coverage begins Sept. 5 with radio broadcasters Jack Buck and Hank Stram calling the Washington Redskins-New York Giants game. Post-season coverage includes all playoff games and the Super Bowl.

Don Ohlmeyer, who heads his own independent TV production company, will direct the upcoming Indianapolis 500 for ABC, according to Geoff Mason, ABC Sports executive producer.

Syndication

The science-fiction thriller "Critters," which is offered as part of

Columbia Pictures Television's "Columbia Night at the Movies," will make its TV debut on 133 stations between April 28 and May 25. Columbia says its "Night at the Movies" is the top-rated barter movie package, averaging a 10.1 rating since it premiered in 1983.

Paramount Television has cleared "**Wipeout**," the new first-run syndicated game show, on the CBS-owned stations in New York, Los Angeles and Chicago. Peter Tomarken will host the program, which has been sold to 80 stations covering 65 percent of the country.

Buena Vista Television plans to syndicate "Disney's Fourth of July Spectacular," a prime-time two-hour special, live from Walt Disney World in Orlando, Fla. The six Tribune Broadcasting stations have signed up for the program, which is being produced by Walt Disney World. Buena Vista will distribute the show, which is being sold on a barter basis with national ad sales handled by Walt Disney World.

Fox/Lorber says its two new first-run offerings, "The Dr. Fad Show" and "The Elvis Collection," have surpassed the 50 percent clearance levels. "Dr. Fad" is a children's game show; "Elvis" is a set of four specials. Both shows are slated for a fall debut.

Peregrine Films Distribution has cleared its new first-run, half-hour strip, "Improv Tonite," on 40 stations covering 45 percent of the country. The late-night program, scheduled for a fall debut, is being offered on a barter basis.

Other

Shareholders for Dallas-based **A.H. Belo** last week approved a plan to issue a new common stock that gives current shareholders preferential treatment over future holders. The publishing and broadcasting company will make its current common stock Series A. The company will issue one share of Series B preferred stock for each share of Series A stock.

Los Angeles-based **MCA Inc.** announced net income for the first quarter ended March 31 was \$26.9 million, or 37 cents per share, down 7 percent from \$28.7 million, or 38 cents a share, a year earlier. Revenues were \$611.2 million, up from \$533.2 million a year earlier. #

Announcers involved in brouhaha

(Continued from Page 8)

brief statement: "We all agree completely in deploring fan violence wherever it occurs, for whatever reason. None of us wishes to see the degeneration of baseball into dangerous displays of public disorder."

Mr. Brennaman, a 15-year veteran of the Reds' broadcasting booth, told ELECTRONIC MEDIA last week, "There were some things that I said that were extremely inappropriate, and embarrassing, to be honest about it."

"I don't think there's any doubt that on certain points I went over the line."

However, he did not feel that the comments he and Mr. Nuxhall made played a "major role" in inciting the ballpark crowd.

"Certainly there's a possibility that we could have incited the crowd, but there's also a possibility that what we said had no effect on the crowd," Mr. Brennaman added.

Umpire Mr. Pallone was forced to leave the diamond because of debris, including portable radios, being thrown on the field.

No ultimatum about future incidents was issued during the meeting with Mr. Giamatti, according to Mr. Brennaman, who said the league was "justifiably concerned" about ballpark violence.

In Cincinnati, Don Breen, vice president of business and marketing for the Reds, told EM that he met with both broadcasters the day after the debacle to review what he described as "inappropriate" remarks the pair had made.

"I don't think there's anything wrong with criticizing the umpire. But they were berating the umpire in that situation," Mr. Breen said.

"It was more of a tirade than it was a commentary."

However, he said the Reds do not feel the broadcasters incited anyone.

No general guidelines were issued to the broadcasters in the Sunday meeting, he said, or for the return of Mr. Pallone to Riverfront Stadium later this season.

Hall of Fame broadcaster "Red" Barber said it's "inconceivable that the two broadcasters said what they said about the umpires, and added to the stimulation of the fans throwing things on the field."

In 1934, during the St. Louis Cardinals-Detroit Tigers World Series, radio announcer Ted Husing was rebuked by baseball Commissioner Judge Kenesaw Mountain Landis for talking about the celebrities in attendance, which Mr. Landis felt took away from the game itself. #

Launch of people meter hits delays in Canada

(Continued from Page 3)

the BBM agreed to terminate their contract for the development of a national people-meter system.

The system, which was to have included 2,000 households wired with people meters, was budgeted to cost about \$5.9 million (\$7.3 million Canadian) per year.

"It became obvious that BBM could not pull together the revenue," said David Tattle, group vice president of consumer research services for Nielsen/Canada.

Mr. Tattle said the parting of Nielsen and the BBM was "amicable."

Michael Hanson, vice president of member services for the BBM, agreed with that assessment. He emphasized that the BBM's inability to generate funds for the proposed people-meter system was caused primarily by uncertainty expressed by its members about the devices.

"The fact is, the industry decided it didn't want to go yet because of the absence of some test data and uncertainty in the United States," Mr. Hanson said.

He said he doesn't consider the issue dead and would welcome the opportunity to continue working with Nielsen to develop a Canadian people-meter service.

Opinions about people meters among Canadian broadcasters could turn favorable, he said, depending on the outcome of the study being conducted by the U.S. networks and the NAB.

In the meantime, Nielsen/Canada, which has installed people meters in 250 Toronto households, will continue to push for people meters in Canada by trying to solicit financial support from individual broadcasting companies rather than trying to sign them all up at once through the BBM, Mr. Tattle said. #

WHAT THE A.C. NIELSEN CO. WON'T TELL YOU ANYMORE!



NATIONAL SYNDICATION STANDINGS			
For the week ended April 3			
	Rating	Stations	Coverage
1. Wheel of Fortune	17.8	228	99%
2. Jeopardy!	14.0	217	98%
3. Star Trek: Next Generation	11.4*	227	96%
WWF Wrestling	10.2*	253	97%
4. Oprah Winfrey Show	9.9	205	99%
5. Bonanza: Next Generation	8.0*	117	90%
6. People's Court	7.0*	195	94%
7. Donahue	6.6	211	99%
8. Win, Lose or Draw	6.4	155	84%
9. Mama's Family	5.9*	154	90%
10. Hollywood Squares	5.7	136	87%
11. Best of National Geographic	5.1*	139	90%
12. National Geographic Explorer	5.0*	108	86%
12. Siskel & Ebert	5.0*	158	87%
14. Double Dare	4.8*	102	88%
14. Friday the 13th	4.8*	221	96%
14. Lifestyles of the Rich and Famous	4.8*	148	88%

* Includes multiple airings. (b) Show broken out for individual plays due to pre-emptions.
Source: Nielsen Fast Weekly Syndication and Occasional Network Report. Includes only subscribers to the service and only barter or cash/barter shows.



For the week ended April 3, 1988, the **WWF Wrestling Programs** were conspicuous by their absence from Nielsen's Fast Weekly Syndication Ranking Report. The **World Wrestling Federation** had been in the top five among regularly scheduled programs each and every week since Nielsen started publishing the standings more than two years ago. Only Jeopardy and Wheel of Fortune join us in that unique distinction.

The programs are still producing double digit national ratings. But Nielsen has eliminated multiple program packages from the syndication standings.

So we just want our advertisers, affiliates and other friends to know, we still are the world's preminent weekly producer and distributor of sports entertainment... Even if Nielsen won't tell you anymore.



WORLD WRESTLING FEDERATION[®]

1055 Summer Street, P.O. Box 3857, Stamford, CT 06905, 203 352 8600

CINETEX '88

THE FIRST FALL U.S.A. AND INTERNATIONAL TELEVISION MARKET

For the first time ever, both U.S.A. and international buyers and sellers of the television industry will have the opportunity to conduct business at the same time. And the same place. Presenting The Cinetex World Television Market. Coming September 28-30, 1988 to Las Vegas, Nevada, U.S.A.

THE CINETEX WORLD TELEVISION MARKET ADVANTAGE

For three days, WTM will enable you to screen and license your new properties to a full range of U.S.A. and international television buyers. Easily. And, cost-effectively. Along with the television market, you'll have the opportunity to do business with *all* of the buyers of U.S.A. and international film and video.

- No membership fees.
- Exhibit space available on a first-come, first-served priority system.
- Special early invitation and show privileges for your buyers.

- No charge for using your own equipment.
- Fast, hassle-free registration system.
- Special travel and hotel rates for U.S. and international participants.

A WORLDWIDE TURNOUT

The lure of Las Vegas and the stature of being the first fall world TV market are sure to attract a qualified audience of international buyers.

WTM: A PART OF THE CINETEX PICTURE

In addition to The World Television Market, buyers from around the world will come to Cinetex for its many other events...The American Film Institute Festival, with its film and television screenings, retrospectives and tributes...The Production Expo, displaying every product and service under the sun...The AFI Congress featuring workshops, seminars and panel discussions...And all the dazzle and glitter when the entertainment world comes together in Las Vegas this September.

**Yes! I want to see something NEW
in the entertainment industry...
Tell me more about The Cinetex
WORLD TELEVISION MARKET.**

- Send me complete exhibitor information and contracts
- Please send me attendee information

Also, send me information on:

- The CINETEX Film and Television Festival
- The CINETEX Congress
- The CINETEX Production Expo
- The CINETEX U.S.A. Film Market
- The CINETEX International Film Market
- The CINETEX World Television Market
- The CINETEX World Video Market
- The CINETEX Theatre Expo

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone (_____) _____

Return to: CINETEX, 300 First Avenue
Needham, MA 02194 U.S.A.

EM59

©1988 The Interface Group, Inc.

Produced by:



THE
INTERFACE
GROUP, Inc.

World's Leading Independent Producer
of Conferences and Expositions

Cinetex '88

International Film and Television Festival
Congress ■ Marketplace ■ Industry Exposition

SEPTEMBER 28-30, 1988 • LAS VEGAS, NEVADA

Corporate Office: 300 First Avenue, Needham, MA 02194 • (617) 449-6600 • FAX (617) 449-6953 • TELEX 951176
West Coast Office: 16055 Ventura Boulevard, Encino, CA 91436 • (818) 907-7788 • FAX (818) 907-9021
Offices in Atlanta, Chicago, Los Angeles, New York, San Francisco, Amsterdam, London, Paris, Sydney, Tokyo

Creative, Artistic and
Cultural content of the Festival
and Congress by:



The American
Film Institute